

## ABSTRACT

### ***The Influence of #TNRPROJECT Campaign on The Participation of Feral Cat Sterilization Activities (Correlational Study on Followers of Instagram Accounts @Pedulikucing in Suppressing Wild Cat Overpopulation Figures)***

Anysa Tyara Oktaviana<sup>1)</sup>, Fathiya Nur Rahmi<sup>2)</sup>

<sup>1)</sup> Student of Communication Department, Pembangunan Jaya University

<sup>2)</sup> Lecturer of Communication Department, Pembangunan Jaya University

One of the social problems that is now a concern of the Department of Food Security, Marine and Agriculture (DKPKP) is a over wild cat population, where in 2018 DKPKP received 100 reports related to cats and dogs that are not manly, then in 2020 DKPKP managed to sterilize 1,600 male cats and 372 female cats. Therefore, DKPKP continues to suppress the overpopulation of feral cats by working with cat lovers organizations to perform free sterilization of feral cats. One of the non-profit organizations in cooperation with DKPKP is Yayasan Peduli Kucing which has been established since 2010. Yayasan Peduli Kucing has been conducting a #TNRProject campaign since 2019, where the campaign to catch feral cats for sterilization and post-sterilization is returned to where they were captured. This study aims to find out about the implementation of campaigns against the participation of followers of Instagram accounts @Pedulikucing in suppressing the number of overpopulation of feral cats, where in this study measured the level of participation with followers of Instagram accounts @Pedulikucing in the giving of likes and comments . The theory and concept used in this study is instrumental theory of persuasion which consists of source factors, messages and audience then participation rate consisting of cognitive stage, implementation and utilization. The study used quantitative methods by distributing questionnaires to 400 respondents who follow the Instagram account Care for Cats. The result obtained from this study is variable X (campaign) affects variable Y (participation rate) with a result of 0.575 which is quite sufficient and positive. From this research it can be found that source factors and message factors influence a person to be interested in and participate in #TNRProject campaigns.

**Keywords** : Campaign, Participation, Overpopulation, Caring For Cats.

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