

ABSTRACT

For thousands of years, animals have been struggling to live alongside human civilization, yet many don't realize their careless actions towards animals tend to involve violence as if it were not out of ordinary. It is in contrast to the essence of Zoocentrism where all life form have to respect one another. Said theory focuses on the rights and ethics towards animals, meaning they have not need to suffer. The rights to earn happiness and the prevention of pain, Indonesian zoo as the case of 'starving' animals. What we do should be one of the moral standards. Aesop's Fables provide visual storytelling of daily life starring animal characters as the subject coupled with normative messages and moral community which on its own is a metaphore for Zoocentrism to value their primitive behavior as well as not to look down on other living things.

Keywords: Violence, Animal Rights, Zoo, Zoocentrism, Animal Ethics, *Aesop's Fables*