

ABSTRACT

DESIGNING A PROTOTYPE APPLICATION FOR CAT LOVERS COMMUNITY IN AN EFFORT TO CONTROL THE POPULATION AND PROTECT STRAY CATS IN THE CITY OF BANDUNG.

The increasing stray domestic cat population in big cities, such as Bandung, poses serious animal welfare and public health challenges. The high rate of uncontrolled cat breeding has an impact on the health of feral cats and the balance of the ecosystem. The cat-loving community's efforts to address this issue through sterilisation and vaccination programmes are still limited to certain groups, and the general public's awareness of the importance of cat welfare is still low.

This study aims to design a prototype application that can be an educational and campaign tool for the community. Using qualitative methods that include observation, interviews, and the search for theory through literature studies to strengthen the knowledge base on the research issues raised and then analysed.

The results showed that although cat-loving communities in Bandung have conducted sterilisation and vaccination programmes, the main obstacle is the limited reach of information and awareness of the general public. Existing programmes are also still limited to certain areas, while there are many reports of stray cats. The solution is to design a prototype application that connects cat lovers, communities, and the public in one platform along with supporting features that are easy, useful, and attractively designed.

Keyword: *Health, Cat, Design, Application*