

**USE OF RADYO NATIN GUMBA AS A MEDIUM OF ADDRESSING
DIFFERENT COMMUNITY PROBLEMS**

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Nueva Ecija, Philippines, in partial fulfillment
of the requirements for the degree**

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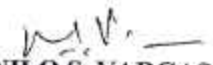


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This undergraduate thesis entitled **USE OF RADYO NATIN GUMBA AS A MEDIUM OF ADDRESSING DIFFERENT COMMUNITY PROBLEMS** prepared, presented and submitted by **ELOUEZA MARIE PARCASIO DELA CRUZ**, in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.


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TABLE OF CONTENTS

	PAGE
LIST OF TABLES	vi
LIST OF FIGURES	viii
LIST OF APPENDICES	ix
ABSTRACT	x
INTRODUCTION	1
Background	1
Statement of the Problem	3
Objectives of the Study	4
Significance of the Study	4
Hypotheses of the Study	5
Scope and Limitations of the Study	5
REVIEW OF RELATED LITERATURE	7
Understanding Community Radio	7
Community Radio as a Medium	8
Identifying Different Community Problems	10
METHODOLOGY	12
Theoretical Framework	12
Conceptual Framework	13
Operational Definition of Terms	15
Time and Place of the Study	17
Research Design	18
Sampling Design	18
Data Gathering Procedure	20
Data Measuring Tool	20
Methods of Data Analysis	21
RESULTS AND DISCUSSION	23
Profile of Radyo Natin Guimba	23
Brief History	23
Program Line-up	24

	PAGE
Socio-economic Characteristics	28
Age	28
Sex	28
Civil Status	28
Educational Attainment	29
Occupation	29
Radio Listenership	31
Frequency of Radio Listenership	31
Frequency of Program Listenership	31
Information Received from the Radio	33
Aspects of Problems	34
Social	34
Economic	34
Political	35
Environmental	35
Effectiveness of RNG	36
Effectiveness of Airing Relevant Information	36
Effectiveness of RNG in Solving Community Problems	37
Resolved and Unresolved Problems of the Respondents	38
Correlation Between the Independent and Dependent Variables	41
Correlation Between Socio-economic Characteristics and Frequency of Radio Listenership	41
Correlation Between Socio-economic Characteristics and Frequency of Program Listenership	42
Correlation Between Socio-Economic Characteristics and Information Received	43
Correlation Between Socio-economic Characteristics and Aspects of Problems	43
Correlation Between Aspects of Problems and Frequency of Radio Listenership	45
Economic	45
Political	45
Correlation Between Aspects of Problems and Frequency of Program Listenership	46
Social	46
Economic	47
Political	48
Environmental	49
Correlation Between Aspects of Problems and Information Received from the Radio	52
Social	52
Economic	52
Political	53

	PAGE
Environmental	53
Correlation Between Aspects of Problems and Effectiveness of RNG to Deliver Information	57
Correlation Between Aspects of problems and Effectiveness of RNG to Solve Different Community Problems	60
Social	60
Economic	60
Political	61
Environmental	62
SUMMARY, CONCLUSION, AND RECOMMENDATIONS	65
Summary	65
Conclusion	66
Recommendation	67

LIST OF TABLES

TABLE		PAGE
1	Barangay and sample size	19
2	Radio's program line-up, airing date and time slot	27
3	Respondents' socio-economic characteristics	30
4	Frequency of radio listenership	32
5	Frequency of program listenership	32
6	Information frequently received from the radio	33
7	Aspects of problems in the community	36
8	Effectiveness of RNG in airing relevant information	37
9	Effectiveness of RNG in solving different community problems	38
10	Status and solutions of respondents' problems/issues accommodated by the radio station.	40
11	Correlation between socio-economic characteristics and frequency of radio listenership	41
12	Correlation between socio-economic characteristics and frequency of program listenership	42
13	Correlation between socio-economic characteristics and information received	44
14	Correlation between socio-economic characteristics and aspects of problems	44
15	Correlation between aspects of problems and frequency of radio listenership	46
16	Correlation between sources of problems and frequency of program listenership	50

TABLE		PAGE
17	Correlation between aspects of problems and information received from the radio	55
18	Correlation between aspects of problems and effectiveness of RNG to deliver information	58
19	Correlation between aspects of problems and effectiveness of RNG to solve different community problems	63

LIST OF FIGURES

FIGURE		PAGE
1	The Shannon Weaver Model	13
2	Research Paradigm showing the independent and dependent variables of the study	14

LIST OF APPENDICES

APPENDIX		PAGE
1	Research instrument	72
2	Letter request	77

ABSTRACT

DELA CRUZ, ELOUEZA MARIE P. Department of Development Communication. College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines. June 2019. **USE OF RADYO NATIN GUIMBA AS A MEDIUM OF ADDRESSING DIFFERENT COMMUNITY PROBLEMS.**

Adviser: **DANILO S. VARGAS**

This study aimed to determine the effectiveness of Radyo Natin Guimba in addressing different problems facing the community of Guimba, Nueva Ecija. The study was conducted in seven barangays namely: Brgy. San Roque, Brgy. Sta. Veronica, Brgy. Cabaruan, Brgy. Sta Lucia, Brgy. Manggang Marikit, and Brgy. Bagong Barrio. The data was gathered from June to July, 2018. The study used purposive sampling in selecting respondents. There are total of 30 respondents in the study determined by these purposes.

A questionnaire was used in gathering information from the respondents of the study.

Results showed that the age range of the respondents is from 21-76 years old were 60% of them are females. Also, majority of them are married and 40% are elementary graduates. Most of the respondents are unemployed as of the time of the study (46.70%).

Frequency of Listenership to Radyo Natin was often and the most listened program out of 20 existing programs was Boses ng Sambayanan, Tinig ng Katotohanan, which is a program portraying people's concern in the community. Information about health, agriculture, news, and community are the most frequent information they received from listening to Radyo Natin Guimba. Problems concerning the respondents were:

health problems, educational problems, unemployment, poverty, low amount of wage, and agricultural problems.

Respondents answered that RNG is very effective in delivering information about health, agriculture, and community. They were also very effective in solving problems about health problems, poverty, peace and order, agricultural problems and insufficient implementation of environmental laws. Various responses were collected about the radio's effectiveness in solving their problems.

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