

## **ABSTRACT**

*Cat overpopulation is a phenomenon where the number of cat population exceeds the capacity in an area. The increase in overpopulation of cats can cause other problems for cats and humans. To overcome the overpopulation of cats, it is necessary to sterilize the cats that roam. This sterilization program has been held by many animal lover communities, veterinary clinics, and the government, but people still do not understand and are less interested in sterilizing cats. This study aims to educate the public, especially cat breeders, to understand the importance of cat sterilization so that problems caused by cat overpopulation can be resolved. The research method in this writing is qualitative research, namely data collection methods such as observations, interviews, and literature studies. The results of this study are in the form of social media content such as Instagram and Facebook, as well as print media such as posters, x-banners, and banners. With this campaign, it is hoped that it can invite the public to participate in overcoming problems caused by cat overpopulation.*

*Keywords: campaign, overpopulation, cats, sterilization, Bandung*