

LISTENERSHIP OF RADYO CLSU'S BIDA KA-JUANA PROGRAM

An Undergraduate Thesis Presented to the
Faculty of the Department of Science in Development Communication
Central Luzon State University

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Development Communication

by

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MAY 2024

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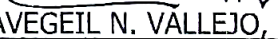

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THESIS ABSTRACT

1. Title: LISTENERSHIP OF RADYO CLSU'S BIDA KA-JUANA PROGRAM
 - 1.1 Total No. of Pages: 77
 - 1.2 Text No. of Pages: Seventy-seven
2. Researchers: BENITEZ, CHRISMABELLE A., MARCELO, CASSANDRA LEI A., BUSANIA, VIA KRISTINE N.
3. Type of Document: Undergraduate Thesis Proposal
4. Type of Publication: Unpublished
5. Accrediting Institution: Central Luzon State University
Maharlika Highway, Science City of Muñoz
3120, Nueva Ecija
6. Keywords: Radio listenership, Community Radio, Radio Listening Habits, Radio Listening Preferences, Radyo CLSU, Bida Ka-Juana Program
7. Abstract:

7.1 Rationale/Background

Radio is one of the most popular convenient tools of communication and is particularly used to disseminate information to reach the widest audience. However, Community radio still faced challenges and issues, especially in capturing people's attention. Meanwhile, Central Luzon State University (CLSU) operates DWFA 107.3 FM Radyo CLSU. It has one current program called "Bida Ka-Juana". It features the role of women in society, showcasing their expertise, achievements, and life experiences, to bring it closer to the CLSU community, particularly the students. However, the interaction between the program and audience is not evident and the program has a low engagement rate based on its Facebook Live streaming. In addition, the current official DJ of the Bida Ka-Juana stated that the primary problem they encounter in the radio management is guest unavailability. Other than that, several students encountered conflict between airing program schedules and hectic class schedules and most of them were not aware of the existence of the program.

7.2 Summary

1. What is the demographic profile, access to the internet, available communication devices, and frequency of use of the respondents?
2. How were the respondents exposed to the Bida Ka-Juana Program

3. What are the radio programming preferences of the respondents in terms of programs, topics, length/duration, frequency of airing, day of airing, airing time, characteristics of the program host/s, and language/dialect?
4. What are the applications and feelings of listeners derived from listening to Bida Ka-Juana?
5. What are the problems encountered by the listeners and their suggested solutions?
6. What are the reasons for not listening and their suggestions to make them listen?

The study approached descriptive research design and was only limited to 100 student respondents from Central Luzon State University in Science City of Munoz, Nueva Ecija, Philippines. The study used a quantitative research design and stratified random sampling method for data gathering procedure and printed survey questionnaires. Moreover, the study was conducted in the 2nd Semester and mid-year of the Academic Year 2022-2023, and 1st semester academic year 2023-2024.

7.3 Major Findings

The findings of the study were that most of the CLSU rarely or never listened to the Bida Ka-Juana program of CLSU. However, most of the listeners discovered the Bida Ka-Juana program through social media; most of them participated in the Bida Ka-Juana Program through listening/watching. Most of them preferred to listen to a program about social issues, majority preferred topics to be discussed were lifestyle. Most of them preferred 30 minutes, daily airing for the frequency of airing, Saturday for their preferred day of airing, and 3:00-4:00 PM for their preferred time of airing the program. Being jolly and knowledgeable about the topic were their preferred characteristics of host/s and for the language/dialect, they preferred to use Taglish. Furthermore, they use the message they derived from listening to the Bida Ka-Juana Program for knowledge development and their feelings derived from listening were satisfaction. Listeners encountered problems such as internet connectivity and technical difficulties while listening to the Bida Ka-Juana Program, therefore, suggested providing a high internet signal around CLSU. Moreover, non-listeners of the program revealed that they were not aware of the existence of the program, therefore, they suggested creating more posters/advertisements to promote the program throughout the CLSU community.

7.4 Conclusions

The Bida Ka-Juana Program was not being listened to by most respondents due to lack of exposure and conflicts with schedule, hence, low engagement to the radio program. Furthermore, most respondents discover the program through social media and Facebook live streams, primarily for information, news, education, and entertainment. To increase listenership, the program should be promoted through more posters, convenient airtimes, and entertaining,

knowledgeable topics. Understanding this will help the radio to provide relevant content and to improve advertising strategies.

Concerning the radio programming preferences of both listeners and non-listeners, social issues accompanied by entertainment such as playing trending soundtracks are the type of program they mostly prefer to listen to. Moreover, respondents from the CLSU community preferred a 30-minute to a one-hour length of airtime, daily airing, or weekend airing like Saturday and airing time that won't affect the class schedules. When it comes to choosing characteristics of a host, they mainly prefer jolly and knowledgeable about the topic, and having a good voice quality. Lastly, "taglish" is the preferred language/dialect to be used in the program. Prioritizing the programming preferences of the respondents can meet their needs to enhance engagement.

Based on the listeners' point of view, the application of messages received from listening to the Bida Ka-Juana program is mostly used for knowledge development while the feelings derived from listening are mostly satisfaction with the gained knowledge and motivation. On the other hand, internet connectivity and technical difficulties are mostly the problems that the listeners encounter while listening to Bida Ka-Juana. Moreover, non-listeners reasoned out that they find it difficult to have time to listen to the Bida Ka-Juana radio program as they are not aware of it and are occupied with their academic activities.

7.5 Recommendations

1. The CLSU community enjoys the use of the internet and mobile phones, therefore, it is highly recommended to promote Bida Ka-Juana through different social media platforms and Facebook pages to increase the listenership of the community radio.
2. The radio program management should exert more effort to produce different posters and public materials to boost exposure and raise awareness in the CLSU community, encouraging them to listen/watch the radio program.
3. The management of the Bida Ka-Juana program should prioritize the listeners preferred programming to increase the engagement rate such as creating programs about relevant social issues and incorporating entertainment such as playing trending soundtracks. Furthermore, it is also recommended to air the program daily with an airing time of 3:00 pm to 4:00 pm; if not possible, Saturday will do with a 30-minute to one-hour duration of the program.
4. The management should hire professional technical facilitators to guarantee good operation of the radio program and to avoid sudden technical difficulties during the airtime.
5. The Bida Ka-Juana program should invite Gender and Development (GAD) experts to become guest speakers in the program.
6. The involvement of the students and faculty and/or staff is highly recommended to share their knowledge, opinions, and experiences as part of the CLSU community

ACKNOWLEDGEMENTS

I, **Chrismabelle A. Benitez**, would like to express my heartfelt gratitude to everyone who contributed significantly to its success, by providing invaluable guidance, support, and encouragement throughout the process. First, **to my co-researchers**, thank you for all your efforts and perseverance throughout this paper. All the sleepless nights, pressure, and frustrations have paid off. All your efforts are highly appreciated. Second, I am immensely grateful to **my family** for their unwavering love, understanding, and encouragement throughout this journey wherein their constant support has been my source of strength. Third, my special thanks to **my friends and colleagues** who provided encouragement, assistance, and moral support during challenging times. Lastly, I would like to thank **God** for providing me with strength emotionally and spiritually. There are a lot of times that I feel really weak and frustrated that I thought I could not make it, but still, God is always with me. Words are not enough to express how grateful I am to You. This paper is a blessing from You, thank you for making it possible. This thesis would not have been possible without the support and encouragement of all the individuals I mentioned above. Thank you.

I, **Cassandra Lei A. Marcelo**, would like to express my heartfelt gratitude to my parents, **Mama Eliza** and **Papa Jeff**, and my siblings, **Ishie** and **Thiridy**, for giving me reasons to live and continue chasing my dreams. Also, to my **Lolos** and **Lolas**, **Titos** and **Titas**, thank you for always believing in me and for all the things you've taught me. To my boyfriend – **Ian**, thank you for always cheering

me up when I'm at my lowest and for your unending support. To my bestfriend – **Alpha**, thank you for being my person when I am tired and stressed doing this paper. To my thesis buddies – **Chrismabelle**, and **Via**, thank you for all your efforts, all the sleepless nights finally paid off. Lastly, to **Almighty God**, thank You for giving me strength, knowledge, and patience to finish this paper. This wouldn't be possible without Your unending guidance and love.

First and foremost, I, **Via Kristine N. Busania**, would like to praise and thank our **Almighty God**, who never ceases providing me knowledge and wisdom that help me carry out my purpose in life according to his will, thus performing my duties, responsibilities as one of His creations, and for His graces and blessing to complete this research successfully. I also would like to give special thanks to my co-researchers **Chrismabelle** and **Cassandra** for their input and efforts in the approval of this study. I deeply express my gratitude to my family for their undying love, understanding, encouragement, support financially and emotionally which helped me in completing this paper. Lastly, I humbly dedicate this work to my parents **Rosemarie N. Busania** and **Fresco A. Busania**, siblings **Vivien** and **Vince**, and grandparents **Catalino DC. Narca** and **Clarita S. Narca** for their unending love and support which gave me the strength and motivation to continue to get through this journey.

Moreover, we, the researchers, would like to express our heartfelt gratitude to our adviser – **Ma’am Cherie**, thank you for your unending patience and for all your efforts to make this paper possible. To our critics – **Ma’am Luz**, and **Ma’am Abegail**, thank you for your insightful feedback and constructive criticism, which significantly improved the quality of the paper. We appreciate your expertise and efforts in this paper. Also, to our statistician – **Ma’am Nikka**, thank you for helping us throughout this journey. Lastly, to our **fellow students in CLSU** who participated in this paper, we would like to extend our heartfelt gratitude, thank you for your participation as respondents of this study and for giving us your valuable time.

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LIST OF ABBREVIATIONS

IPO : Input-Process-Output

CAG : College of Agriculture

CASS : College of Arts and Social Sciences

CBAA : College of Business Administration and Accountancy

CED : College of Education

CEN : College of Engineering

COF : College of Fisheries

CHSI : College of Home Science and Industry

COS: College of Science

CVSM : College of Veterinary Science and Medicine

OAd : Office of Admission (OAd)

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