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DIGITAL COMMUNICATION STRATEGIES OF A GOVERNMENT AGENCY IN PROMOTING ACCESS TO AFFORDABLE HOUSING AMONG LOW-INCOME EARNERS

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08 October 2026

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Acceptance Page

This paper prepared by **CARMINA V. MACASADIA** with the title: **"DIGITAL COMMUNICATION STRATEGIES OF A GOVERNMENT AGENCY IN PROMOTING ACCESS TO AFFORDABLE HOUSING AMONG LOW-INCOME EARNERS"** is hereby accepted by the Faculty of Information and Communication Studies, U.P. Open University, in partial fulfillment of the requirements for the degree, Master of Development Communication.

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Biographical Sketch

For over nine years, Carmina V. Macasadia has been working as a public servant in the housing sector. She is involved in research, policy development and program formulation. In her free time, she enjoys spending time with her dogs (Chewy, Chicken and Nuggets) and rewatching her favorite TV series (because she struggles to start new ones).

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Finally, to my family and loved ones, thank you for believing in me. After years of answering the question, *“Nag-aaral ka pa ba?”*, I can finally and proudly say*: “Hindi na. Graduate na ako.”*

Dedication

To Papa, for always pushing me to be better.

To Mama, for always supporting me in all my endeavors.

With love and gratitude.

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Abstract

This study examined the communication strategies employed by the Government Agency in promoting the Government-Subsidized Affordable Housing Program through its Official Facebook Page. Specifically, it analyzed how the agency structured and sequenced its Facebook posts and how this communication sequence reflected the strategies used in content construction and program promotion. It also identified the Development Communication principles that underlie these communication practices.

Using Conversation Analysis, the study examined nineteen (19) Facebook posts published from 27 July 2025 to 31 December 2025. Rather than treating the posts as isolated pieces of content, the study viewed them as interconnected communicative actions. Hence, the meanings of these posts were understood in relation to their sequential relationships. This approach enabled the identification of communication patterns and strategies employed by the Government Agency in promoting the Government-Subsidized Affordable Housing Program.

From the analysis, the dominant communication strategies identified were informational framing and authority appeal. Posts that provided program information and features are categorized under informational framing. Meanwhile, posts that highlighted institutional accomplishments, stakeholder partnerships, and the use of institutional voice were categorized under authority appeal. Other communication strategies observed included benefit framing, problem-solution framing, success storytelling, and call to action.

The study also found that the communication strategies observed from the Facebook posts follow a deliberate communication sequence that progressively facilitates participation, which is the underlying Development Communication principle of the identified communication strategies.

The communication sequence consists of the following three stages: Awareness, Legitimacy, and Validation. Informational framing, benefit framing, and problem-solution framing increased the awareness of prospective beneficiaries on the housing program. Authority appeal and success storytelling strengthened institutional legitimacy by reinforcing the credibility of the Government Agency and the program. Finally, Validation was facilitated through Call-to-Action messages that motivated audiences to engage with the program by providing clear opportunities to register, explore housing options, and participate in housing-related activities.

The study concludes that the communication sequence guided audiences from awareness and understanding of the housing program, to building trust and confidence in the Government Agency and its ability to implement the program and ultimately toward program engagement. Rather than merely promoting the Government-Subsidized Affordable Housing Program, the communication strategies collectively facilitate the conditions through which participation may be pursued by the prospective beneficiaries. Thus, participation is understood in this study not as a measured program outcome, but as a communicative process progressively facilitated through the organized sequence of messages.

By providing accessible information and establishing institutional legitimacy, the communication sequence equips prospective beneficiaries with the knowledge and confidence needed to take the next step toward engaging with the housing program.

Keywords: development communication, affordable housing, social media, Facebook, government communication, communication strategies, conversation analysis, participation

Chapter I

RATIONALE

Development Communication and Social Inclusion

Inequality remains a fundamental concern in the pursuit of development (White, 2004). This is particularly evident among low-income and marginalized sectors that have experienced limited access to information, resources, and opportunities. Thus, development initiatives need to consider not only the provision of services and resources but also how these opportunities are communicated to the people they are intended to benefit. Development Communication plays an important role in this process by facilitating access to relevant information and encouraging people's participation.

For low-income families, access to accurate and relevant information about available government programs may be particularly important in identifying and accessing opportunities that aims to improve their social and economic conditions. Communication thus connect development interventions with the communities they seek to serve instead of simply providing information. This perspective places communication within the broader development concern of expanding access and opportunities among underserved sectors.

One area in which access to development opportunities remains particularly significant is housing. As housing affordability remains a concern among low-income families, government interventions play an important role in providing accessible housing opportunities. However, beyond the provision of these interventions, the

manner in which they are communicated to intended beneficiaries is also important, as communication can shape how development opportunities are presented, understood, and accessed.

Government Intervention and Access to Affordable Housing

The Government Agency developed the Government-Subsidized Affordable Housing Program to make homeownership more accessible and affordable, specifically for first-time homebuyers and families belonging to the low-income sector. Although the affordable housing program was initially launched in September 2022, it continues to evolve through policy enhancements and implementation reforms.

Aside from the continuous enhancements of the financing mechanism, the success of the program is also dependent on whether the intended beneficiaries are aware of the housing opportunities available to them. Thus, it is important to look beyond the home financing mechanism itself and consider the vital role of communication in program implementation. In this sense, communication becomes an integral part of program implementation by acting as a bridge between government policy and its target beneficiaries.

Recognizing the role of communication in the program, the Government Agency uses its Official Facebook Page as one of its primary digital platforms to communicate the housing program to the public. Rather than evaluating whether the program is successful in providing housing to its target beneficiaries, the study examines how the Government Agency strategically communicates the program

through Facebook. Specifically, it focuses on how the agency constructs, frames, and organizes its Facebook posts in promoting the Government-Subsidized Affordable Housing Program.

Communicating Government Interventions through Digital Platforms

In the promotion of a Government-Subsidized Affordable Housing Program, communication becomes a crucial mechanism linking policy design to actual beneficiary uptake. Moreover, effective communication leads to effective development, making it significant in any development program (Odoom, 2020).

Viewing the study from a Development Communication perspective recognizes that communication is not simply about disseminating information. Instead, communication supports development by helping people understand opportunities and encouraging them to participate in development initiatives.

While this study does not evaluate program implementation or its effectiveness, its focus on the Government Agency's digital communication strategies remains fundamentally grounded in Development Communication. At its core, Development Communication seeks to facilitate social change through people's participation, enhanced access to information, empowerment of the marginalized sectors, and bridging gaps between public policy and intended beneficiaries (Servaes, 2008). This social advancement can be achieved through the systematic use of communication platforms such as direct communication channels, multimedia materials, and mainstream media (Odoom, 2020).

Studying how the Government Agency structures and frames its Facebook posts relative to the Government-Subsidized Affordable Housing Program highlights how digital communication practices support broader development objectives, particularly expanding access to homeownership among low-income families. Thus, the underlying developmental concern remains access, inclusion, and housing security, albeit the unit of analysis being government communication through its Facebook posts.

Chapter II

REVIEW OF RELATED LITERATURE

Development Communication for Low-Income Sector

Inequality in society is considered a fundamental issue that must be addressed in the pursuit of development. Development initiatives must begin with people at the grassroots, including low-income earners and other marginalized sectors. This is where Development Communication plays an important role by enabling these sectors to participate in the development process. Such participation allows them to challenge negative views about them, access information that meets their needs, and build more positive representations of themselves (White, 2004).

Melkote (2018) argues that the lack of accurate and relevant information about development is considered a significant barrier to addressing underdevelopment. Hence, if low-income earners are supposed to access government interventions, they need to have information about the development program. It is then the responsibility of Development Communication to educate the masses, not only by transmitting information, but also by contributing to the transformation of people's behaviors and encourage their participation in development processes. It plays a significant role in preparing citizens, particularly those belonging to the informal sector and low-income families, among others, to adapt to the social changes brought about by innovation and modernization (Melkote, 2018).

Mansell and Manyozo (2018) emphasize that media and communication are vital tools in constructing development narratives that can encourage and facilitate public engagement. This highlights the important role of communication in enabling people's participation in the development process. Development interventions, therefore, do not simply exist as policies or programs. They are also communicated and mediated through institutional messages, which shape how these interventions are presented and understood by their intended beneficiaries.

For government institutions implementing development programs, communication thus becomes an important means of connecting development interventions with the people they are intended to serve.

Communication of the Government-Subsidized Affordable Housing Program

In this digital era, social media continues to shift, expand, and serve as an effective tool for promotion. It boosts purchase intention through messages that match the audience's needs, preferences, values, and lifestyles (Wan, et al., 2025). Government agencies have also adapted to this change by using social media as one of their platforms to disseminate information and promote their programs. This enables public institutions to reach wider audiences and communicate to the public more efficiently. This is significant in the Philippines especially when nearly 82% of the country's population were Facebook users as reported as of November 2025 (Kemp, 2025).

Given that more Filipinos depend on social media for news and public service updates, government communication through digital platforms like Facebook has become an important area of inquiry. Examining how the Government Agency uses social media and what communication strategies it employs in promoting the Government-Subsidized Affordable Housing Program provides insights into how public development programs are communicated to intended beneficiaries.

Hansson and DePaula (2025) define Government Communication as a "...communication of political executives and administrative officeholders." It disseminates government policies that can benefit the public and aid in their decision-making process. This form of communication has already extended to digital platforms which allow government agencies to communicate directly with the people.

The use of social media by government institutions enables them to go beyond one-way information dissemination. Most importantly, it provides them with opportunities to engage with not just the masses, but with leaders, officials, and other stakeholders (UN APCICT, 2020). Such interactions contribute to the identification of policy gaps and determination of possible solutions, which may ultimately affect the policy and program development of the organization (Afable, 2020).

The analysis of government social media communication that focuses on the actor and the processes of the organization is referred to as sender-focused studies. These studies examine how senders, including government officials or institutional accounts, communicate with the public and may employ ethnographic approaches in analyzing communication practices (Hansson & DePaula, 2025). This study adopts

this perspective by focusing on the Government Agency as the sender of the messages related to the Government-Subsidized Affordable Housing Program rather than on audience response or engagement.

Previous studies on government Facebook communication primarily examined how government agencies use social media according to the functions performed by their posts. In a study conducted by Bellström et al. (2016), as discussed by Afable (2020), when examining how a local government unit used Facebook, eleven categories were identified. This included providing informative content to support public knowledge-building, publicizing both local and external activities to encourage engagement, promoting the municipality to strengthen its public image, disseminating comprehensive details on available government services, and soliciting assistance or information from citizens to support governance efforts. Local governments also use social media to disseminate policy-related updates and share information on crime and public safety incidents.

Similarly, Afable (2020) also identified that most of the posts of local government units on their Facebook pages focus on providing information regarding its facilities and services. Meanwhile, on personal pages of government officials, posts are categorized as “symbolic presentation.” These posts aim to evoke emotional responses rather than disseminate information. These studies demonstrate that government Facebook communication serves multiple institutional functions beyond simply sharing information.

Collectively, these studies show that government communication has increasingly adapted to social media, with Facebook being one of the institutional communication spaces for disseminating policies, engaging the public, and strengthening government presence. However, most of the existing research on government social media communication largely concentrates on the evaluation of public engagement and identification of the functional uses of the platform. Limited attention has been given to how government agencies strategically construct, frame, and organize their communication in promoting specific development programs. This provided the basis for examining the Government Agency's Facebook communication in promoting the Government-Subsidized Affordable Housing Program.

Promotion of the Program in a Development Communication Perspective

Under the Government-Subsidized Affordable Housing Program, eligible beneficiaries may purchase residential units with a price ceiling of up to PhP 950,000.00 for socialized subdivision projects. On the other hand, socialized condominiums have tiered price ceilings based on unit size and building height, ranging from PhP 1,280,000.00 to a maximum of PhP 1,800,000.00. An allowable adjustment of up to PhP 200,000.00 is available for projects located in National Capital Region and Highly Urbanized Cities. These prices show a significant increase from previous socialized housing price ceilings, ensuring that housing covered by the program better reflects of the current residential market conditions (DHSUD, 2025).

The implementation of the initial framework of the government's flagship program focused on vertical developments due to land scarcity. However, vast vacant lands suitable for mass housing remain available in regional areas of the country. Additionally, people from the province whose livelihoods depend on agriculture, poultry, and animal farming may not suited for vertical developments. Thus, the program was expanded to align with the needs and preferences of the beneficiaries. The program has now included horizontal housing development which may also support the achievement of the program's objectives.

Accordingly, pursuant to the enhancement of the government flagship initiative, the Government Agency launched its expanded framework, offering housing loans with subsidized interest rates starting at 3% per annum from 6.25%, while retaining government subsidies of up to 2%. These loans are available to first-time homebuyers belonging to the lowest income segments up to the seventh income decile. Meanwhile, Overseas Filipino Workers (OFWs) may avail of the program, regardless of their income decile.

These changes show that the program continues to evolve and grow, ensuring that it remains responsive to the needs of the beneficiaries. The expanded framework introduced three modalities, including the Government-Subsidized Affordable Housing Program, which is the subject of this study, the community mortgage financing, and rental housing (Dimalanta, et al., 2025).

These program features show that, faithful to its commitment, the program was introduced and implemented to improve access to affordable housing. However,

despite these interventions, many low-income households continue to experience difficulties accessing housing because of irregular incomes and job insecurity (Dimalanta, et al., 2025).

This initial assessment conducted by Dimalanta, et al. reviews the performance of the government flagship program and the financial and structural barriers in housing access. The study, however, did not examine another important consideration, which is whether potential beneficiaries are sufficiently informed about the housing opportunities available to them. In this sense, the inaccessibility of affordable housing is not only a financing issue but also a communication issue. Even if affordable housing opportunities already exist, potential beneficiaries must first be aware of the program and its benefits before they can decide to participate.

It can be observed that existing literature focused on program implementation, its financing mechanisms, affordability, and overall program performance. Comparatively, there is still limited attention given to how the implementing Government Agency strategically communicates these housing opportunities to its intended beneficiaries. Addressing this limitation, the present study examines how the Government Agency constructs, frames, and sequences its Facebook communication to promote the program, rather than evaluating the performance of the housing program itself.

Development projects that solely focus on economic advancement may fail to achieve their goals for social change. Instead, this can either result in a failure to extend assistance to intended beneficiaries, or much worse, a decline in their living

situations. This stems from the neglect of the intangible dimensions of human needs. In order for development projects to create meaningful change among people and communities, it is important to identify their real problems and needs.

The limited avenues to participate in the formulation of policies that directly affect them further highlight the importance of Development Communication in supporting the process of enabling marginalized groups to exercise agency in shaping the development of their communities. It expands the role of communication beyond information dissemination toward being participatory and action-oriented, making it essential in empowering the people to collaboratively pursue equitable, sustainable, inclusive, and just social outcomes (Melkote & Steeves, 2015).

While Development Communication emphasizes participation, this does not diminish the role of development institutions, policy makers, and government agencies. Rather, it recognizes that development initiatives become more meaningful when communication enables intended beneficiaries to understand available opportunities and become active participants in the development process (Servaes, 2008).

Waisbord (2008) points out that while participatory communication is ideal, many institutional agencies still utilize one-way, informational communication. From the perspective of development organizations, communication strategies are employed because they are aligned with the institution's mandate, goals, rules, and organizational culture, rather than because they are theoretically superior.

This suggests that although participation remains a central aspiration of Development Communication, government agencies continue to communicate within institutional structures and operational constraints. Consequently, it becomes important to examine how communication is strategically organized within these institutions to support development objectives, rather than assuming that participatory communication is always directly observable in practice.

Development Communication encompasses various principles that guide communication toward achieving social change. Among the principles commonly discussed in the literature are participation, empowerment, inclusivity, and sustainability (Servaes, 2008; Melkote & Steeves, 2015).

Participation refers to communication that encourages intended beneficiaries to engage with development initiatives by seeking further information, attending housing-related activities, or taking initial steps toward program availment (Servaes, 2008). Empowerment, on the other hand, refers to communication that enables individuals to make informed decisions and improve their socio-economic conditions by improving their access to relevant information (Melkote & Steeves, 2015). Meanwhile, inclusivity refers to communication that emphasizes accessibility, affordability, and representation of marginalized and underserved sectors. Lastly, sustainability refers to communication that underscores long-term social and economic benefits of the program (Servaes, 2008). This shall be identified in posts that show homeownership as a way to improve living conditions, provide long-term stability, and support community developments.

Chapter III

RESEARCH FRAMEWORK AND RESEARCH QUESTION

Research Framework

This study is guided by the ethnomethodological framework developed by Harold Garfinkel. Ethnomethodology examines how social actors produce and sustain social order through everyday practices, emphasizing the context-bound nature of meaning (Trace, 2016). This provides an analytical lens for examining how the Government Agency constructs and organizes its Facebook communication in promoting the Government-Subsidized Affordable Housing Program.

Consistent with ethnomethodology, the Government Agency's Facebook posts are analyzed within their institutional and developmental context. Hence, in this study, the Facebook posts are analyzed within the context of the housing need in the country, issues of housing affordability, and the Government Agency’s mandate to provide affordable housing through the Government-Subsidized Affordable Housing Program.

Heritage (1984) further explains that government communication is an organized interaction structured to advance the agency’s objectives. In this study, Facebook posts are considered a form of government communication that is systematically organized to achieve the Government Agency’s developmental goals. Rather than treating these posts as isolated messages, the study examines how they are strategically constructed, framed, and sequenced to communicate housing opportunities to intended beneficiaries.

Accordingly, each Facebook post is understood as part of a broader government communication process through which meanings about affordable housing, government subsidies, and homeownership are progressively constructed. Ethnomethodology has likewise been applied to institutional settings and textual interactions, including policies, organizational documents, and digital communication (Ten Have, 2004). This makes the framework appropriate for examining Facebook posts as naturally occurring institutional texts through which government agencies communicate with the public.

There are two concepts that guide this framework: (a) indexicality and (b) reflexivity. Indexicality suggests that the meaning and significance of words are dependent on the specific social and institutional context in which they are used (Trace, 2016). In the study, indexicality guided the interpretation of the Government Agency's Facebook posts by situating them within the agency's institutional mandate, the Government-Subsidized Affordable Housing Program, and the broader housing situation in the Philippines.

During the analysis, Facebook posts were not coded solely based on their explicit textual content but according to the institutional function they performed within the communication of the housing program. For example, posts highlighting subsidized interest rates, accredited developers, beneficiary testimonials, or housing-related activities were interpreted within the institutional context of the Government Agency and categorized according to the communication strategy reflected in the role they performed in promoting the Government-Subsidized Affordable Housing Program.

The second guiding concept, reflexivity, describes how the actions of an individual/entity both shape and are shaped by the social context in which they occur (Trace, 2016). Actions, such as the organization and sequence of the Facebook posts analyzed in this study, reflect broader social realities, such as the government's response to the growing housing backlog and affordability concerns. At the same time, these posts not only present information, but actively shape how beneficiaries understand concepts such as affordable housing, government subsidies, and access to homeownership. Through its messaging, the Government Agency constructs the official narrative of the program.

The reflexive practice requires researchers to consider how their positionality may influence the research process and data interpretation (Sibbald et al., 2025). Since the researcher is employed by the Government Agency implementing the housing program, continuous reflection was exercised throughout the analysis. The researcher distinguished prior organizational knowledge from what was explicitly communicated in the Facebook posts and repeatedly examined whether the identification of communication strategies was grounded in the content, context, and communicative function of the posts rather than in pre-existing assumptions about the program. This was particularly important when distinguishing between closely related communication strategies and in determining the Development Communication principle underlying the identified strategies.

Data collection procedures in ethnomethodology include interviews or natural documents. For this study, natural documents, particularly the Facebook posts of the Government Agency, were used. This refers to the available records that represent

social life through texts, photographs, and drawings. These natural documents allowed the researcher to examine the practices reflected in the Government Agency's Facebook content and identify themes and patterns in the communication strategies used to promote affordable housing (Cole, 2005).

Research Questions

The study answers the following two research questions:

1. What communication strategies does the Government Agency employ on its official Facebook page posts to promote the Government-Subsidized Affordable Housing Program to its target beneficiaries?

2. What principles of Development Communication underlie these communication strategies?

Chapter IV

RESEARCH METHODOLOGY

Research Approach

This study employed a qualitative research approach using Conversation Analysis to examine the communication strategies employed by the Government Agency in promoting the Government-Subsidized Affordable Housing Program through its Official Facebook Page. Qualitative research seeks to understand people's lives, particularly in the social and cultural contexts of their living situations and the ways in which they create meaning in their world (Merriam & Tisdell, 2016).

Thus, the objective of this study is not to quantify or measure the effectiveness of the Facebook posts or their effects on the material outcomes of the program. Instead, the study seeks to understand the meanings and patterns that emerge from how the Facebook posts were constructed, organized, and sequenced to promote the Government-Subsidized Affordable Housing Program.

Conversation Analysis served as the primary analytical method used in this study to examine the sequential organization of the Government Agency's posts. Traditionally, Conversation Analysis focuses on naturally occurring conversations. However, this study extends its application to digital communication by treating the Government Agency's Facebook posts as interconnected communicative actions rather than isolated messages.

The use of Conversation Analysis is consistent with the objectives of the study. It enabled the researcher to examine both the structure of the Government Agency's communication and the process through which meaning was progressively constructed across Facebook posts.

Site and Data Collection

The study is situated within the context of the Philippines' persistent housing need. As cited in the Philippine Development Plan (PDP) 2023-2028, the estimated housing need from 2017 to 2022 has accumulated to 6.8 million. This figure includes the housing backlog of approximately 1.2 million as of December 2016 and accumulated needs for five (5) years. For the period from 2017 to 2022, the government targeted a total of 1.6 million direct housing assistance, of which, 66% was accomplished. This target, however, represented only 43% of the 3.7 million informal settler families (ISFs). For 2017 to 2020, socialized units totaled only 96,269.

A study by the Philippine Institute for Development Studies (2002) states that affordability is one of the major influences on housing demand in the Philippines. This covers the financial capacity of households, the market rate of housing, and the available financing options. To address the high selling price of residential real estate and the lack of socialized housing inventory, the Government has launched a housing program with direct subsidy. This program particularly targets ISFs, or those families residing in substandard housing, which exposes them to negative impacts of natural calamities and health hazards (DHSUD, 2024).

Under the government flagship housing program, the Government Agency is responsible for offering developmental loans to developers and contractors for the construction of socialized housing projects and extending end-user housing loans to beneficiaries to facilitate their home acquisition (DHSUD, 2024). Aside from this, the Government Agency must also effectively communicate the various features and the benefits of the program to ensure that beneficiaries understand them and are able to access these housing opportunities.

The Government Agency digitally promoted its program through its website and Official Facebook Page. For this study, the Official Facebook Page was chosen as the study site because it provides access to a wider audience than its website. This social media account serves as one of the official digital communication platforms of the Government Agency in disseminating information on the Government-Subsidized Affordable Housing Program.

This study used naturally occurring data, which served as the basis for developing themes and sub-themes and identifying the communication strategies used by the Government Agency and the Development Communication principles that underlie these strategies.

Since the focus of the study is the Government-Subsidized Affordable Housing Program offered by the Government Agency, the data collected covered all relevant posts on their Official Facebook Page related to this initiative. The period covered is from 27 July 2025, the date of effectivity of the expanded framework of the housing program, up to 31 December 2025. Only posts originally published by the Government

Agency were included in the data set, while shared posts by other agencies/institutions are excluded.

The data consisted only of publicly accessible government communication materials and does not include audience comments and engagement metrics. Thus, no personal and private data was analyzed in the study.

Data Analysis

This study employed Conversation Analysis as its analytical method. It is an analytical tool utilized to study text-in-interaction (Trace, 2006). Chalmers and Shaw (2017) state that “the primary unit of analysis in Conversation Analysis is the sequential organization of conversation turns.” In this case, the chronological order of the Government Agency’s posts was treated as an orderly, self-organizing system. Moreover, Conversation Analysis explores how social context shapes the lexical choices, structure, and sequence of messages (Chalmers & Shaw, 2017).

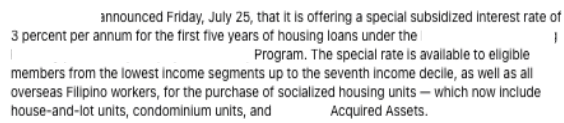
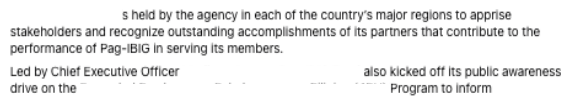
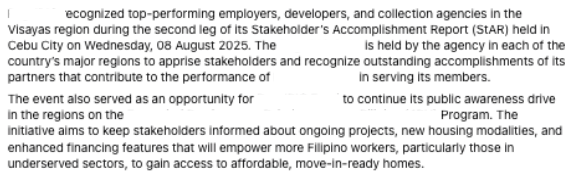
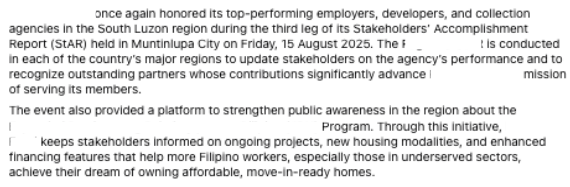
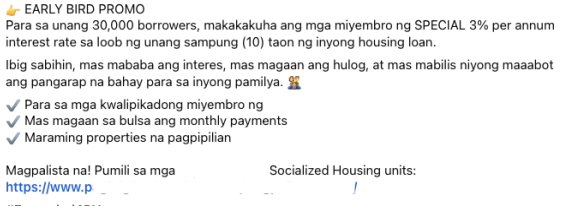
Conversation Analysis is a set of procedures employed to study the social world. It attempts to uncover the meaning of social actions through naturally occurring interactions. Instead of using traditional conversation, the data set in this study consisted of Facebook posts relevant to the Government Agency’s affordable housing program wherein one post is viewed as reflexively connected to the previous post or the succeeding post (Chalmers & Shaw, 2017).

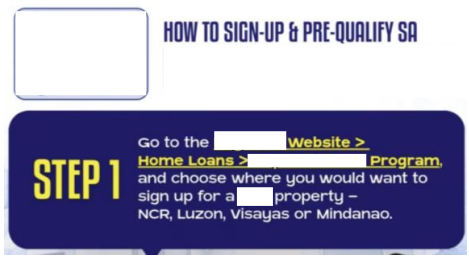
Through this study, the communication strategies used by the Government Agency were determined by examining the progression of Facebook posts relative to the Government-Subsidized Affordable Housing Program through a period of time. This allowed the researcher to identify the particular focus of the Government Agency at a specific stage of program implementation. This may be raising awareness, providing step-by-step guidance, highlighting eligibility requirements and benefits, or increasing loan availment. Hence, the sequencing of the posts was viewed as strategic, rather than random.

This progression of the Facebook posts reflects the Government Agency's institutional objectives and developmental priorities. In this case, meaning is derived and constructed cumulatively through a post's placement within a broader, organized sequence of government communication. This analysis enabled the researcher to examine how the Government Agency advances its program and its goals through a systematic and organized digital communication process.

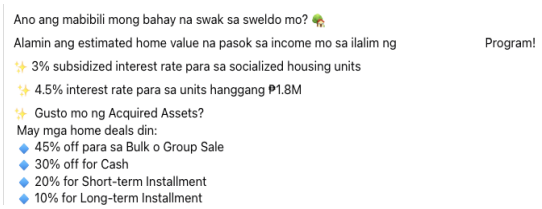
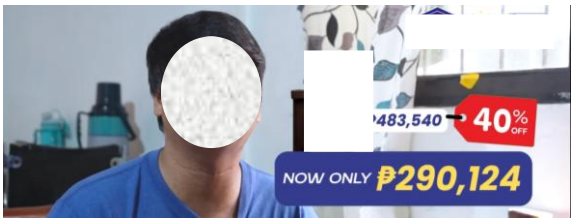
Table 1.

Program Information - Analysis of Facebook Posts in Relation to the Government Agency's Content Construction and Program Roll-Out

Screen Capture	RQ1 Code	Sub-Theme	Theme
FBP 1  announced Friday, July 25, that it is offering a special subsidized interest rate of 3 percent per annum for the first five years of housing loans under the Program. The special rate is available to eligible members from the lowest income segments up to the seventh income decile, as well as all overseas Filipino workers, for the purchase of socialized housing units — which now include house-and-lot units, condominium units, and Acquired Assets.	Program Announcement	Presenting features, benefits, eligibility, and application procedures	Informational framing Benefit framing
FBP 2  s held by the agency in each of the country's major regions to apprise stakeholders and recognize outstanding accomplishments of its partners that contribute to the performance of Pag-IBIG in serving its members. Led by Chief Executive Officer also kicked off its public awareness drive on the Program to inform stakeholders of ongoing initiatives, including new housing modalities and financing features that will empower more Filipino workers, especially those in underserved sectors, to access affordable, move-in-ready homes.	Institutional Reporting	Announce-ment of institutional activities and accomplish-ments	Authority appeal
FBP 3  ecognized top-performing employers, developers, and collection agencies in the Visayas region during the second leg of its Stakeholder's Accomplishment Report (StAR) held in Cebu City on Wednesday, 08 August 2025. The is held by the agency in each of the country's major regions to apprise stakeholders and recognize outstanding accomplishments of its partners that contribute to the performance of in serving its members. The event also served as an opportunity for to continue its public awareness drive in the regions on the Program. The initiative aims to keep stakeholders informed about ongoing projects, new housing modalities, and enhanced financing features that will empower more Filipino workers, particularly those in underserved sectors, to gain access to affordable, move-in-ready homes.			
FBP 4  once again honored its top-performing employers, developers, and collection agencies in the South Luzon region during the third leg of its Stakeholders' Accomplishment Report (StAR) held in Muntinlupa City on Friday, 15 August 2025. The is conducted in each of the country's major regions to update stakeholders on the agency's performance and to recognize outstanding partners whose contributions significantly advance mission of serving its members. The event also provided a platform to strengthen public awareness in the region about the Program. Through this initiative, keeps stakeholders informed on ongoing projects, new housing modalities, and enhanced financing features that help more Filipino workers, especially those in underserved sectors, achieve their dream of owning affordable, move-in-ready homes.			
FBP5  👉 EARLY BIRD PROMO Para sa unang 30,000 borrowers, makakakuha ang mga miyembro ng SPECIAL 3% per annum interest rate sa loob ng unang sampung (10) taon ng inyong housing loan. Ibig sabihin, mas mababa ang interes, mas magaan ang hulog, at mas mabilis niyong maaabot ang pangarap na bahay para sa inyong pamilya. 🤗 ✔️ Para sa mga kwalipikadong miyembro ng ✔️ Mas magaan sa bulsa ang monthly payments ✔️ Maraming properties na pagpipilian Magpalista na! Pumili sa mga Socialized Housing units: https://www.p	Promotion Announcement	Presenting features, benefits, eligibility, and application procedures	Informational framing Benefit framing Call to action

Screen Capture	RQ1 Code	Sub-Theme	Theme
		Mobilizing Public Participation in the Program	
FBP 6 honored its top-performing employers, developers, and collection agencies in the North Luzon region during the fourth leg of its Stakeholders' Accomplishment Report (StAR), held in Pampanga on Tuesday, 19 August 2025. The s conducted in each of the country's major regions to update stakeholders on the agency's performance and to recognize outstanding partners whose contributions significantly advance mission of serving its members. This year, Pag-IBIG officials also encouraged stakeholders to support and help disseminate information on the Program, particularly on ongoing projects, new housing modalities, and enhanced financing features that help more Filipino workers, especially those in underserved sectors, achieve their dream of owning affordable, move-in-ready homes.	Institutional Reporting	Announce-ment of institutional activities and accomplish-ments	Authority appeal
FBP 7 As one of the panelists, Chief Executive Officer highlighted the mission of providing sustainable and inclusive housing for Filipino workers. She presented key initiatives under the Program, including the Housing Loan under the which offers a special 3% interest rate for the first 5 years of the loan; the Acquired Assets Super Sale that provides discounts ranging from 10% to as high as 40% on ready-for-occupancy homes; the Rental Housing Construction Loan to support developers and employers in building affordable rental units; and the Home Improvement Loan for members seeking to repair and enhance their homes. She also emphasized the 10-year plan to extend double-digit dividend rates to members' savings and have half of its housing loan portfolio enjoy a 3% subsidized rate, underscoring commitment to affordability, financial sustainability, and the delivery of competitive dividends to members.	Institutional Positioning Policy Advocacy	Highlighting institutional relevance in promoting housing policies	Authority appeal Problem-solution framing
FBP 8 During the Kapihan, CEO presented the Fund's latest efforts before members of the media, highlighting: 🏠 3% subsidized interest rate under the Program, lowering monthly amortizations and making home loans more affordable, especially for minimum and low-wage earners. 🏠 The Acquired Assets Super Sale, with discounts of up to 40% until December and options for current occupants to settle concerns and become legitimate homeowners. 💼 robust financial standing, with ₱1.14 trillion in total assets and ₱33.32 billion in net income for the first half of 2025, its highest January-to-June performance ever.			
FBP 9 	Application Instruction	Presenting features, benefits, eligibility, and application procedures Mobilizing Public Participation in the Program	Informational framing Call to action

Screen Capture	RQ1 Code	Sub-Theme	Theme
FBP 10 CEO highlights Innovative Financing Models for Projects at the 33rd SHDA–DHSUD National Developers Convention Chief Executive Officer joined the nation's leading housing developers, policymakers, and industry partners at the 33rd SHDA–DHSUD National Developers Convention held on October 9–10, 2025 at the Makati Shangri-La Hotel. In her address, CEO a shared how continues to innovate its financing programs for projects, introducing models that make housing more inclusive, sustainable, and developer-friendly through affordable interest rates, streamlined processes, and digital innovations. "As we recalibrate our strategies for a better tomorrow, remains committed to providing the financing models that empower our partners to build more homes and create a brighter future for Filipino families," Acosta said.	Institutional Positioning Policy Advocacy	Highlighting institutional relevance in promoting housing policies	Authority appeal Problem-solution framing
FBP 11 Speaking before industry partners, reaffirmed commitment to bridge the funding gap between developers and Filipino homebuyers through responsive and innovative financing models under the . She also shared how continues to strengthen the as a complete financing ecosystem that supports both developers and Filipino workers in achieving affordable and sustainable homeownership. As part of its broader efforts to make housing more accessible, is supporting the National Housing Expo 2025 led by DHSUD, together with key shelter agencies and housing organizations such as CREBA. The Expo will be held on October 23–24 at the World Trade Center in Pasay City, highlighting projects and other affordable housing programs across various regions, giving more workers the opportunity to explore financing options, connect with developers, and take their first step toward owning a home.			
FBP 12 🏠 Pili na ng dream home mo sa National Housing Expo 2025! 💙 Ano mang budget, mapa vertical o horizontal housing projects man yan, puwede mong pagpilian dito. Marami pang home financing options para sa 'yo! Tara na sa National Housing Expo 2025! 📅 October 23–24, 2025 📍 World Trade Center, Pasay City 🏠 Over 100,000 houses on sale through Housing Loan from top 50 developers 🏡 Over 30,000 Acquired Assets (pre-loved) up to 40% off! 💸 Bagsak interest rates para sa socialized housing units at 3%! 4.5% naman para sa halagang hanggang ₱1.8M! 📝 May on-site Housing Loan assistance 🪪 Bring 1 valid ID and latest pay slip, ITR, or any proof of income 🎟️ Open to the public. Admission is FREE! Kita-kits tayo sa National Housing Expo 2025! 💙	Event and Promotion Announcement	Presenting features, benefits, eligibility, and application procedures Mobilizing Public Participation in the Program	Informational framing Benefit framing Call to action
FBP 13 	Testimonial	Sharing lived experiences to present features and benefits of the program Mobilizing Public Participation in the Program	Success storytelling Call to action

Screen Capture	RQ1 Code	Sub-Theme	Theme
FBP 14 	Institutional Reporting Policy Advocacy Testimonial	Highlighting institutional relevance in promoting housing policies Sharing lived experiences to present features and benefits of the program	Authority appeal Problem-solution framing Success storytelling
FBP 15 	Eligibility Illustration Sample projects	Presenting features, benefits, eligibility, and application procedures Mobilizing Public Participation in the Program	Informational framing Benefit framing Call to action
FBP 16 	Testimonial	Sharing lived experiences to present features and benefits of the program Mobilizing Public Participation in the Program	Success storytelling Call to action
FBP 17 			

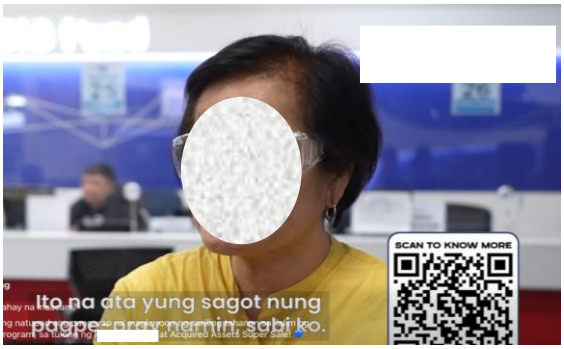
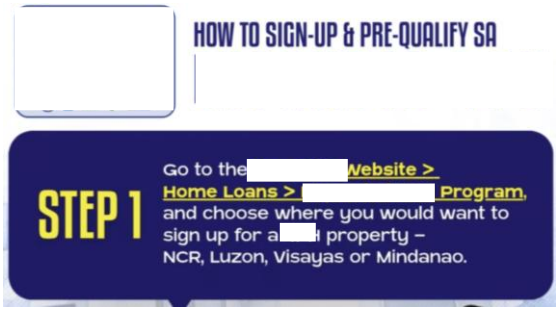
Screen Capture	RQ1 Code	Sub-Theme	Theme
FBP 18 	Testimonial	Sharing lived experiences to present features and benefits of the program Mobilizing Public Participation in the Program	Success storytelling Call to action
FBP 19 Mas abot-kamay na ang pangarap na sariling bahay! 🏠💙 Mas lalong pinalawak ang Program sa pamamagitan ng pagpapataas ng price ceiling ng socialized subdivision at condominium projects! Mas dekalidad na mga housing units, mas maraming pagpipilian, at mas maraming pamilyang Pilipino ang may pagkakataong magka-bahay. At dahil may 3% subsidized interest rate sa tulong ng Pag-IBIG Housing Loan sa ilalim ng mas-abot kaya na ang makabili ng sariling tahanan dahil mas mababa ang buwanang hulog at mas magaan sa bulsa, lalo na para sa mga nagsisimulang pamilya! 👉 Alamin ang detalye at simulan ang iyong housing journey: https:// Program.html	Eligibility Illustration	Presenting features, benefits, eligibility, and application procedures Mobilizing Public Participation in the Program	Informational framing Benefit framing Call to action

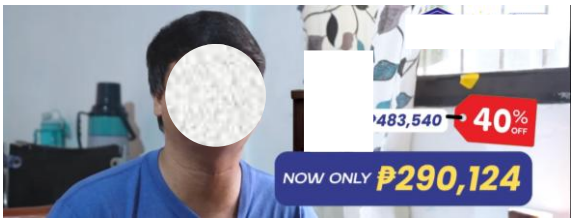
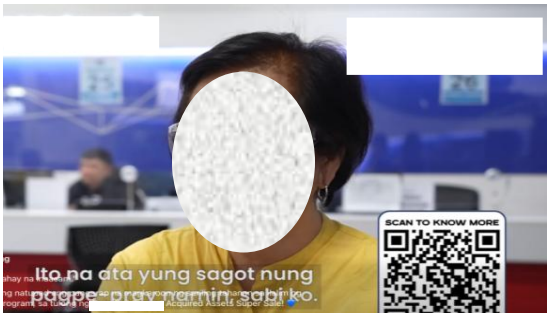
Table 2.

Program Information - Analysis of Underlying Development Communication Principles from the Government Agency's Facebook Posts

Screen Capture	RQ2 Code	Sub-Theme	Theme
FBP 1 announced Friday, July 25, that it is offering a special subsidized interest rate of 3 percent per annum for the first five years of housing loans under the Program. The special rate is available to eligible members from the lowest income segments up to the seventh income decile, as well as all overseas Filipino workers, for the purchase of socialized housing units — which now include house-and-lot units, condominium units, and Acquired Assets.	Provision of information on the new affordable housing program for the low-income sector	Promoting accessible and affordable housing to low-income sectors	Participation
FBP 2 held by the agency in each of the country's major regions to apprise stakeholders and recognize outstanding accomplishments of its partners that contribute to the performance of Pag-IBIG in serving its members. Led by Chief Executive Officer also kicked off its public awareness drive on the Program to inform stakeholders of ongoing initiatives, including new housing modalities and financing features that will empower more Filipino workers, especially those in underserved sectors, to access affordable, move-in-ready homes.	Recognition and mobilization of program stakeholders	Building institutional legitimacy	
FBP 3 ecognized top-performing employers, developers, and collection agencies in the Visayas region during the second leg of its Stakeholder's Accomplishment Report (StAR) held in Cebu City on Wednesday, 08 August 2025. The is held by the agency in each of the country's major regions to apprise stakeholders and recognize outstanding accomplishments of its partners that contribute to the performance of in serving its members. The event also served as an opportunity for to continue its public awareness drive in the regions on the Program. The initiative aims to keep stakeholders informed about ongoing projects, new housing modalities, and enhanced financing features that will empower more Filipino workers, particularly those in underserved sectors, to gain access to affordable, move-in-ready homes.			
FBP 4 once again honored its top-performing employers, developers, and collection agencies in the South Luzon region during the third leg of its Stakeholders' Accomplishment Report (StAR) held in Muntinlupa City on Friday, 15 August 2025. The is conducted in each of the country's major regions to update stakeholders on the agency's performance and to recognize outstanding partners whose contributions significantly advance mission of serving its members. The event also provided a platform to strengthen public awareness in the region about the Program. Through this initiative, keeps stakeholders informed on ongoing projects, new housing modalities, and enhanced financing features that help more Filipino workers, especially those in underserved sectors, achieve their dream of owning affordable, move-in-ready homes.			
FBP5 👉 EARLY BIRD PROMO Para sa unang 30,000 borrowers, makakakuha ang mga miyembro ng SPECIAL 3% per annum interest rate sa loob ng unang sampung (10) taon ng inyong housing loan. Ibig sabihin, mas mababa ang interes, mas magaan ang hulog, at mas mabilis niyong maaabot ang pangarap na bahay para sa inyong pamilya. ✔️ Para sa mga kwalipikadong miyembro ng ✔️ Mas magaan sa bulsa ang monthly payments ✔️ Maraming properties na pagpipilian Magpalista na! Pumili sa mga Socialized Housing units: https://www.	Provision of promotional rates for more affordable home financing mechanism	Promoting accessible and affordable housing to low-income sectors	

Screen Capture	RQ2 Code	Sub-Theme	Theme
FBP 6 honored its top-performing employers, developers, and collection agencies in the North Luzon region during the fourth leg of its Stakeholders' Accomplishment Report (StAR), held in Pampanga on Tuesday, 19 August 2025. The s conducted in each of the country's major regions to update stakeholders on the agency's performance and to recognize outstanding partners whose contributions significantly advance mission of serving its members. This year, Pag-IBIG officials also encouraged stakeholders to support and help disseminate information on the Program, particularly on ongoing projects, new housing modalities, and enhanced financing features that help more Filipino workers, especially those in underserved sectors, achieve their dream of owning affordable, move-in-ready homes.	Recognition and mobilization of program stakeholders	Building institutional legitimacy	Participation
FBP 7 As one of the panelists, Chief Executive Officer highlighted the mission of providing sustainable and inclusive housing for Filipino workers. She presented key initiatives under the Program, including the Housing Loan under the which offers a special 3% interest rate for the first 5 years of the loan; the Acquired Assets Super Sale that provides discounts ranging from 10% to as high as 40% on ready-for-occupancy homes; the Rental Housing Construction Loan to support developers and employers in building affordable rental units; and the Home Improvement Loan for members seeking to repair and enhance their homes. She also emphasized the 10-year plan to extend double-digit dividend rates to members' savings and have half of its housing loan portfolio enjoy a 3% subsidized rate, underscoring commitment to affordability, financial sustainability, and the delivery of competitive dividends to members.	Championing Affordable development program to stakeholders Information Dissemination on Housing Modalities for low-income sector	Promoting accessible and affordable housing to low-income sectors Building institutional legitimacy	
FBP 8 During the Kapihan, CEO presented the Fund's latest efforts before members of the media, highlighting: 🏠 3% subsidized interest rate under the Program, lowering monthly amortizations and making home loans more affordable, especially for minimum and low-wage earners. 🏠 The Acquired Assets Super Sale, with discounts of up to 40% until December and options for current occupants to settle concerns and become legitimate homeowners. 💼 robust financial standing, with ₱1.14 trillion in total assets and ₱33.32 billion in net income for the first half of 2025, its highest January-to-June performance ever.			
FBP 9 	Provision of information on the affordable housing program for the low-income sector	Promoting accessible and affordable housing to low-income sectors	
FBP 10 CEO highlights Innovative Financing Models for Projects at the 33rd SHDA–DHSUD National Developers Convention Chief Executive Officer joined the nation's leading housing developers, policymakers, and industry partners at the 33rd SHDA–DHSUD National Developers Convention held on October 9–10, 2025 at the Makati Shangri-La Hotel. In her address, CEO a shared how continues to innovate its financing programs for projects, introducing models that make housing more inclusive, sustainable, and developer-friendly through affordable interest rates, streamlined processes, and digital innovations. "As we recalibrate our strategies for a better tomorrow, remains committed to providing the financing models that empower our partners to build more homes and create a brighter future for Filipino families," Acosta said.	Championing Affordable development program to stakeholders	Building institutional legitimacy	

Screen Capture	RQ2 Code	Sub-Theme	Theme
FBP 11 Speaking before industry partners, eaffirmed commitment to bridge the funding gap between developers and Filipino homebuyers through responsive and innovative financing models under the . She also shared how continues to strengthen the as a complete financing ecosystem that supports both developers and Filipino workers in achieving affordable and sustainable homeownership. As part of its broader efforts to make housing more accessible, is supporting the National Housing Expo 2025 led by DHSUD, together with key shelter agencies and housing organizations such as CREBA. The Expo will be held on October 23–24 at the World Trade Center in Pasay City, highlighting projects and other affordable housing programs across various regions, giving more workers the opportunity to explore financing options, connect with developers, and take their first step toward owning a home.	Championing Affordable development program to stakeholders Provision of information on the affordable housing program for the low-income sector	Building institutional legitimacy	Participation
FBP 12 🏠 Pili na ng dream home mo sa National Housing Expo 2025! 💙 Ano mang budget, mapa vertical o horizontal housing projects man yan, puwede mong pagpilian dito. Marami pang home financing options para sa 'yo! Tara na sa National Housing Expo 2025! 📅 October 23–24, 2025 📍 World Trade Center, Pasay City 🏠 Over 100,000 houses on sale through Housing Loan from top 50 developers 🏡 Over 30,000 Acquired Assets (pre-loved) up to 40% off! 💸 Bagsak interest rates para sa socialized housing units at 3%! 4.5% naman para sa halagang hanggang ₱1.8M! 📝 May on-site Housing Loan assistance 🆔 Bring 1 valid ID and latest pay slip, ITR, or any proof of income 🎟️ Open to the public. Admission is FREE! Kita-kits tayo sa National Housing Expo 2025! 💙	Provision of information on the affordable housing program for the low-income sector	Promoting accessible and affordable housing to low-income sectors	
FBP 13 	Achieving homeowner-ship		
FBP 14 	Showcasing current program success Achieving homeowner-ship		

Screen Capture	RQ2 Code	Sub-Theme	Theme
FBP 15 Ano ang mabibili mong bahay na swak sa sweldo mo? Alamin ang estimated home value na pasok sa income mo sa ilalim ng Program! ✨ 3% subsidized interest rate para sa socialized housing units ✨ 4.5% interest rate para sa units hanggang ₱1.8M ✨ Gusto mo ng Acquired Assets? May mga home deals din: 🔷 45% off para sa Bulk o Group Sale 🔷 30% off for Cash 🔷 20% for Short-term Installment 🔷 10% for Long-term Installment	Provision of information on the affordable housing program for the low-income sector	Promoting accessible and affordable housing to low-income sectors	Participation
FBP 16 	Achieving homeowner-ship		
FBP 17 			
FBP 18 			
FBP 19 Mas abot-kamay na ang pangarap na sariling bahay! Mas lalong pinalawak ang Program sa pamamagitan ng pagpapataas ng price ceiling ng socialized subdivision at condominium projects! Mas dekalidad na mga housing units, mas maraming pagpipilian, at mas maraming pamilyang Pilipino ang may pagkakataong magka-bahay. At dahil may 3% subsidized interest rate sa tulong ng Pag-IBIG Housing Loan sa ilalim ng mas-abot kaya na ang makabili ng sariling tahanan dahil mas mababa ang buwanang hulog at mas magaan sa bulsa, lalo na para sa mga nagsisimulang pamilya! 👉 Alamin ang detalye at simulan ang iyong housing journey: https:// Program.html	Provision of information on the affordable housing program for the low-income sector		

Chapter V

RESULTS AND DISCUSSION

The study examined the Government Agency's Official Facebook Page from the date of effectivity of the expanded framework of the Government-Subsidized Affordable Housing Program, 27 July 2025, up to 31 December 2025. Within this period, nineteen (19) posts related to the program were originally published by the Government Agency. These 19 posts represent the complete set of relevant posts published within the established period of analysis. The posts were composed of captions or written content, photos, and/or videos. These posts were analyzed to identify the communication strategies employed by the Government Agency and the Development Communication principles underlying these strategies.

The Facebook Posts are assigned with codes for easier reference, FBP 1 to FBP 19. Meanwhile, research questions were referred to as RQ1 (Communication Strategies) and RQ2 (Development Communication Principle).

Communication Strategies Employed by the Government Agency to Promote the Government-Subsidized Affordable Housing Program

Through the analysis of the Facebook posts of the Government Agency, particularly those related to the promotion of the Government-Subsidized Affordable Housing Program, the following communication strategies were identified:

1. Informational Framing;
2. Benefit Framing;

3. Problem-Solution Framing;
4. Authority Appeal;
5. Success Storytelling; and
6. Call to Action.

Informational Framing

Based on the collected data, one of the most prevalent communication strategies used by the Government Agency is Informational Framing. This strategy focuses on providing the program's salient features, eligibility requirements, promotional offerings, and application procedures. Instead of relying solely on the issued guidelines by the Government Agency, these posts simplify technical housing policies into information that is easier for potential beneficiaries to understand. This simpler presentation of the program is important in helping the target audience to comprehend the program and consider taking steps toward homeownership.

> ***FBP 1 Excerpt***
>
> *xxx announced Friday, July 25, that it is offering a* ***special subsidized interest rate of 3 percent per annum for the first five years*** *of housing loans under the xxx Program. The special rate is available to* ***eligible members from the lowest income segments up to the seventh income decile, as well as all overseas Filipino workers****, for the purchase of socialized housing units — which now include house-and-lot units, condominium units, and xxx Acquired Assets.*
> *xxx*
> *Under the xxx Housing Loan for the xxx Program, first-time homebuyers -* ***particularly those earning less than 47,856 pesos per month in the National Capital Region and less than 34,686 pesos outside NCR*** *- may avail of the* ***subsidized 3 percent interest rate*** *for the first five years of the loan. All overseas Filipino workers, regardless of income, also qualify for the special rate. The loan may be used to purchase quality socialized house-and-lot units and condominium units under accredited xxx projects,* ***priced up to 850,000 pesos and 1.8 million pesos,*** *respectively. It may also be used to purchase xxx Acquired Assets with net selling prices that fall within these ceilings. The program further offers* ***additional financing of up to 100,000 pesos for home improvements,*** *such as utility connections and home fixtures, and provides a 100 percent loan-to-value ratio, meaning borrowers are not required to provide cash equity.*

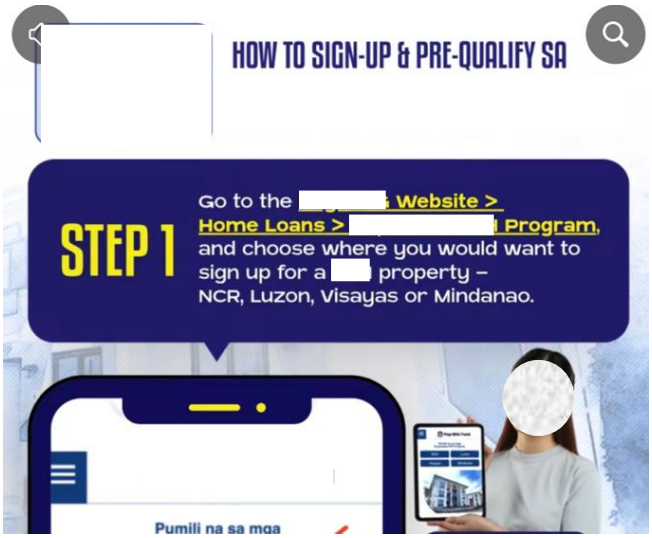
FBP 5 Excerpt

Handog ng xxx sa ilalim ng xxx Program ang isang special promo para sa mga nagnanais magkaroon ng sariling bahay!

EARLY BIRD PROMO
Para sa unang 30,000 borrowers, *makakakuha ang mga miyembro ng* ***SPECIAL 3% per annum interest rate sa loob ng unang sampung (10) taon*** *ng inyong housing loan.*

Figure 1.

FBP 9 Screenshot



FBP 1, which introduced the program to the public, highlighted the subsidized interest rate under the program. Further, it enumerated the types of housing units that could be purchased through the program, the specific gross monthly income requirements for eligible beneficiaries, and the amount of loan that may be availed. The succeeding posts further expanded on this initial information. For example, FBP 5 focused on program promotions, including the subsidized interest rate extended for up to 10 years for early-bird applicants. FBP 9 provided the steps on how to avail of the program. Subsequent posts also presented other avenues for availing of the program and other financing modalities that support the program.

Figure 2.

FBP 15-A Screenshot



Moreover, FBP 15 illustrated that a loan amount of PhP 850,000 at a 3% interest rate would result in a monthly payment of PhP 3,583.65, with a required income of PhP 10,238.94. By translating the interest rate and loan amount into an estimated monthly payment and income requirement, the Government Agency provided beneficiaries with more concrete information that could help them assess the affordability of the housing opportunity.

FBP 12 Excerpt

*Ano mang budget**, mapa vertical o horizontal housing projects** man yan, puwede mong pagpilian dito. Marami pang home financing options para sa 'yo!*

Tara na sa National Housing Expo 2025!
📆 ***October 23–24, 2025***
📍 ***World Trade Center, Pasay City***

FBP 15 Excerpt

Ano ang mabibili mong bahay na swak sa sweldo mo? 🏡
Alamin ang estimated home value na pasok sa income mo sa ilalim ng xxx Program!

✨ ***3% subsidized interest rate** para sa socialized housing units*
✨ ***4.5% interest rate** para sa units hanggang ₱1.8M*
✨ *Gusto mo ng Acquired Assets? May mga home deals din:*
🔷 ***45% off para sa Bulk o Group Sale***
🔷 ***30% off for Cash***
🔷 ***20% for Short-term Installment***
🔷 ***10% for Long-term Installment***

FBP 19 Excerpt

Mas lalong pinalawak ang xxx Program sa pamamagitan ng pagpapataas ng price ceiling ng socialized subdivision at condominium projects! Mas dekalidad na mga housing units, mas maraming pagpipilian, at mas maraming pamilyang Pilipino ang may pagkakataong magka-bahay.

*At dahil **may 3% subsidized interest rate** sa tulong ng xxx Housing Loan sa ilalim ng xxx, mas-abot kaya na ang makabili ng sariling tahanan dahil mas mababa ang buwanang hulog at mas magaan sa bulsa, lalo na para sa mga nagsisimulang pamilya!*

Information was also communicated through program promotions and announcements, including promotional interest rates of 4.5% for non-socialized housing units, discounts on acquired assets of the Government Agency, and announcements of housing-related events and activities. These posts expanded the information available to potential beneficiaries and provided additional opportunities to learn about and access the program.

How the cited posts were presented is consistent with “framing” as a media and communication concept, which influences how information is presented, interpreted, and understood by audiences. Through framing, the sender selects and emphasizes particular information, which may shape how audiences perceive and respond to an issue or program (Song, 2024). The prominence of informational framing therefore reflects the Government Agency's effort to build awareness and reduce uncertainty surrounding the program, enabling intended beneficiaries to make informed decisions about whether to avail of the Government-Subsidized Affordable Housing Program.

Benefit Framing

The second communication strategy identified was Benefit Framing. While Informational Framing focuses on explaining what the program offers, Benefit Framing emphasizes the value and advantages of the program to potential beneficiaries. Benefit Framing is closely related to Informational Framing because both communicate information about the housing program. However, this study treated them as separate communication strategies based on the emphasis of the message. Informational Framing focuses on factual information, such as program features, eligibility requirements, and financing mechanisms. In contrast, Benefit Framing presents these features in terms of the advantages they provide to prospective beneficiaries.

FBP 1 Excerpt

xxx announced Friday, July 25, that it is offering a ***special subsidized interest rate of 3 percent per annum for the first five years*** *of housing loans under the xxx Program.*

FBP 5 Excerpt

*Ibig sabihin****, mas mababa ang interes, mas magaan ang hulog, at mas mabilis niyong maaabot ang pangarap na bahay*** *para sa inyong pamilya.*

✔️ ***Para sa mga kwalipikadong miyembro ng xxx***
✔️ ***Mas magaan sa bulsa ang monthly payments***
✔️ *Maraming properties na pagpipilian*

FBP 12 Excerpt

🏠*Over 100,000 houses on sale through xxx Housing Loan from top 50 developers*
🌳🏠*Over 30,000 xxx Acquired Assets (pre-loved)* ***up to 40% off!***
💸***Bagsak interest rates*** *para sa socialized housing units at* ***3%! 4.5%*** *naman para sa halagang hanggang ₱1.8M!*

Examples of benefit framing can be observed in FBP 1, 5, and 12. While program features presented in these posts are inherently informational, features that provide favorable terms and conditions to prospective borrowers may also function as benefits. For example, “special subsidized interest rate of three percent per annum,” discounts of “up to 40% off” and lower interest rates of “3% or 4.5%” were framed as benefits of the program.

This distinction can also be observed in the language used in the posts. Rather than simply stating that the program offers a 3% interest rate, the posts use phrases such as “special 3% loan rate,” “*Bagsak interest rates para sa* socialized housing units,” *“Mas mababa ang interes, mas magaan ang hulog, at mas mabilis niyong maaabot and pangarap na bahay,” and “Mas magaan sa bulsa ang* monthly payments.” Thus, while the same program features may appear under both informational and benefit framing, the former explains the program, while the latter emphasizes why these features are valuable to the prospective borrower.

By emphasizing these benefits, the Government Agency may increase the perceived value of the housing opportunity and encourage potential beneficiaries to consider program participation. This is consistent with Song (2024), who explains that framing influences how information is understood and can shape audience engagement and decision-making.

Thus, framing, whether informational or benefit-oriented, does more than increase awareness of the program. It also shapes how potential beneficiaries understand and perceive the housing opportunity. In this sense, the Government

Agency's Facebook communication moves beyond simply presenting program information by highlighting why the program may be valuable to its intended beneficiaries.

Problem-Solution Framing

The next communication strategy identified was Problem-Solution Framing. It refers to a strategy that defines a problem and presents a corresponding solution (Van Der Bijl-Brouwer, 2019). It is commonly used in government communication to justify interventions being implemented. In the Facebook posts, this strategy presents the Government-Subsidized Affordable Housing Program as a response to housing accessibility and affordability concerns.

> ***FBP 7 Excerpt***
>
> *The event gathered government officials, developers, and housing advocates to discuss* ***reforms, financing innovations, and inclusive models*** *to expand housing opportunities for Filipino families.*
>
> *As one of the panelists, xxx Chief Executive Officer xxx highlighted the xxx* ***mission of providing sustainable and inclusive housing for Filipino workers****. She presented* ***key initiatives*** *under the xxx Program, including the xxx Housing Loan under the xxx* ***Housing which offers a special 3% interest*** *rate for the first 5 years of the loan; the* ***Acquired Assets Super Sale*** *that provides discounts ranging from 10% to as high as 40% on ready-for-occupancy homes; the* ***Rental Housing Construction Loan*** *to* ***support developers and employers in building affordable rental units****; and the* ***Home Improvement Loan*** *for members* ***seeking to repair and enhance their home****s. xxxx*

> ***FBP 10 Excerpt***
>
> *In her address, CEO xxx shared how xxx continues to* ***innovate its financing programs*** *for xxx projects, introducing models that* ***make housing more inclusive, sustainable, and developer-friendly through affordable interest rates, streamlined processes, and digital innovations.***

The posts characterized the program as a reform, financing innovation, and inclusive housing model that provides sustainable and affordable housing opportunities for Filipino workers. Other posts presented specific housing options that respond to different housing needs. For those seeking ready-to-occupy homes, the Government Agency promoted its Acquired Assets, while those seeking to repair or improve their homes were presented with the Home Improvement Loan, both of which are modalities under the Government-Subsidized Affordable Housing Program.

Figure 3.

FBP 14-A Screenshot



FBP 14 also highlighted the growing number of Filipino families who had already benefited from the program. The post was categorized under Problem-Solution Framing since it demonstrates that the program was not merely presented as a proposed response to the housing problem but as an intervention that was already producing results for Filipino families. Thus, the problem-solution relationship was communicated not only through the presentation of the housing concern and the corresponding program intervention, but also through evidence of families who had already benefited from it.

Authority Appeal

The analysis shows that out of the 19 posts, 47% (9) of the Facebook posts were categorized under Authority Appeal, making it one of the dominant strategies in the study. These posts not only promote the program but also establish confidence in the implementing agency and the program itself by highlighting the credibility, capacity, and support of the various institutions involved in its implementation.

Authority Appeal was manifested in the Facebook posts in three ways: stakeholder partnerships, agency performance, and institutional voice.

Authority Appeal through Stakeholder Partnerships

FBP 2 Excerpt

Below is the complete list of xxx Awardees in NCR for H1 2025:
***Top Employers** in the Government Sector in NCR North-East*
xxx
Top Employers in the Private Sector in NCR North-East
xxx
Top xxx Card Partners
National Partner: xxx
Local Partner: xxx
Best Performing Accounts Ratio (PAR): xxx
Best Performing Loans Ratio (PLR): xxx
Best Performing Assets Ratio (PAsR): xxx
Top 10 Developers in the NCR:
xxx

FBP 3 Excerpt

Below is the complete list of xxx Awardees in Visayas for H1 2025:
Top Employer in Government Sector
xxx
Top Employer in Private Sector
xxx
Top Collection Agencies
xxx

Home Lending Awardees
Highest Number of Members Served / Most Number of Units: xxx
Highest in Number of Socialized Housing Units Taken Out: xxx
Best in Conversion Rate
xxx
Best Performing Accounts Ratio (PAR)
xxx
Best Performing Loans Ratio (PLR)
xxx
Best Performing Assets Ratio (PAsR): xxx
Top 10 Developers in the Visayas:
xxx

FBP 4 Excerpt

Below is the complete list xxx Awardees in South Luzon for H1 2025:
Top Employer in Government Sector
xxx
Top Employer in Private Sector
xxx
Top Collection Agencies
xxx
Home Lending Awardees
Highest Number of Members Served/Most Number of Units: xxx
Highest in Number of Socialized Housing Units Taken Out: xxx
Performing Loans Ratio (PLR): xxx
Best in Conversion: xxx
Performing Accounts Ratio (PAR): xxx
Performing Assets Ratio (PAsR): xxx
Top 10 Developers in the South Luzon:
xxx

FBP 6 Excerpt

Below is the complete list of xxx Awardees in North Luzon for H1 2025:
Top Employers in Government Sector
xxx
Top Employers in Private Sector
xxx
Top Collection Agency
xxx
Home Lending Awardees
Highest Number of Members Served/Most Number of Units: xxx
Highest Number of Socialized Housing Units Taken Out: xxx
Best in Conversion: xxx
Highest Performing Accounts Ratio (PAR): xxx
Highest Performing Loans Ratio (PLR): xxx
Highest Performing Assets Ratio (PAsR): xxx
Top 10 Developers
xxx

First, Authority Appeal was demonstrated through stakeholder partnerships. In FBP 2, 3, 4 and 6, the Government Agency recognized and awarded its top developers, employers, collecting partners, and other institutional partners. These posts highlighted the involvement of different sectors in the implementation of the housing program, presenting the program as supported by established institutional partnerships rather than by the Government Agency alone.

Bazarah (2025) cites that introducing stakeholders that are top in their fields is one key practice in public policy advocacy. It does not only build trust, but also promotes mutual understanding. This underscores the significance of dialogue, engagement, and collaboration among different sectors in policy development since one agency alone cannot foster growth and development. Government policies become stronger when there are partnerships between public and private organizations and when resources and expertise work together.

Authority Appeal through Agency Performance

FBP 6 Excerpt

*During the event, xxx likewise reported the **strong status** of the xxx in the event. As of June 2025, xxx **total assets have reached a historic ₱1.14 trillion.** Of this, ₱869.5 billion are in housing-related assets or about 76%, in compliance with its charter. Short-term loans amount to ₱82.7 billion or about 7%. Income-generating investments amount to ₱168.44 billion or about 15%. The remaining 2% or ₱21.16 billion are in other assets, such as property, equipment, and cash.*

FBP 7 Excerpt

xxx joined the Organization of Socialized and Economic Housing Developers of the Philippines (OSHDP) in celebrating its 30th anniversary at the 4th Affordable Housing Summit 2025 held on August 26 in Quezon City. The event gathered government officials, developers, and housing advocates to discuss reforms, financing innovations, and inclusive models to expand housing opportunities for Filipino families.

As one of the panelists, xxx Chief Executive Officer xxx highlighted the xxx mission of providing sustainable and inclusive housing for Filipino workers.

xxx

The event comes after OSHDP ***lauded the unprecedented gains of xxx and reaffirmed its support for xxx, citing her exemplary leadership, prudence, and transparency in steering the agency as a pillar of stability and innovation in housing finance.***

FBP 8 Excerpt

Xxx Chief Executive Officer xxx joined former Senator Joey Lina and former Presidential Communications Secretary Sonny Coloma at the Kapihan sa Manila Hotel on Wednesday, September 3, to share the xxx latest milestones and ongoing efforts to make homeownership more attainable.

xxx ***robust financial standing,*** *with ₱1.14 trillion in total assets and ₱33.32 billion in net income for the first half of 2025, its highest January-to-June performance ever.*

She emphasized that these initiatives not only support the xxx Program but are also made possible by xxx ***solid financial performance****, ensuring that affordable rates and big discounts are granted without compromising members' savings.*

"Since xxx is the xxx of Filipino workers, who are the owners of the xxx, we are committed to doing everything we can to create programs that our members can truly benefit from," xxx said in response to a query on how xxx is able to achieve such feats. "Along with the rest of xxx, we serve our members with professionalism, integrity, excellence, and a deep commitment to service."

Second, Authority Appeal was communicated through agency performance. FBP 6, 7, and 8 highlighted the Government Agency's institutional and financial capacity by emphasizing its "historic assets," "robust financial status," and "solid financial performance." Other posts recognized the leadership of the Agency's Chief Executive Officer by highlighting qualities such as prudence, transparency, and good governance. Taken together, these messages reinforced the credibility of the Government Agency and communicated its financial capability, institutional stability, and operational capacity to sustain and implement the housing program.

Authority Appeal through Institutional Voice

Figure 4.

FBP 14-B Screenshot



Figure 5.
FBP 14-C Screenshot



FBP 10 Excerpt

xxx Chief Executive Officer xxx ***joined the nation's leading housing developers, policymakers, and industry partners*** *at the 33rd SHDA–DHSUD National Developers Convention held on October 9–10, 2025 at the Makati Shangri-La Hotel.*

In her address, CEO xxx shared how xxx continues to innovate its financing programs for xxx projects, introducing models that make housing more inclusive, sustainable, and developer-friendly through affordable interest rates, streamlined processes, and digital innovations.

> ***"As we recalibrate our strategies for a better tomorrow, xxx remains committed to providing the financing models that empower our partners to build more homes and create a brighter future for Filipino families,"*** *xxx said.*

> ***FBP 11 Excerpt***
>
> *xxx Chief Executive Officer xxx* ***joined the country's leading developers and housing advocates*** *at the CREBA 2025 National Convention held on October 16, 2025, in Baguio City.*
>
> ***Speaking before industry partners, xxx reaffirmed xxx commitment to bridge the funding gap between developers and Filipino homebuyers through responsive and innovative financing models under the xxx.*** *She also shared how xxx continues to strengthen the xxx as a complete financing ecosystem that supports both developers and Filipino workers in achieving affordable and sustainable homeownership.*

Third, Authority Appeal was manifested through institutional voice. Several posts featured statements from high-ranking government officials, including the President of the Philippines, the DHSUD Secretary, and the Chief Executive Officer of the Government Agency. These statements reaffirmed the government's commitment to addressing housing needs and the Agency's commitment to providing affordable housing opportunities. By incorporating these institutional voices, the posts reinforced the legitimacy of the housing program and communicated that it was supported at different levels of government.

These posts also established the credibility of the Government Agency, especially because of its crucial role in the housing sector and the government's goal to address the country's housing need. Messages coming from government officials and credible sources may enhance public confidence in the information being conveyed. As a result, audiences may perceive the program and the implementing agency as legitimate, reliable, and beneficial. This may increase their interest in engaging with the program (Rabab'ah, et.al., 2024).

Success Storytelling

The fifth communication strategy identified was Success Storytelling. The Government Agency features real-life beneficiaries who successfully acquired homes through the Government-Subsidized Affordable Housing Program. Rather than simply stating that the program produces positive outcomes, these posts present the experiences of actual beneficiaries as concrete examples of how the program can lead to homeownership.

All five (5) posts (FBP 13, 14, 16, 17, and 18) identified under this strategy were audio-visual content featuring beneficiaries sharing their experiences in availing of the program and achieving their goal of homeownership. The beneficiaries narrated their personal housing situations, including experiences of renting previous homes, having no formal ownership rights, or losing their previous homes through foreclosure due to difficulties sustaining payments. Through the Government-Subsidized Affordable Housing Program, they were able to acquire homes of their own.

Figure 6.

FBP 13-A Screenshot



Figure 7.

FBP 14-D Screenshot



Figure 8.

FBP 16-A Screenshot

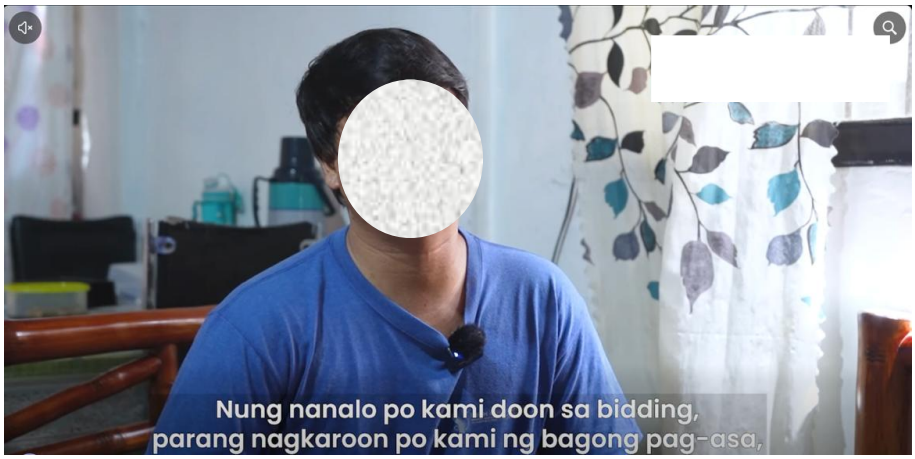


Figure 9.

FBP 17-A Screenshot

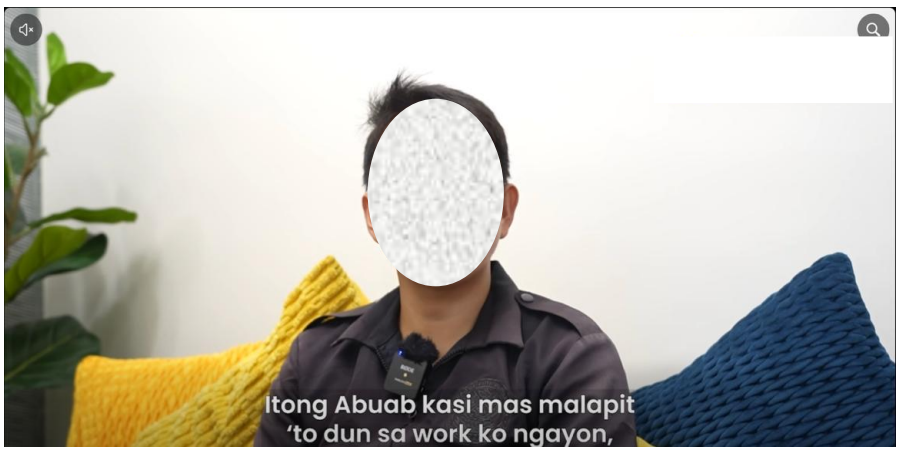


Figure 10.

FBP 18-A Screenshot



These posts were categorized as Success Storytelling because the Government Agency used personal beneficiary narratives as evidence of the program's tangible outcomes. The stories demonstrate that the program is not merely presented as a policy or financing mechanism but as an intervention that has enabled actual individuals and families to achieve homeownership. By featuring beneficiaries sharing their experiences in their own narratives, the Government Agency also made the housing program more relatable and allowed potential beneficiaries to see homeownership as an attainable outcome.

Storytelling is an interactive form of communication that allows the storyteller to narrate or transmit information that reflects human experience. This allows a post to be more relatable to the audience (Vaishnav, et.al., 2025). Success stories may also evoke positive emotions such as happiness, enthusiasm, pride, hope, and sympathy (Marquart, 2024). In the context of the housing program, these personal narratives transform an otherwise abstract government program into concrete and relatable experiences of homeownership.

The use of success storytelling is particularly relevant in a digital environment where audiences are exposed to large amounts of information. Beyond providing information, personal narratives can help capture audience attention, humanize a program, and make its message more memorable. More importantly, it helps the audience understand the ideas presented and take action (Okafor, 2025).

Testimonials of individuals working in different sectors who have successfully acquired their homes through the Government Agency's program can influence the attitudes and beliefs of audiences. They are able to connect with potential beneficiaries emotionally, thereby increasing persuasion and message acceptance. These posts served not only as promotional content but also as tangible evidence of the program's outcomes, thereby acting as a mechanism for strengthening public trust.

Call to Action

The final communication strategy identified was Call to Action, which are "...statements, often in imperative form, that directly address audiences and explicitly encourage them to take immediate action (Larsson et.al., 2024)."

FBP 5 Excerpt

Magpalista na! Pumili sa mga xxx Socialized Housing units:
https://www.xxxservices.com/MagpalistaSaxxx/

FBP 9 Excerpt

Here's how to Sign Up and Pre-Qualify for a xxx Housing Unit ⬇⬇⬇
Magregister na sa Expanded 4PH para sa murang pabahay ng gobyerno!
Click here ➡ ***https://www.xxxservices.com/MagpalistaSaxxx/***

FBP 12 Excerpt

Kita-kits tayo sa National Housing Expo 2025! 💙

FBP 19 Excerpt

Alamin ang detalye at simulan ang iyong housing journey:

https://xxx.gov.ph/xxx_Program.html

In the Facebook posts, Call to Action was evident through lines such as *“Magpalista na!”, “Magregister Na xxx* Click Here”, and *“Tara na sa* National Housing Expo 2025!” Mostly, these are accompanied with hyperlinks that direct the audiences to the Government Agency's website, registration pages, housing project information, and other program resources.

Figure 11.

FBP 13-B Screenshot



Figure 12.

FBP 15-B Screenshot



Figure 13.

FBP 16-B Screenshot

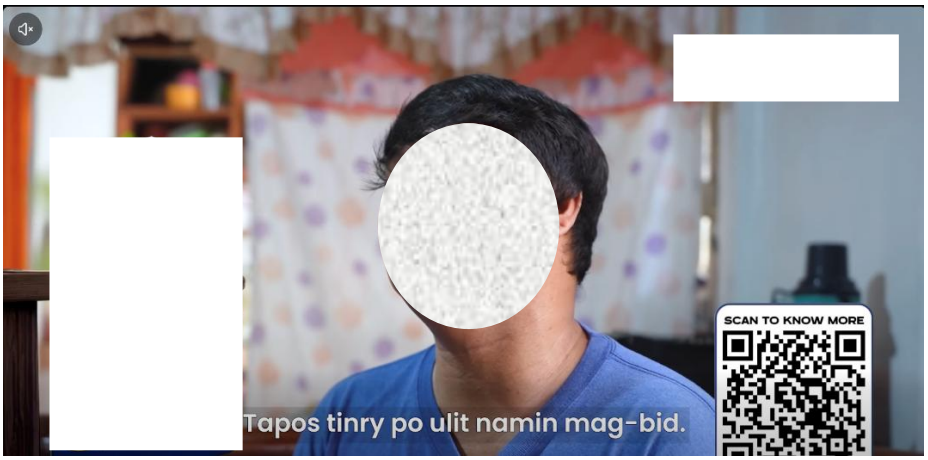


Figure 14.

FBP 17-B Screenshot



Figure 15.

FBP 18-B Screenshot



Other posts, on the other hand, used QR codes instead of hyperlinks. These codes also led the audience to the Government Agency's website where they can access more information about the program, search for available housing projects, and submit their applications for the program. As Larsson et al. (2024) note, linking platforms through social media can make it easier for audiences to access information and take initial steps toward program participation.

Further, by reducing the number of steps needed to access program information and services, the call-to-action strategy made participation more immediate and convenient. These posts do not only invite the audience to learn about the program but also provided a direct pathway for prospective beneficiaries to engage with and participate in the Government-Subsidized Affordable Housing Program.

Participation as the Underlying Development Communication Principle

Upon identifying the communication strategies used in the Facebook posts of the Government Agency, the posts were further analyzed to determine the Development Communication principle underlying these strategies. Participation emerged as the principle underlying the identified communication strategies.

While the primary purpose of the Facebook posts was to promote the Government-Subsidized Affordable Housing Program, the findings show that the communication strategies performed complementary functions. Rather than functioning as isolated strategies, they formed a communication process that gradually moved prospective beneficiaries from understanding the housing opportunity, to developing confidence in the program and its implementing institution, and finally to opportunities for engagement.

This finding is consistent with Quebral (2012), who views communication as a mechanism that contributes to development and social transformation. Servaes (1999) further emphasizes that participation is an important component of development and highlights the role of communication in enabling individuals and stakeholders to become active participants in development processes.

Similarly, Melkote and Singhal (2021) highlight that Development Communication extends beyond information dissemination and involves processes that enable people to act on information and contribute to development initiatives. In the context of this study, the principle of participation was identified based on how the

Government Agency organized its communication to provide information, establish confidence, and direct audiences toward opportunities for action.

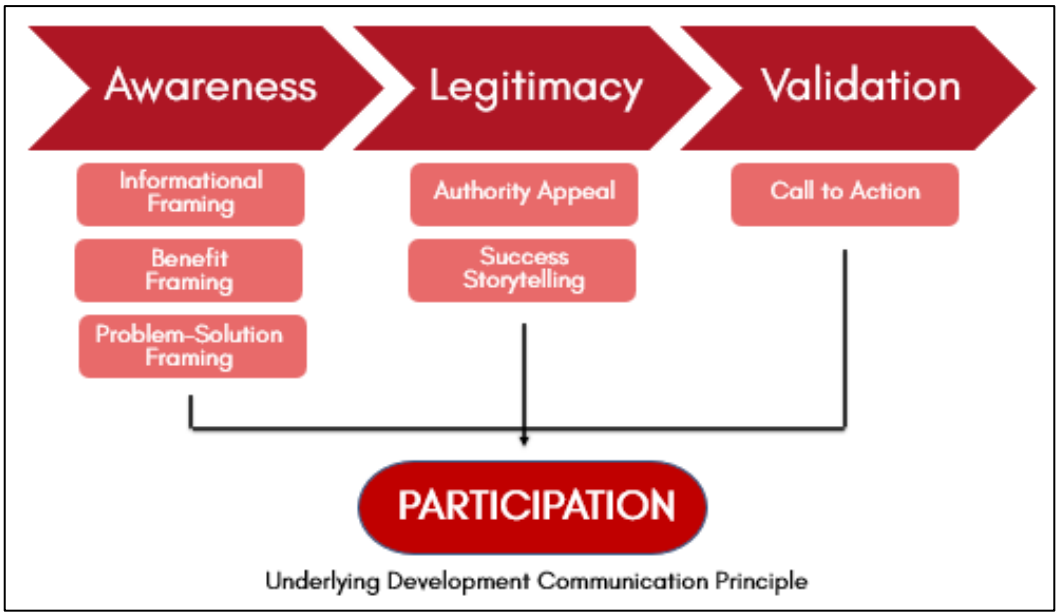
Communication Sequence

The relationship among the six (6) identified communication strategies becomes clearer when they are examined through their sequential organization. Using Conversation Analysis as an interpretive lens, the study viewed the Facebook posts as interconnected communicative actions rather than isolated messages. While traditional Conversation Analysis examines the sequential organization of naturally occurring interaction (Chalmers & Shaw, 2017), this study applied the principle of sequential organization to the Government Agency's digital communication.

The identified communication strategies followed a deliberate communication sequence:

Figure 16.

Communication Sequence Employed by the Government Agency



Increasing Awareness

The first function of the communication strategies was to build awareness and understanding of the Government-Subsidized Affordable Housing Program. Informational, Benefit, and Problem-Solution Framing provided prospective beneficiaries with information that could help them understand the housing opportunity and assess its relevance to their circumstances and plans for homeownership. This is particularly important in a development program where potential beneficiaries must first understand the available intervention before they can consider engaging with it.

The communication also repeatedly presented homeownership as attainable for individuals and families belonging to the low-income sector. By highlighting low interest rates and manageable payments, the posts presented homeownership as a realistic possibility. This may also relate to Bandura's (1977) concept of self-efficacy, which refers to an individual's belief in their ability to accomplish a desired outcome. In this context, messages showing affordable financing and accessible program procedures make the process of pursuing homeownership appear more attainable.

These findings further highlight the role of communication in reducing information barriers that may limit access to development opportunities. As discussed by Melkote and Steeves (2015), access to relevant information enables individuals to make informed decisions and participate in development processes. In this study, awareness does not in itself constitute participation; rather, it provides the knowledge necessary for prospective beneficiaries to consider whether and how they may engage with the program.

Building Institutional Legitimacy

The second stage, Legitimacy, builds upon this awareness by establishing confidence in the program and its implementing institution. Through Authority Appeal and Success Storytelling, the Government Agency presented its institutional capacity, stakeholder partnerships, government support, and actual beneficiary experiences. These messages communicated that the housing program was supported by established institutions and had produced tangible outcomes for actual beneficiaries.

This finding relates to Waisbord (2008), who explains that government communication strategies are shaped by institutional mandates, visions, and objectives. In this study, the use of institutional messages can be understood in relation to the Government Agency's mandate to provide affordable housing opportunities. It also relates to Suchman's (1995) concept of legitimacy, which emphasizes the importance of perceptions of institutional appropriateness and credibility. By presenting institutional accomplishments, partnerships, and beneficiary experiences, the Government Agency strengthened the credibility of the housing program and its capacity to deliver its commitments.

The recognition of developers, employers, local government units, and other institutional partners also presented housing as a shared development concern involving multiple sectors. This is consistent with Servaes' (1999) view that participatory development involves the active engagement of different actors in addressing development concerns. The communication therefore positioned the

housing program not only as the responsibility of a single government institution but as an initiative supported by a network of stakeholders.

Validation through Call to Action

After establishing awareness and institutional legitimacy, the communication progressed toward creating opportunities for audiences to engage with the program through Call to Action. This reflects the participatory dimension of Development Communication discussed by Servaes (1999), in which communication contributes to development by enabling individuals and stakeholders to become active participants rather than merely recipients of information. Similarly, Melkote and Singhal (2021) emphasize that communication for development involves more than providing information; it also involves enabling people to act on that information.

In this study, the Call-to-Action strategy represented the point at which information and institutional confidence were connected to an opportunity for action. The posts did not demonstrate that audiences actually participated in the program, but they provided accessible pathways through which prospective beneficiaries could begin exploring or engaging with the housing opportunity.

Contribution of the Findings to Development Communication

The contribution of the study lies in demonstrating how communication strategies can function collectively as an organized process for facilitating participation in government development programs. While existing Development Communication

literature recognizes the importance of information, institutional credibility, and participation, this study illustrates how these functions can be connected through a deliberate communication sequence in a government digital communication context.

Thus, the findings extend the discussion of government communication beyond the identification of individual communication strategies. Rather than viewing Facebook posts as isolated promotional messages, the study demonstrates how different strategies can perform complementary functions within an organized sequence, with each stage preparing the conditions for the next.

This provides a process-oriented understanding of participation in Development Communication. In this study, participation is not treated as an outcome that can be established through actual program applications, availment, or homeownership. Instead, the findings show how communication can progressively create the conditions that may encourage participation by providing information, establishing confidence, and presenting opportunities for action.

Hence, the contribution of the study is not to establish that the Government Agency's Facebook communication resulted in actual participation or material program outcomes. It lies in explaining how the strategic organization of communication can facilitate the communicative conditions through which participation may be encouraged.

Chapter VI

RESEARCH SUMMARY, CONCLUSION, AND RECOMMENDATIONS

Research Summary

The study sought to examine the communication strategies employed by the Government Agency in promoting the Government-Subsidized Affordable Housing Program through its Official Facebook Page. Specifically, it analyzed how the Government Agency structured and sequenced its Facebook posts in promoting the program. This showed the communication strategies used in its content construction. Further, it determined the development communication principles embedded in the identified communication practices.

Nineteen (19) Facebook posts originally published by the Government Agency from 27 July 2025 to 31 December 2025 were collected and analyzed. The study used Conversation Analysis as an interpretive lens to examine the sequential organization of the Government Agency's Facebook communication. The Facebook posts were treated as interconnected communicative actions, where each post is reflexively linked to the preceding and succeeding posts (Chalmers & Shaw, 2017).

Through Conversation Analysis, it was established that the Facebook posts of the Government Agency followed a communication sequence consisting of three stages: Awareness, Legitimacy, and Validation. The posts collectively guided audiences from awareness of the program to confidence in the program and its implementing institution, and ultimately toward opportunities for engagement through

Call to Action. Rather than functioning as isolated posts, the content collectively guided audiences from initial awareness of the program to strengthening public trust, and finally, opportunities for engagement by encouraging them to explore housing opportunities.

Through this analysis, the communication sequence commenced with Informational Framing, Benefit Framing, and Problem-Solution Framing, which collectively formed the Awareness stage. These posts focused on explaining program features, eligibility requirements, and application procedures. The posts also highlighted the benefits that beneficiaries could obtain from participating in the program. Additionally, Problem-Solution Framing presented issues related to housing affordability and housing access, positioning the program as a response to these issues. This provided a rationale for the implementation of the government intervention and reinforced the relevance of the program in addressing the country's housing needs.

Most of the posts also used Authority Appeal, which formed part of the Legitimacy stage. These highlighted institutional accomplishments, partnerships with developers and employers, stakeholder recognition activities, and statements from agency officials and government leaders. These posts functioned to establish credibility, legitimacy, and public trust in both the program and the implementing agency.

Success storytelling was also employed in the Facebook posts as another strategy under the Legitimacy Stage. The testimonials of the beneficiaries humanized the program through the presentation of real-life experiences of individuals who successfully acquired homes through the program. These narratives transformed policy messages into relatable experiences and strengthened public trust in the program.

The communication sequence concludes with the use of direct calls to action, which constituted the Validation stage. These posts prompted audiences to take concrete steps toward engaging with the program, such as registering, exploring housing projects, or attending housing events. This demonstrates that the communication strategies, when viewed as a coherent sequence, collectively facilitate the communicative conditions through which participation may be encouraged, progressively guiding prospective beneficiaries from awareness and understanding to informed engagement with the housing program. Thus, participation emerges as the underlying Development Communication principle that connects the identified communication strategies.

Conclusion

The identified communication strategies collectively followed a deliberate communication sequence consisting of Awareness, Legitimacy, and Validation through Call to Action. Rather than functioning independently, these strategies were systematically organized to guide prospective beneficiaries from understanding the Government-Subsidized Affordable Housing Program, to developing confidence in the

program and its implementing institution, and ultimately toward opportunities for engagement with the initiative.

The study further concludes that participation is the underlying Development Communication principle of the identified communication strategies. Together, the communication strategies provide opportunities that foster participation instead of simply promoting the program. Informational messages reduce informational barriers, legitimacy-building messages strengthen public confidence, and call-to-action messages provide audiences with clear opportunities to engage with the program.

It should be emphasized that the present study does not determine whether beneficiaries actually participated in the housing program. Instead, it demonstrates how the Government Agency organized its communication to encourage participation. From a Development Communication perspective, participation is therefore understood not as a measured outcome but as a communicative process that is progressively facilitated through the sequence of messages.

In conclusion, the study contributes to the field of Development Communication by explaining how government communication is systematically organized into a sequence in which different communication strategies perform complementary functions that create conditions that facilitate participation. Rather than resulting from a single communication strategy or Facebook post, participation is progressively facilitated through the collective organization of communication strategies within the identified sequence.

Recommendations

The study focused on identifying communication strategies and the Development Communication principles underlying these strategies. It did not assess the effectiveness of the communication efforts nor measure audience reception, engagement, or behavioral outcomes. In view of these limitations, the following recommendations are proposed:

1. Future research may examine whether the identified communication sequence from this study translates to material program outcomes, such as beneficiaries' policy awareness, application rates, housing loan takeouts, and other indicators of program participation.

2. This study only analyzed a single government agency and one social media platform. Thus, future studies may explore how various government institutions utilize different social media platforms in the promotion of their development programs and how these platforms shape and influence the communication strategies they employ.

3. Communication practitioners of government agencies may consider adopting participation as a guiding development communication principle when designing digital communication strategies. A more deliberate application of participatory communication principles may further strengthen government communication initiatives.

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