

Peduli Sobat Ekor: A Social Campaign About Responsibility Towards Abandoned Pets

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Abstract: In Jakarta, there are many cases of pets that are abandoned and thrown away by their owner to the streets because the owner already bored or unable to take care of the pet anymore. Because of many cases of abandoned pets, a new problem arose, which is over population. Over population is still under discussion so many people have not familiar with the problem yet. Beside over population, there are also many cases of dogs or cats that were hit by vehicles on the streets. Therefore, the campaign is something that must be made to prevent this case from increasing in Jakarta. However, Jakarta is the area that has the most dog population compared to the surrounding area (Bekasi, Tangerang, Depok, and Bogor).

Index Terms: abandoned, dogs, cats, millennial, social campaign

1 INTRODUCTION

THOUSAND years ago, the ancestors kept wolves as pet. They caught wolf cubs bred them and used to hunt. Those wolves become friends, which were more docile and evolved into dogs. This occurrence was happened around 27,000 years ago according to a study published in May 2015 [1]. Since then, dogs have become the closest animal to humans and become part of human culture. The director of the University of Oxford's palaeogenomics and bio-archaeology research network, Greger Larson, said that dogs are the first domestic animals on earth. It means dogs have been used for a long time for their energy, fur, and even meat. However, it is unclear if dogs were the first pets—that is, kept solely for their companionship. There was a discovery of a puppy hugged by a human body estimated since 10000 BC in Israel. This discovery can prove that human have dog as a pet since a long time ago. Nowadays, from various classes of animals that people can keep, people continue to choose animals such as dogs and cats to become pets. Human chooses dogs as pets for various reasons such as security, preventing boredom, making daily activities livelier, and having strong emotional closeness. Dogs or cats have a sense of empathy to their owners, it makes stronger emotional connection between dogs and their owners [2].

1.1 Problem

Karin Franken, one of the founders of Jakarta Animal Aid Network (JAAN), who also had concerns about dog abandonment, said that the condition of abandoned dogs in Jakarta was quite severe [3]. There are several reasons why dog and cat owners do not want to keep their pets anymore. According to the Jakarta Animal Aid Network [4], one of the main factors is because the owner does not care anymore about their pets. The owner tends to abandon their pets because of bored and thinks that their pet is not cute anymore. The second factor is when the dog owner does not want their dog in the house anymore because of the dog's body size is not suitable to live inside the house, and it is finally chained outside the house. This situation makes dogs depressed and vulnerable to diseases. The situation is worsened when the dog owner does not want to pay for the treatment of their pet, so they throw away their pet to the street. Susana Somali, the founder of Pejaten Shelter and the veterinarian said that Pejaten shelter received wild dogs from around Jakarta every day [3]. Some of these cases are dogs that are abandoned by their owners Other than the lack of concern from pet owners regarding caring for their dogs, the next factor is due to

overpopulation. A pair of dogs that are not sterilized will make an unwanted unintended birth rate. This condition makes the dog owner unable to take care of their dog and must throw them into the street. This problem must be solved because the level of awareness about animal welfare in our society is still little. Keeping a pet is not only about happiness, but the owner must commit for their pet's life and health.

2 METHODS

The methods used in this research are (1) interviews with Animal Defenders Indonesia's founder, Doni Herdaru, and the founder of Republik Guguk, Justina Soekamto; (2) questionnaire that randomly spread to 156 respondents; and (3) secondary research through books, journals, and print and online articles. Then, the writer formed a solution by analyzing the collected data.

2.1 Survey Sampling

Survey questions made by the author are circulated online through social media and personal chat. Approximately 156 respondents participated in the survey. The respondents who filled out the survey were millennial and young adults, which is regarding the campaign targets made. This was done because they all use social media and can easily fill out surveys made with questions about abandoned pets. Almost all respondents who filed the survey has a pet and agreed if there is a campaign about abandoned pets and claimed to often hear the cases of abandoned pets.

2.2 Interview with Doni Herdaru (the founder of Animal Defenders Indonesia)

According to Doni Herdaru, the biggest problem of abandoned pets is overpopulation due to the loss of commitment of the pet owners. Many people only want to keep dogs when the dog is still small and cute, but when the pet is growing; they dump it on the streets. The dumped dogs will meet other dogs and can mate on the streets. Besides dump or leave it on the street, people leave their pets dogs on the animal's hotel or salon.

2.3 Interview with Justina Soekamto (the founder of Republik Guguk)

Interview with Justina Soekamti was conducted through WhatsApp chat because she was very busy and could not make an appointment to meet. Her answer is not much different from the answer of Doni Herdaru, that is over population is the main problem of animals that are thrown away. Moreover, their condition when found is sometimes

alarming and untreated like wild dogs, for example, many fleas, tangled hair, wounds and others

3 RESULTS AND DISCUSSIONS

So, the main problem is the large number of cases of pets being abandoned that leads to overpopulation. Many people are aware of this case, according to a survey that was circulated. Therefore, it is necessary to make a campaign that increases social awareness of this case so that it makes our environment more comfortable. The aim of this campaign is for young people to understand the importance of overpopulation and to prevent this case from happening again in the future. Based on the objectives of this campaign, the first thing to do is design on social media. Social media was chosen because it has a tremendous impact on promotions and advertisements, as it is an easy way to convey messages to many people, especially millennials. The visual results of this campaign are in the form of logos, several posters on social media and print, animated advertisements, web banners, x-banners, a booth for specific events, flyers and brochures. There are several other accessories such as hats, notebooks, and pins to give to people so that they are easy to remember about this campaign. The colors used for this campaign are predominantly blue because blue has impression of being sad and depressed. Moreover, Blue is chosen because it intentionally wants to approach emotionally, so that it shows the sad side of the abandoned animal.

This campaign made in three phases. The first phase is creating social media and its content, web banners, and animation ads. The purpose of this first phase is to voice this campaign to the community. Through social media, many people will become aware of this campaign. Then, the second phase is creating, posters, billboards, brochures, and flyers to deliver messages in physical form, not through the Internet. In the third phase, this campaign will cooperate with animal lovers' organizations, especially Animal Defenders Indonesia, at an event or seminar, so that they can meet directly with the audience and giving education regarding the case. In making the visual process, the author makes the first steps in the creative process, such as making mind maps, mood board, research, and then sketching. The author sketches the design before making it digital, so the writer can find out which design is suitable. The sketch of the logo also determines the name of this campaign, so that it can adjust the logogram and logotype. Figure 3 is the process of logo creation, where the author created many sketches (sketching on four A3 papers).

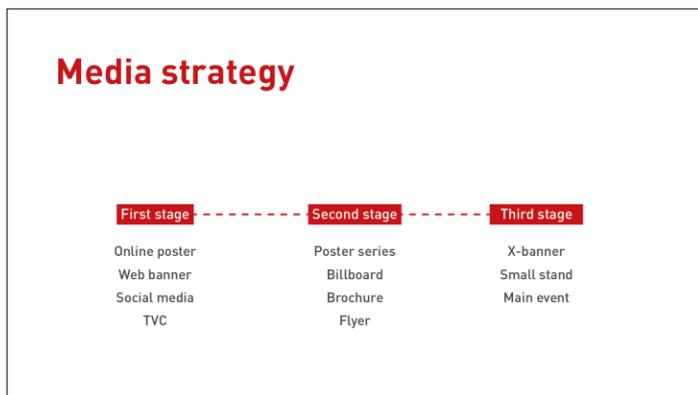


Fig. 1 Media Strategy

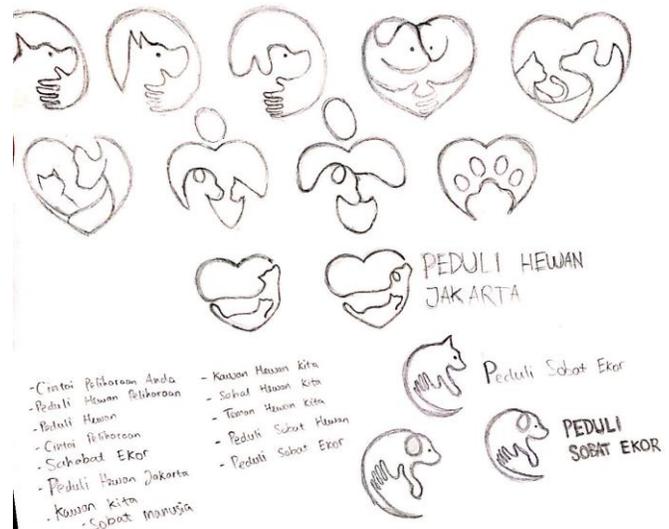


Fig. 3 Logo Sketch Development

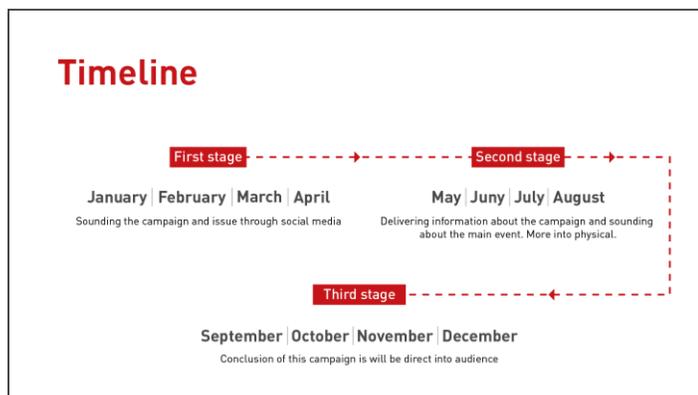


Fig. 2 Campaign Timeline



Fig. 4 Final Logo Design



Fig. 5 Animation Ads

The animation was created to convey messages to the public through YouTube and other social media. Moreover, this animation use designs that are suitable for young people. The combination of visual design and verbal communication will make this 1-minute animation is easy to understand. This animation explains the effects of throwing dogs carelessly on the road the street.



Fig. 6 Printed Poster

Three posters in Figure 6 were designed by using three primary colors and prominent visuals on the faces of animals to get an emotional effect on the reader by showing sad faces and easy-to-read text. These three posters are expected to provide a stopping-power effect on passing readers.



Fig. 7 Notebook Illustration Design

In making the main design, the author also made an alternative design which are caps, pins, and notebooks that can be seen in Figure 7. Notebook made based on the color of the poster printed. The aim is so that people can remember this campaign well because there is consistency. Illustrations made also relations between human and pet.



Fig. 8 Brochure Illustration Design



Fig. 9 Flyer Illustration Design

4 CONCLUSIONS

Jakarta is the area that has the most dogs as a pet compared to surrounding areas (such as Bekasi, Tangerang, Depok, and Bogor) according to data from Yayasan Pecinta Satwa 2016. Although Jakarta has been free from rabies since 2015, Jakarta has not been free from cases of abandoned animals by their owners. Many pet owners still do not have a strong commitment to raising dog and cat as pets. Therefore, this campaign was made to revive the public about the importance of commitment to raise pet and not to throw them. Instead of solving the problem, it will add new problems such as overpopulation. This campaign focuses on young people and encourages them to be more caring to stray animals and environment (according to interview with Doni Herdaru).

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