

**THE INFLUENCE OF LOCAL POLITICAL CAMPAIGN STRATEGIES  
IN THE DECISION-MAKING OF VOTERS IN  
GUIMBA, NUEVA ECIJA**

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### APPROVAL SHEET

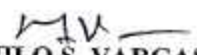
This undergraduate thesis entitled **THE INFLUENCE OF LOCAL POLITICAL CAMPAIGN STRATEGIES IN THE DECISION-MAKING OF VOTERS IN GIMBA, NUEVA ECija** prepared, presented and submitted by **FEVY ROSE V. GALAPON** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.

  
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## ABSTRACT

**GALAPON, FEVY ROSE VALEROSO**, Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija Philippines, February 2019. **THE INFLUENCE OF LOCAL POLITICAL CAMPAIGN STRATEGIES IN THE DECISION-MAKING OF VOTERS IN GUIMBA, NUEVA ECIJA.**

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Since election is coming, the researcher conducted this study to determine the influence of local political campaign strategies in the decision-making of voters in Guimba, Nueva Ecija. This study aims to determine which campaign strategies are more effective to voters and if the candidates considered the socio-demographic characteristics of the voters while campaigning.

The study shows the distribution of socio-demographic characteristics of the respondents when classified according to the communication strategies of the politicians they see as the most effective, and it shows that broadcast as a campaign strategy is the most effective one, because it is statistically significant at 5%. This implies that socio-demographic characteristics of voters can possibly a factor in identifying the most effective campaign strategy of the politicians. Candidates also considered the socio-demographic characteristics of the respondents during their campaign to choose what campaign strategies they will use.

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## BIOGRAPHICAL SKETCH

The author was born on September 20, 1998 at the Pacac, Nueva Ecija, and currently resided in San Roque East, Guimba, Nueva Ecija. She is the eldest among the three children of Mr. Severino G. Galapon and Mrs. Maricel V. Galapon. She graduated her primary studies in San Roque East Elementary School, and finished her secondary studies in Our Lady of the Sacred Heart College of Guimba, Nueva Ecija. She became a CAT officer in her last year in a secondary school, with the dream of becoming a producer in a drama.

She is undertaking her studies in the pursuit of a degree in Bachelor of Science in Development Communication. The life of the author was full of experiences that turns her into a strong woman that can carry all the problems in her life.

Some of the conferences and seminars that she attended were the following: Seminar-Workshop on Video Production on Gender Issue; Jiggy Manicad Storics: Seminar; Research, Extension, and Training Seminar Series (RSS) on research.

Moreover, she is interested in music and an avid fan of Blackpink which serves her inspiration in accomplishing things on time. She was also a fan of gospel songs like Oceans by Hillsongs which calm her everytime she had a bad day. In addition, she is guided by her favorite quote "*Success is walking from failure to failure with no loss of enthusiasm*" while living in this world full of loss of confidence.

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