

Abstract

The emergence of many people who keep animals is a phenomenon in life during a pandemic. The impact of this phenomenon is the emergence of awareness of community members to look after and protect abandoned animals. On the other hand, the management of these abandoned animals requires financial assistance and special attention. This study aims to increase awareness of animal shelters, especially dog shelters in the city of Bandung. With the increase in public awareness, more audiences will adopt, as well as provide donations to shelters. The method used in this study is a qualitative method, namely through interviews, observations, literature studies. The theory used to compile this research is AISAS, AOI, and the SWOT method to dissect campaign strategy. With the implementation of this research is expected to increase awareness of the existence of dog shelters in Bandung. In addition, this research is a distributor of information that provides assistance to shelters in Bandung, especially the Give Dogs Second Chance shelter.

Keywords: social campaign, campaign strategy, social media, dog shelter