

Perencanaan program komunikasi pemasaran terpadu Let's Adopt! Indonesia "Your Life Could Be More..." Periode Januari 2015 - Juni 2015 = Communication marketing strategy of Let's Adopt! Indonesia "Your Life Could Be More..."

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Abstrak

[Meningkatnya populasi anjing dan kucing di Indonesia ternyata juga memberikan catatan tersendiri dalam hal strays (Hewan Jalanan). Padahal tingginya populasi strays membawa banyak permasalahan tersendiri, seperti penyakit menular (baik ke sesama binatang dan bahkan manusia), overpopulation, dsb. Belum ada penanganan yang dilakukan oleh pemerintah secara terpusat, padahal banyak movement dari komunitas-komunitas animal welfare yang bisa dipergunakan untuk mengatasi permasalahan tersebut, salah satunya adalah program adopsi binatang peliharaan. Program kampanye social Let's Adopt! Indonesia ini bertujuan untuk meningkatkan awareness target adopter terhadap program adopsi binatang dan pada akhirnya mendorong mereka untuk ikut serta ambil bagian dalam program tersebut. Program dilaksanakan dengan biaya Rp39,028,550,00.

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The increasing number of cats and dogs population brought another concern, which is Strays. The high population of Strays can cause some problem to the community, such as contagious diseases (to other animals or even human), overpopulation, etc. The government hasn't yet come up with something to take care of the matter, meanwhile out there Pet Adoption program, which can be a solution, is widely voiced. Therefor, this communication marketing strategy for Let's Adopt! Indonesia is developed. To increase the public awareness of the Pet Adoption program, so that the target adopter would support and take a part on the program. All the program will be on the budget of Rp39,028,550,00., The increasing number of cats and dogs population brought another concern, which is Strays. The high population of Strays can cause some problem to the community, such as contagious diseases (to other animals or even human), overpopulation, etc. The government hasn't yet come up with something to take care of the matter, meanwhile out there Pet Adoption program, which can be a solution, is widely voiced. Therefor, this communication marketing strategy for Let's Adopt! Indonesia is developed. To increase the public awareness of the Pet Adoption program, so that the target adopter would support and take a part on the program. All the program will be on the budget of Rp39,028,550,00.]