

CHAPTER I

PREFACE

1.1. Background

Cats are animals that are easily found in today's social life, often referred to as indoor cats or house cats (*Felis silvestris catus* or *Felis catus*) a small carnivore species from the Felidae family. Cats have been around humans as old as 10,500 years ago when humans settled permanently in one place. In the early settlement of Fertile Crescent era between 9,000 and 10,000 years ago, when people began to store wild grain at their homes and silos in Israel which attracted house mice, *Mus musculus domesticus*, to thrive. This case was almost certainly that house mice attracted cats to get closer to human. Another case was where Jean-Denis Vigne of the National Museum of Natural History in Paris discovered early evidence of humans keeping cats as pets, a grave of an unknown adult human and an eight-months-old cat on Mediterranean island of Cyprus from 9,500 years ago (Driscoll et al., 2009).

As times passed by, nowadays we can see cats anywhere in our surrounding. Cats is considered one of the popular animals to have as a pet, there are estimated 1.7 million household have one or more cats as a pet, not to mention the stray cats that vary widely (Jongman, 2007). Stray cat is a cat who lived indoor and had contact with human before, but eventually lost their home, abandoned, and no longer had contact with human. Overtime, it can lead stray cat to become feral (Alley Cat Allies, n.d.). There are many names of stray cats, from feral cats, free-roaming cats, barn cats, etc. Stray cats are coming from offspring of another stray cats, lost cats, or abandoned cats (Slater, 2007).

The population of stray cats in Bandung can't be counted with certainty, because there is no specific method for calculating the population of stray cats. However, according to *Kepala Bidang Peternakan Seksi Produksi dan Kesehatan Hewan Dinas Ketahanan Pangan dan Pertanian Kota Bandung*, drh. Elise Wieke Pertiwi Kesumajana, quoted from (Ramadhan et al., 2022) said that cat breeding can occur quickly. She took an example of calculating

the stray cats. For example, in one neighbourhood there are 10 wild cats which is multiplied by 1.494 neighbourhood in Bandung. In conclusion, the total population of feral cats in Bandung is 14.940 but the total population is also not evenly distributed, it's depending on the condition of the area.

With a large population of cats, it is undeniable that violence against cats, especially stray cats, can occur. After an observation conducted by author, it was found that violence on cats by children occurred in Indonesia and abroad. There are several tweets about cats' maltreatment done by children in Twitter alone. One tweet from account @ZOO_FESS mentioned that a cat lost its three siblings because they get slammed by children (ZOO, 2021). Other account @zeinn_ichwan attached a photo of a stray kitten with its body full of black goo after it get played by children (apasi, 2020). According to news from KSBW Action News 8 (2012) three children aged five to ten years old in Santa Cruz, United States were charged with felony charges of animal cruelty. Two girls and a boy abused four-to-five weeks kittens caused one of the kittens got a brain damage and only two survived.

Younger children are reported by parents to have higher rates of cruelty towards animal rather than older children, and it is reported there is more cruelty done by boys than by girls (Dadds et al., 2004). Generally, boys tend to display externalising disorder and shows more aggressive behaviour than girls. While girls increase their nurturing behaviour at around five years old, boys decreased. Girls are also having a closer emotional bond with their pet rather than boys did. Research also shows that children cruelty is linked to demographic of low maternal education may act as a marker, such as low socioeconomic background, poor vocabulary, social abilities, and educational culture within the home (Flynn, 2001, as cited in Dadds et al., 2004).

Whereas, caring for animals can have a positive impact on the growth and development of children. There are several examples of the advantages for children when rescuing animals according to an article called "How Pets Give Your Kids a Brain Boost" from BBC Future: children can learn about empathy, responsibility, and compassion. In children who are experiencing a period of cognitive and language growth, children integrate pets into child

development by talking about their pets, learning to understand their pets' needs, and practicing their motor skills by interacting with animals (Mueller, 2021). It can be concluded that caring animals can influence social skills, language, physical health, and better cognitive development of children.

According to Jean Piaget's theory, quoted from Marinda (2020), at the age of 2-7 years, children are in the pre-operational stage. In this age range, children begin to represent the world with words and pictures. This period of development shows that there is an increase in symbolic thinking and goes beyond the connection of sensory information and physical action. Ghozalli,(2020) also said that at the age of 4-6 years is the time when children learn to socialize and basic thinking. In this period, children also learn various kinds of animals and plants, objects around them, and basic literacy. Meanwhile imaginative and creative play; including drawing, painting, writing, and storytelling can help for 4-5 years old children to help their development (The Australian Parenting Website, 2022).

There are several ways to promote animal's welfare, especially cats, like social media platforms (Prawadika Aji, 2019). However, current study shows that storybook with human character can teach children about empathy and moral, it also influenced children prosocial behaviour because they can relate to the stories (Larsen et al., 2018). Through the process of reading children can gain their knowledge, improve brain function, and increase concentration (Untarni & Rahman, 2016).

Therefore, it is important to introduce about the importance of the welfare of stray cats, especially for children who are experiencing growth and development. The target audience selected in this study were children in the age range of 4-6 years using illustrated book media containing how to take care of stray cats which contains discussions in language and visuals that are attractive and easily understood by young children aged 4-6 years with parental assistance. With this illustration book, it can also be a learning tool for children to read more books.

1.2. Problem Identification

By looking at the problems above, it can be analysed that there are a few problems:

1. There are various problems that stray cats had, for example: abuse, unhealthy environment, overpopulation, and many more.
2. The reason of the problems above is because lack of information regarding how to take care of stray cats, especially for children.

1.3. Research Question

From the identification of the problems above, it can be concluded into some research questions:

1. How to introduce 4-6 years old children to the problems that cats face on the streets?
2. How to design a visual media to deliver information about how to take care of stray cats for 4-6 years old children?

1.4. Scope

1. What?

To educate about how to take care of stray cats for children.

2. Who?

The primary target audience is children around age 4-6 years old with parental assistance, especially for those who are not have the information about stray cats yet.

3. Where?

The research is conducted in Bandung through online and offline meeting.

4. When?

The research started on October 2022 until July 2023.

5. Why?

To educate children around age 4-6 years old about how to take care of cats.

6. How?

To make an educational children illustration book as main media and merchandise as supporting media.

1.5. Design Purpose

The making of this illustrated book aims to increase knowledge about how to take care of stray cats aimed at children aged 4-6 years with the assistance of their parents. With a visual-based book, it is hoped that it can provide information for children aged 4-6 years about learning how to properly care for pets, especially cats so that it can form empathy and compassion in children's development.

1.6. Benefits

This can educate children to realize the importance how to properly take care of stray cats and learn how to treat cats well. This also can reduce violence towards cat and cat's overpopulation on the streets by providing information about how to take care for stray cats.

1.7. Research Method

1.7.1 Literature Review

Literature review serves to gather findings from previous research. through a literature review, will be able to have further information about the findings that have developed related to the research topic being conducted. In addition, it can also utilize research methods that have been applied in previous research, especially for operational needs in the field, such as data collection and data analysis (Rahmadi, 2011).

1.7.2 Interview

Interviews are a way of collecting data by asking several questions verbally face-to-face or online to respondents or informants as the research subject (Rahmadi, 2011).

1.7.3 Questionnaire

The definition of questionnaire is a way to collect different data from respondents using list of questions or items about their attitudes, ideas, or experiences about specific topic. Questionnaire can be used to gather two different data: qualitative and quantitative (Bhandari, 2023).

1.7.4 Observation

Observation is a way of making systematic records of behaviour by looking at and observing the behaviour of individuals or groups directly studied. Observations can be made directly or indirectly. Direct observation i.e., the researcher directly observes the research object at the place and time of the event, while indirect observation is carried out through certain intermediaries such as videos, films, or photographs (Rahmadi, 2011).

1.8. Analysis Method

1.8.1 SWOT Analysis

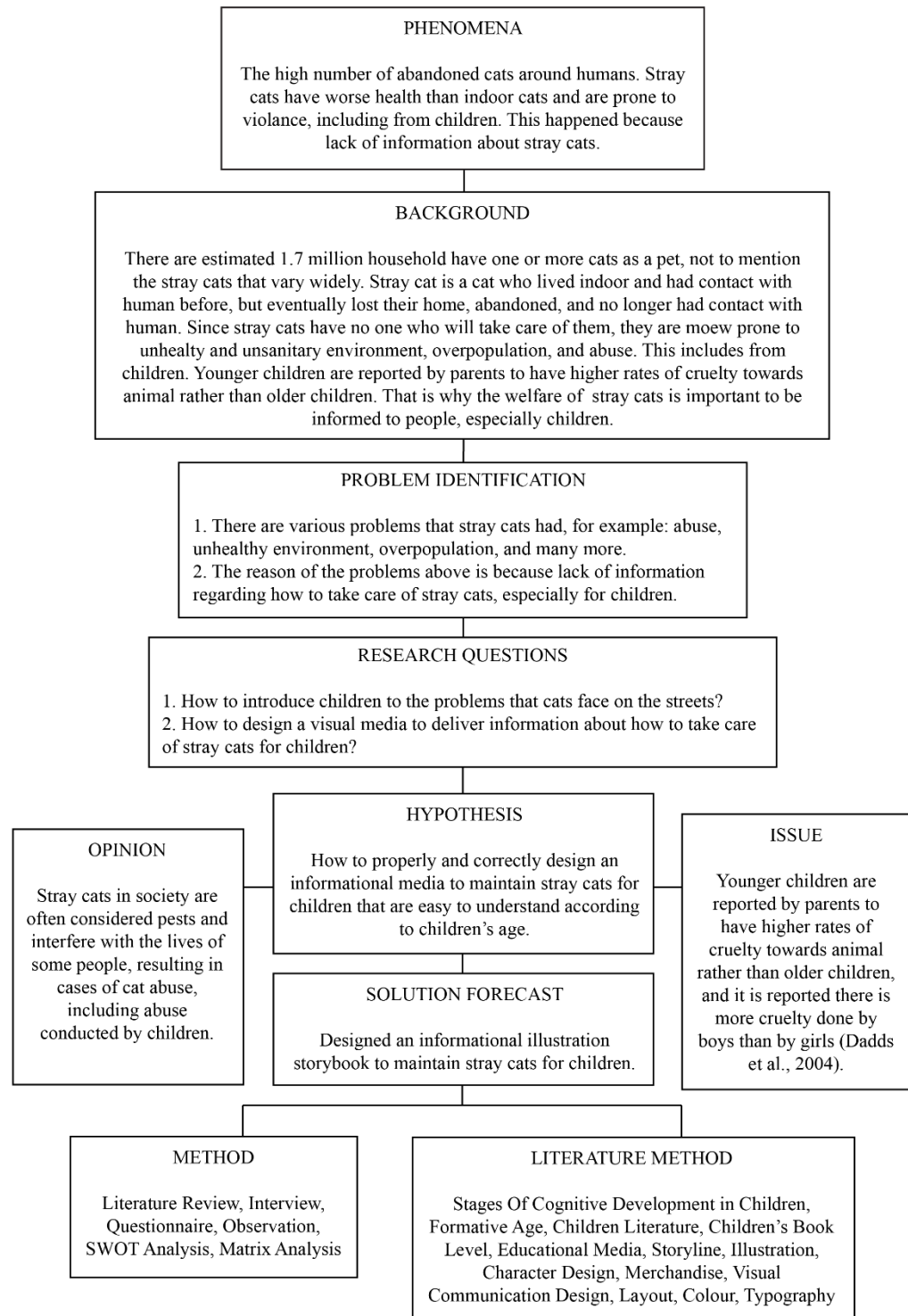
A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is to evaluate a realistic and fact-based analysis of strength and weakness within a company or industry, to grow a potential of a business (Kenton W, 2022).

1.8.2 Matrix Analysis

According to Weihrich (1982) the definition of matrix analysis is almost the same as SWOT analysis, where matrix analysis is a combination of the four components to assess four different strategies:

- WT strategy: Weakness-Threat
- WO strategy: Weakness-Opportunity
- ST strategy: Strength-Threat
- SO strategy: Strength-Opportunity

1.9. Design Framework



1.10. Writing Systematic

CHAPTER I Introduction

This chapter explains the background on the report topics to be discussed, problem identification, research questions, scope, design purpose, benefits, research method, design framework, and writing systematic.

CHAPTER II Theoretical Basis

This chapter discusses the theories used and the basis for making this report.

CHAPTER III Data and Problem Analysis

In this chapter contains data that is collected, processed, and analysed so that conclusions can be drawn from the data.

CHAPTER IV Concept and Design Results

This chapter explains the concepts used in output design from sketches to visual implementation.

CHAPTER V Closing

This chapter contains conclusions from the research that has been done as well as suggestions and solutions to existing problems.