

ABSTRACT

More and more the population of abandoned animals today. Especially animals like dogs and cats. For example, in Jakarta, in 2019 the cat population will increase by 30 thousand. With news like that, people actually take action by killing animals. Then people who feel sorry for abandoned animals begin to make a move by establishing communities and building abandoned animal shelters. Especially in Bandung, many do not know the information about the location of abandoned animal shelters and also information about the animal lover community in Bandung. This is supported by Telkom University students who say they do not know the place and where the animal lovers community in Bandung. Telkom University students also said that many loved and cared for abandoned animals nearby but had obstacles to caring for abandoned animals. Therefore, the author will design a technology-based information media in the form of a Mobile application. The data will be used in this study using qualitative methods, which will be obtained through questionnaires, in-depth interviews, and literature studies then the data will be analyzed using the matrix analysis method. The results of this design in the form of a Mobile application about abandoned animals in Bandung. It aims to reduce stray animals in Bandung.

Keywords : *Media Information, Mobile Application, Animal Shelter*