

## **ABSTRACT**

### **DESIGNING ILLUSTRATION BOOK OF STRAY CAT IN BANDUNG**

Stray cat or it could be called the wild cat is a cat that does not have a place to live, do not consume food and drinks are decent, and also do not have owners, so they live wild in the street and cannot live prosperous. The growing up number of stray cat population figures in Indonesia especially in Bandung, making the existence of cats often becomes a problem for the environment both in the housing complex, school, market, roadside, stalls, even on the office. In addition because the cat was able to give birth about 10 cats in a single birth, it also caused by life style kept the cat by most people and the lack of public knowledge about the effort of suppressing the rate of stray cat population numbers with a sterilization programs. If the population of stray cat keep left, this can add to the problem especially for environmental health because illness can be transmitted to humans.

The issue of sterilization of cat still widely spoken especially by adults, through through the medium of the book can be a medium that will provide provide education about the benefits of sterilization, combined with expected illustration can create stray cat's empathy with the public.

Need a design book illustrations that can educate the target goal of prevention of stray cat population rate and invite the community to care for stray cats to fate.

Keywords : design, book illustration, stray cat.