

**SOCIAL MEDIA AS A LEADING SOURCE OF COVID-19 RELATED  
INFORMATION: A CONTENT ANALYSIS ON THE FACEBOOK  
PAGE OF LGU GUIMBA, NUEVA ECIJA**

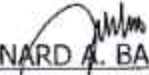
An Undergraduate Thesis Presented to the Faculty of the Department  
of Communication and Development Studies  
Central Luzon State University

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

By  
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**JUNE 2023**

**APPROVAL SHEET**

This undergraduate thesis entitled "**SOCIAL MEDIA AS A LEADING SOURCE OF COVID-19 RELATED INFORMATION: A CONTENT ANALYSIS ON THE FACEBOOK PAGE OF LGU GUIMBA, NUEVA ECIJA**" prepared and submitted by **JEWEL EMERALD T. LAURENCIO** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:

  
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
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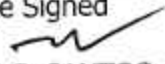
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## THESIS ABSTRACT

1. Title: **SOCIAL MEDIA AS A LEADING SOURCE OF COVID-19 RELATED INFORMATION: A CONTENT ANALYSIS ON THE FACEBOOK PAGE LGU GUIMBA, NUEVA ECIJA**

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6. Keywords: CoVid-19, Facebook page, Local Government Unit, preventive measures, theme, codes, updates, reactions, comments, share, style.

7. Abstract

### **7.1 Rationale/Background**

Due to the rising CoVid-19 cases, the Philippine Government was forced to implement the Philippines into total lockdown in March 2020. Many activities have been prohibited and the use of different social media websites became more prevalent as a way of communication of the masses.

As such, the Facebook page of the Local Government Unit of Guimba became the means of communication of the Municipality to the citizens for further updates and information regarding CoVid-19 pandemic.

During the onslaught of the CoVid-19 pandemic, the Local Government Unit of Guimba have stretched the use of social media specifically Facebook and is persistent updating the wide-range Municipality. The Facebook page of LGU Guimba started to actively post updates starting on February 02, 2020 due to the alarming increase of CoVid-19 cases around the world. To keep the people stay vigilant about the situation, a variety of information regarding the virus have been spread through the use of Facebook.

As such, the objectives of this research is to identify the styles of Local Government Unit of Guimba of how they disseminate important information regarding CoVid-19 and if their usage of Facebook Page is effective to the citizens.

## **7.2 Summary**

This study aims to answer the following questions:

1. What is the profile of the Local Government Unit of Guimba, Nueva Ecija?
2. What types of promotional materials are being posted on the Facebook page of LGU Guimba?
3. How was the presentation of content in terms of style, text, and graphics?
4. What is the degree of interaction in terms of reactions, comments, and shares?
5. What themes does each Facebook post produce and the most dominant kind of information the LGU Guimba uses?

### **7.3 Major Findings**

The types of promotional materials that are posted on the Facebook Page of the Local Government Unit of Guimba are either a combination of text and picture or text only. The presentation of the materials vary on what information is posted. Most of the posts used Tagalog language and only used English terminologies when there are non-medical and medical terms that the simple citizens can comprehend. Upon the comment section of the posts, the citizens' comments dominate on giving sympathy to the CoVid-19 victims and queries that are related to the post. The post containing CoVid-19 Health advisory received the least interaction because it is posted before the community lockdown and CoVid-19 are not prevalent in the area. The post regarding the first confirmed case of CoVid-19 in Guimba, received most interaction because it is during the community lockdown and people became more interested. Moreover, one of the findings of this study is that the theme "CoVid-19 updates" is dominant on the Facebook posts followed by "Health Protocol".

### **7.4 Conclusions**

Social media, especially Facebook, became one of the useful tools of communication during the CoVid-19 pandemic to disseminate relevant information. With the use of Facebook, the Local Government Unit of Guimba, Nueva Ecija

spread vital information regarding CoVid-19 pandemic and helped to mobilize the citizens to follow protocols.

This study analyzed the Facebook page of the Local Government Unit of Guimba. Wherein, its main objective is to analyze the extent of use of Facebook and if the strategies of the Local Government Unit of Guimba in their postings has been effective in terms of disseminating vital information regarding CoVid-19 pandemic.

Based on the results, the degree of interaction of the posts are low compared to the followers of the Facebook Page because the LGU's Facebook Page only became active during the pandemic. Facebook posts of inactive pages for a long time became hard to pass through the followers' news feed. With this, the Facebook page of Local Government Unit of Guimba must be active in postings not only when disaster or pandemic occurs.

On the other hand, the researcher observed that the Facebook posts of Local Government Unit of Guimba are clear and formal in terms of announcing relevant information since the citizens asked in the comment section follow-up questions. The data translates that they capture the context of the posts and ask related queries.

## **7.5 Recommendations**

1. The Local Government Unit of Guimba should explore and use other types of promotional materials such as videos aside from picture and text.
2. The Facebook page of Local Government Unit of Guimba must become more active in terms of postings not only when pandemic or disaster occurs.
3. The Facebook page should filter the unnecessary comments on their posts that causes panic, confusion, and victim-blaming.
4. The Local Government Unit of Guimba should tell the difference between different types of Community Quarantine such as Enhanced Community Quarantine (ECQ) and General Community Quarantine (GCQ).

## 8. Translated Abstract (Filipino)

### 8.1 Rasyonale

Buhat ng pagtaas ng kaso ng CoVid-19, ang Pamahalaan ng Pilipinas ay napilitan na ipatupad ang bansa sa *total lockdown* noong Marso, 2020. Maraming aktibidad ang ipinagbawal kaya lumaganap at naging daan ang paggamit ng *social media* bilang daan ng komunikasyon ng masa.

Dahil rito, ang *Facebook Page* ng Lokal ng Pamahalaan ng Guimba ay nagging daan ng komunikasyon sa mga mamamayan upang maiparating ang mga *updates* at impormasyon patungkol sa pandemyang CoVid-19.

### **BIOGRAPHICAL SKETCH**

The Researcher, Jewel Emerald T. Laurencio was born on July 30, 2001 at Guimba, Nueva Ecija. She was the youngest daughter of Mr. Joel C. Laurencio and Mrs. Ellaine T. Laurencio.

She took her primary education at Guimba West Central School graduated at 2012 with honors, continuing her secondary education at Bartolome Sangalang National High School and graduated in Junior High School with High Honors. She continued her Senior High School years at Colleges of Advance Technology and Management of the Philippines and took Humanities and Social Sciences strand and graduated with High Honors. In 2019, she passed the entrance exam at Central Luzon State University and currently a fourth-year student taking Bachelor of Science in Development Communication. Throughout her education in this institution, she managed to be a scholar on six semesters.

Aside from being academically inclined, she is a member of the Iglesia Ni Cristo choir group wherein she actively fulfills her duties. The Researcher also wants to achieve in life to rescue every stray animal on the street and she dreams of building a home for them someday if she managed to be wealthy in this life.

## **ACKNOWLEDGEMENT**

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To the parents and family members of the Researcher who consistently giving unconditional love and support. Your love is one of the reasons why the Researcher is thriving to finish her studies and do well in the field.

To the friends of the Researcher, your names may not be enumerated but your support and care will be well-appreciated specially when the times the Researcher needed to vent out her stress and needed someone to talk to.

Above all, thanks to Lord God for giving the Researcher the strength, knowledge, and courage. The Researcher will be nothing without the help of God.

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## **LIST OF ABBREVIATIONS**

- 1. LGU-** Local Government Unit
- 2. FB-** Facebook
- 3. CoVid-19-** Coronavirus Disease 2019
- 4. ECQ-** Enhanced Community Quarantine
- 5. GCQ-** General Community Quarantine

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