

ABSTRACT

Stray cats are cats that are not socialized with humans. Indonesia has a cat population of around 2.8 million in 2021. Cat overpopulation has become a widespread problem, as they can be carriers of disease, damage public facilities, and disrupt local biodiversity. Therefore, efforts are needed to control population. TNR (Trap Neuter Return) program is a mass cat sterilization program carried out on strays as population control. Sterilization is a procedure where cats are operated on and reproductive organs are removed to stop breeding. The effectiveness of TNR program can still improve, especially with factors of public awareness. The purpose of this paper is to design a social campaign to increase public awareness about TNR programs and cat sterilization to address overpopulation. The research methods used are qualitative, literature studies and observations. From research, it was found that public awareness still needs to improve so TNR programs can run better.

Keywords: *TNR, Stray cats, Overpopulation.*