

ABSTRACT

DESIGN OF A DOG VEST TO ALLEVIATE SYMPTOMS OF FEAR CAUSED BY LOUD NOISES

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Dogs can hear sounds ranging from 47,000 to 65,000 Hz per second, making auditory stimuli much clearer to them. This heightened sensitivity causes their ears to be more responsive to sounds, which can trigger excessive fear when their hearing is disturbed. As a result of this fear, dogs may experience stress and exhibit behaviors such as trembling, whining, pacing, and others. Therefore, dog owners need to take measures to alleviate their pets' fear of loud noises by using products designed to calm them. This study employed a four-stage research method consisting of problem identification, problem solving, solution development, and design. The findings of this research focus on a vest worn by dogs to reduce their fear. Based on these results, a vest design was created following product priority standards. The final design features a vest that is durable, breathable, and washable.

Keywords: *Fear in dog, loud noises, product design, dog vests.*

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