

Author	Sagala, Geff B.
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ABSTRACT

Seven hundred eight seven Overseas Filipino Workers (OFWs) living and working in the Kingdom of Saudi Arabia were surveyed to assess their level of awareness on Saudi Vision 2030 and level of preparedness for eventual repatriation. Premised on Cognitive dissonance theory (Festinger, 1957), this survey-based research study determined the relationship of the independent variables (communication strategies) with the dependent variables (level of awareness and level of preparedness) and how these variables affected the mediating variable (cognitive dissonance). Awareness of Saudi vision 2030 was mostly through social media, billboards, and digital advertisements. Word of mouth within the OFW community as well as government websites and traditional media like TV and newspaper helped spread the awareness. Majority of OFWs are preparing for eventual repatriation. The present data suggests that communication strategies employed by the Saudi government facilitated reduction of cognitive dissonance among OFWs.