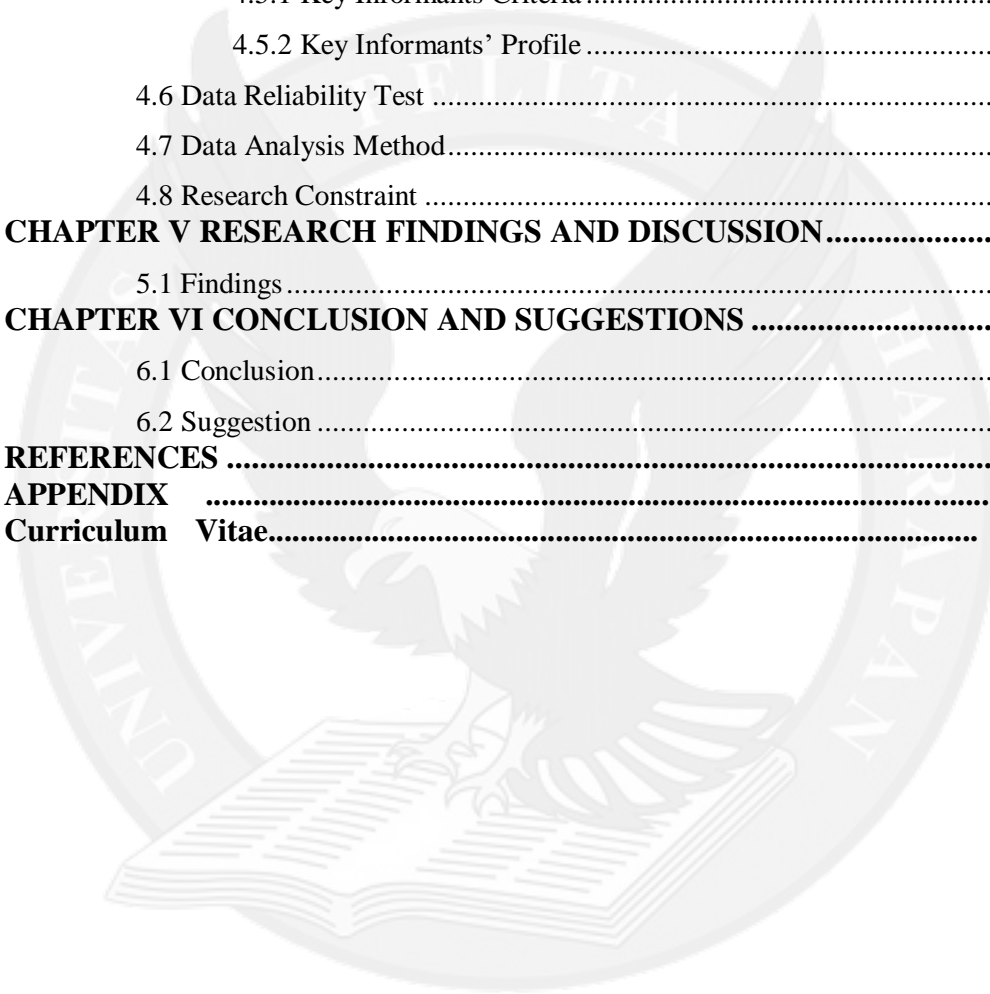


TABLE OF CONTENTS

TITLE PAGE	i
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
ADVISOR’S APPROVAL SHEET	iii
FINAL PROJECT EXAMINER’S APPROVAL	iv
ABSTRAK	v
ABSTRACT	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	x
LIST OF FIGURES	xiii
LIST OF APPENDICES	xiv
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Identification of the Problem	9
1.3 Statement of the Problem	11
1.4 Purpose of Study	12
1.5 Significance of Study	12
1.6 Limitation	12
1.7 Research Structure	13
CHAPTER II RESEARCH OBJECT	16
2.1 History of Pejaten Shelter	16
2.2 Research Object	18
2.2.1 Pejaten Shelter Campaign	19
2.2.2 Social Media of Pejaten Shelter.....	20
2.2.2.1 Instagram	21
2.2.2.2 Facebook.....	23
2.2.2.3 Tik-Tok.....	24
2.3 Research Subject	25
CHAPTER III LITERATURE REVIEW	27
3.1 Mass Communication.....	27
3.2 Mass Media.....	30
3.3 New Media	31
3.4 Social Media	35
3.5 Social Marketing Theory	36
3.6 Persuasive Communication Theory	41

3.7 State of the Art.....	41
CHAPTER IV METHODOLOGY	45
4.1 Research Approach	45
4.2 Research Design.....	46
4.3 Data Collection Technique	48
4.4 Unit of Analysis.....	50
4.5 Key Informants	50
4.5.1 Key Informants Criteria	51
4.5.2 Key Informants' Profile	51
4.6 Data Reliability Test	54
4.7 Data Analysis Method.....	55
4.8 Research Constraint	56
CHAPTER V RESEARCH FINDINGS AND DISCUSSION.....	57
5.1 Findings	57
CHAPTER VI CONCLUSION AND SUGGESTIONS	75
6.1 Conclusion.....	75
6.2 Suggestion	77
REFERENCES	78
APPENDIX	A-1
Curriculum Vitae.....	A-87



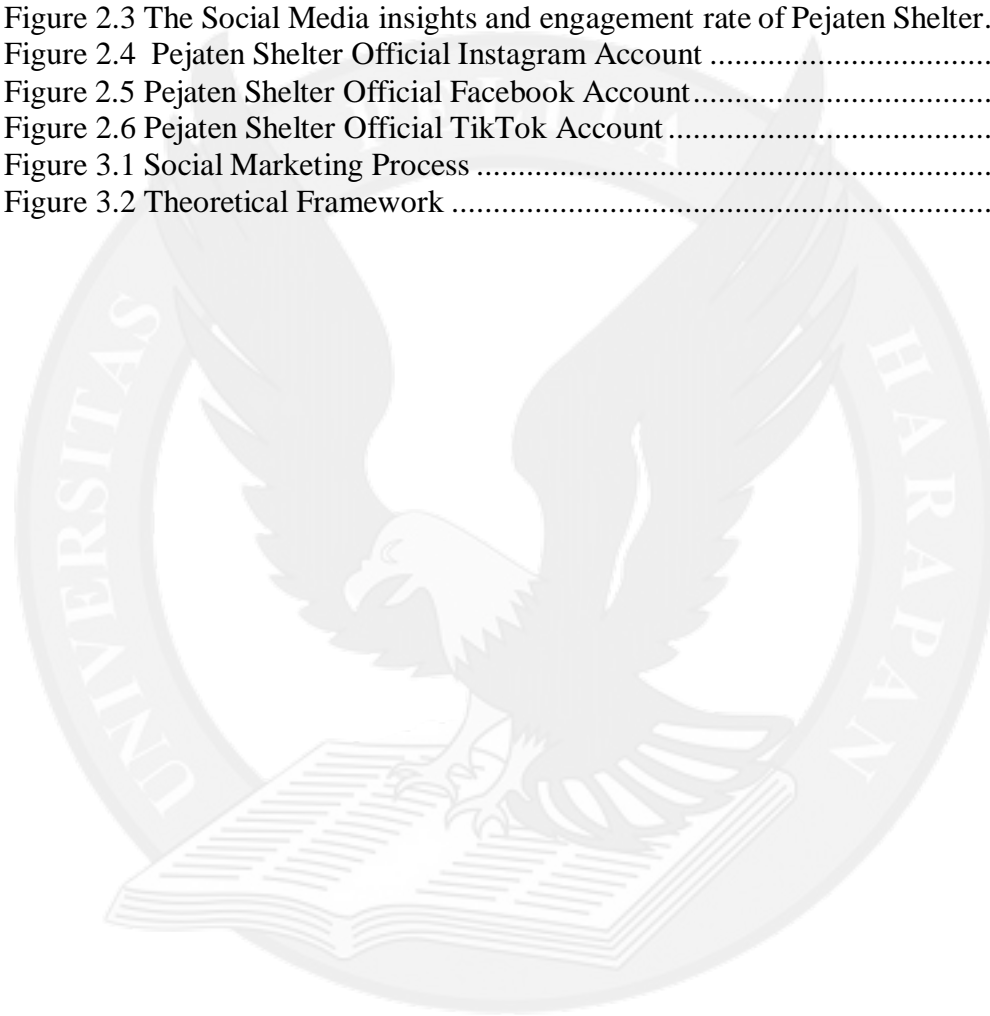
LIST OF TABLE

Table 3.1 State of The Art.....	42
---------------------------------	----



LIST OF FIGURES

Figure 1.1 Statistics of top countries for animal cruelty content	2
Figure 1.2 Increased Percentage as a Result of Social Media Use for Animal Cruelty Awareness	7
Figure 1.3 Percentage of Social Media use for Animal Cruelty Awareness	8
Figure 2.1 Pejaten Shelter official logo.....	17
Figure 2.2 Pejaten Shelter receiving MURI Record Award.....	18
Figure 2.3 The Social Media insights and engagement rate of Pejaten Shelter.....	20
Figure 2.4 Pejaten Shelter Official Instagram Account	21
Figure 2.5 Pejaten Shelter Official Facebook Account.....	23
Figure 2.6 Pejaten Shelter Official TikTok Account	24
Figure 3.1 Social Marketing Process	39
Figure 3.2 Theoretical Framework	44



LIST OF APPENDICES

APPENDIX A	A-1
Research Interview Permit (Key Informant RS)	A-1
Thesis Monitoring Form	A-3
APPENDIX B	B-1
Interview Guidelines	B-1
Interview Transcript.....	B-4
OPEN CODING	B-66
AXIAL CODING	B-72
Selective Coding	B-76
List of Figures.....	B-78
List of Table	B-82
Turnitin Result	B-86

