

ABSTRACT

Cats are the most domestic pets in Indonesia. The large number of domestic cat populations indirectly affect the number of cat populations on the streets. The phenomenon of stray cat has become a polemic in major cities in Indonesia. Animal welfare has not been considered even though there are already applicable regulations. In Bandung there is a middle-aged woman who is keen to pay attention to the welfare of stray cats, her name is Kusmiati Menon. Her profession as an online motorcycle taxi driver is not a reason to neglect about the environment. This design uses qualitative research methods with data collection consisting of research, literature study, and interviews. The data collected was then analyzed into a documentary film design that titled 'Menon'. The author's purpose is to convey an inspiring story from the daily of Kusmiati Menon. That the smallest effort will be a great value if done sustainably. The final result of this study is a 12-minute documentary film.

Keyword: Cats, Documentary films, Animal Rights