

ABSTRACT

Meat is one of the essential ingredients for protein maintenance. The meat was obtained from the slaughter of domestic animals, animals not including cattle were not to be consumed as food, which included dog meat. Consuming dog meat is dangerous to the body and can spread diseases which as rabies. Apart from rabies, there are still many other diseases such as the parasite because dogs that are slaughtered are not from breeding but wild dogs and poisoned pet dogs. Toba animal friends created a social campaign to educate the local community on the dangers of consuming dog meat. The method used in this study is quantitative method with interviews, observation, and library studies. The result from this study is a media campaign that is visually relevant, and it is hoped that this strategy will build community awareness as to the danger of consuming dog meat.

Keywords: Dog, Dog Meat, Campaign