ABSTRACT

SOCIAL CAMPAIGN DESIGN OF ANTI ANIMAL ABUSE

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Like a humans, animals is also a creature of God. Both of humans and animals have little difference. The degree of human more higher and better than animal because human had a pure heart that gave by the Lord to be able to control the passions of human. These day so many human have attitude like animal. They did not hesitate and afraid to acts violation whether it's against animals or human.

These day in Indonesia, the case of abusing against animals often occur. So many human do abusing and violation to animal with different motive it make very concern to us. The reason of the campaign of anti social abuse against animals is to make human more care to animal as well as information to the public about the importance of loving and caring animals and stop doing abusing against animals because it is wrong and against the law.

Keywords: *Animals, humans, abusing, care.*