

ABSTRACT

The existence of abandoned animals such as dogs and cats could not be denied, especially in larger cities, e.g. Jakarta. The causes of abandoned animals came from various factors, such as breeding mills, a process of animal breeding without looking at the condition of the animals being bred, also neglectance done by humans. This happened because the lack of awareness and understanding of the society about the stray animals. The data and research for this study will be obtained by using mix methode which is quantitative and qualitytative through questionnaires, in-depth interviews, and literature studies then the data will be analyzed using matrix analysis methods. Seeing this phenomenon, information and education media is needed, the writer offers a solution that includes a website design that provides information about abandoned animals and animal adoption to educate the public to be more concerned about the welfare of abandoned animals, as well as provide information about animal adoption.

Keywords: Animals, Adoption, Website, Information, Education