

## **ABSTRACT**

*Instagram is one of the effective media for education due to its fast spread and large user base. In addition, Instagram has advantages over other social media. These advantages include features on Instagram that are not just limited to images, but also include videos that can be uploaded on reels and stories on Instagram. Purwokerto Domestic Cat Lovers (PKDP) is a community of wild cat lovers in Purwokerto. This community aims to reduce the population of wild cats in Purwokerto. The method used in this research is qualitative research methods such as observation, questionnaire, interview, and documentation. The result of this research is that educational content is currently needed to reduce the population of wild cats. The need for educational content arises due to the excessive population of wild cats.*

*Keyword: Instagram, Cat, Stray Cat, Education*