

ABSTRACT

Pets have become a common sight in many households. Pets can form a bond very closely with their owners, even dogs are known as man's best friend. Although dogs are the most preferred pets for their loyalty, but there are still millions of cat lovers in the world including in Indonesia. However, not all people who love cats can take care of the cat properly. In some animal hospitals are often found sick cat because of wrong feeding from the owner. The lack of knowledge by the people and information resources on cat foods is the cause of the problem. Therefore we need a way to educate people, especially children aged 10-12 about good food for cats. In designing of this educational media, the author uses qualitative methods of data collection and SWOT analysis method to determine the strengths, weaknesses, opportunities and threats of the designed media. The designed educational media taking the form of illustrated book about good and bad foods for cats, expected to increase children's knowledge about their pet cat and make people aware of the importance of choosing foods for cats.

Keywords : Cat, Educational Media, Food, Kid