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## **ABSTRACT**

There were 36 participants that answered the questionnaires with open-ended questions that represented the Pandananons' perceptions toward Pandan Community Radio's (PCR) identified eight nutritional programs in Pandan, Antique. Through the participants, the study determined whether these programs are being listened to or not; whether these programs gratify the audiences' five basic needs as identified in the uses and gratification theory such cognitive needs, affective needs, personal integrative needs, social integrative needs and tension-free needs; and how these programs help in addressing health and nutrition problems in the municipality. The questionnaire contained open-ended questions in local dialect. The researcher used thematic analysis that is defined as a process of "encoding qualitative information" to analyze the general objectives (Komori, n.d.)

The research results showed that most of the Pandanenons do not listen to PCR and its nutritional programs because they do not own radio sets. There are only eight of the participants who listen to it. These eight listeners mostly listen to Let's Enjoy Cooking. Further, all the nutritional programs except Lingkod Bayan sa Sabado Tugstugan and Senior Citizen's Hour gratified the five basic needs. Additionally, PCR's nutritional programs help them in addressing health and nutrition problems in the municipality by letting them understand the health and nutrition of their children and guiding them on what kind of food must be cooked and fed to their children.

It is recommended to pursue a study on deeper media effects of PCR as well as to assess Let's Enjoy Cooking and reinforce the use of Facebook Live and radio streaming. Audience participation and involvement are highly encouraged, too.