

CHAPTER I

INTRODUCTION

1.1 Background

Dogs are often regarded to be man's best friend and have become one of the world's most common pet. According to statistics provided by The Zebra (2024), there are over 900 million pet dogs living worldwide. Based on a survey by dataSpring (2023), 7.4% of households in Indonesia own at least one dog. The survey also states that for Indonesians, wanting to have comfort in life is the primary reason of wanting pets such as dogs in the first place.

Forming an emotional bond with pet animal has many positive benefits to the owner, both in terms of physical, mental, and social well-being (Taylor, 2023). Keeping a dog is beneficial not only for adults, but also provides positive impact on children. According to an article by Dr. Devia Irine Putri (2022), through the activity of caring for a dog, a child can develop a sense of empathy and responsibility, increase self-confidence, as well as being encouraged to be more active and perform exercise. Research has also found that a child with a close relationship with a pet dog can develop a better immune system, thereby more effectively protecting the child from allergies (Giraudet et al, 2022, p. 10). The activity of taking care of a pet dog can also facilitate social skills in children, where relationships with dogs can reduce aggressive behavior and increase positive behavior and empathy in children (Christian et al., 2020). As such, improper treatment of their dogs may lead to harm or injury, illness, and behavioural issues.

However, in Indonesia, there are still many cases of abandoned pet dogs due to lack of concern from the people (Kiki et al., 2023). Based on a pre-questionnaire conducted on 10 respondents by the author with the respondents having had pet dogs aged 1 to 15 years, 80% of the respondents stated that their dogs were mostly

cared for by parents or family members while the other 10% of respondents rarely or never helped care for dogs. 40% of respondents also stated that they knew little about how to care for dogs as children and 10% stated that they did not know at all. From these data, it can be concluded that children's participation in dog keeping activities in Indonesia is not yet common. In addition to the impact of children not getting the benefits of keeping dogs, negligence in pet care can lead to animal violence where dogs become sick, injured, and/or abandoned.

Therefore, it is very important for children to know how to properly care for their dogs. Research states that informational media such as picture books can encourage children's cognitive and emotional development, and visual media can effectively improve children's understanding of animals (Zhang, 2025, p. 54). However, based on observation done by the author, there is a lack of informational media that can reliably educate on this topic, and ones that exist do not have elements such as interactivity that would increase children's interest in reading it. Books that are interactive are proven to be effective educational methods as it allows the child reader to develop aesthetic, intellectual, and emotional skills through tactile learning, with studies suggesting it to be more effective than non-interactive books (Altinkaynak, 2019). Designing informational media that can educate children about how to properly care for dogs will greatly assist children's development and help reduce violence against pet dogs.

1.2 Problem Formulation

Based on the background study that has been explained, the key issues are as follows:

1. The activity of taking caring for a pet dog is very beneficial for children both mentally and physically, however children's participation in taking care of pet dogs are still minimum and not yet common.

2. There is a lack of media in the form of interactive books that can provide an educative and informative platform for children about how to properly take care of dogs.

Based on the above summary, the author has decided that the summarized problem is as follows:

How to design an interactive book about dog care for children?

1.3 Problem Limitation

Based on the background study for the research as well as the problem identification that has been conducted, this design is aimed at children aged 6-9 years old, SES A and B, domiciled in the Jabodetabek area and has a pet dog, using informational media in the form of interactive book. The scope of the design will be limited to education on proper dog care for children.

1.4 Objective of Final Project

Based on the problem limitation that has been summarized, the writer's goal is to design an interactive book about dog care for children.

1.5 Benefits of Final Project

1. Theoretical Benefits:

The benefits of this research are to increase children's knowledge in dog care through informative media, such as books. This research is made in hopes to become a valuable piece of Visual Communication Design knowledge that can be used as reference for future research that strives to develop other interactive learning media.

2. Practical Benefits:

This research is made in hopes of being a reference for lecturers or other researchers regarding the DKV pillar of information, especially in designing informational media. This design can also be useful as a reference for other students who are interested in designing informational media and the topic of

dog care for children. In addition, relating to being a Final Project, this research can also be an archived document for the university.



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