

FEASIBILITY OF A COMMUNITY NEWSPAPER IN INDANG, CAVITE

THESIS

ARRIANE ROSE L. ALA

REGEL L. MOZOL

College of Arts and Sciences

CAVITE STATE UNIVERSITY

Indang, Cavite

Cavite State University (Main Library)



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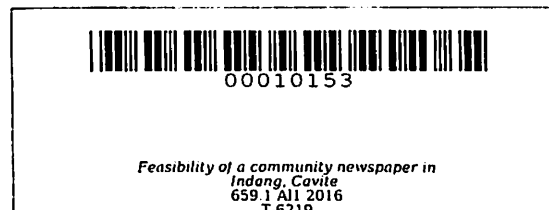
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**FEASIBILITY OF A COMMUNITY NEWSPAPER IN INDANG, CAVITE**

Undergraduate Thesis  
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of the requirements for the degree  
Bachelor of Arts in Journalism



**ARRIANE ROSE L. ALA**  
**REGEL L. MOZOL**  
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## **ABSTRACT**

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The study was conducted from October until December 2015 in Indang, Cavite. It aimed to determine the feasibility of a community newspaper in Indang, Cavite. One of its purposes was to identify the different municipality's needs before it can establish a local paper and it has been made possible through benchmarking in a form of interview. The study also determined the capability of Local Government Unit (LGU) of Indang in establishing a community newspaper by using interview guide questions in the office of the Mayor of Indang. Thus, from what the data acquired from the in-depth interviews, the researchers found out that they are capable in terms of budget, manpower, and initiative.

In order to finish the process of gathering, stratified random sampling was used. Specifically purposive sampling was used in choosing the barangay chairmen while convenience/availability sampling was used to choose the random residents. The six-item questionnaire was completed by 360 residents including the barangay chairmen of each 36 barangays. The findings also revealed that in terms of appearance, content, frequency of distribution as well as manner of circulation of the paper, the most preferred indicators of the respondents were colored newspaper, monthly issue, tabloid magazine (size), feature page as the additional section aside from news, delivery in barangay hall, and lastly promotion about education as well as livelihood programs as articles of their choice.

In general, the researchers found out that having a community newspaper in Indang was feasible during the conduct of the study in terms of purpose, manpower and budget since they were willing to allocate an amount of Php7,500 and they have already chosen the staff and the date of implementation for further planning.

The researchers would like to recommend that this study should be read by every Indangeno in order to realize the chances or possibilities they have to establish their own paper. Thus, the authors are recommending that other communication scholars should continue doing some research as to why some municipalities could not publish a newspaper and formulate a solution through their own research, because it will somehow enlighten everyone about the benefits of print media specifically in creating effective information dissemination.

They also recommend that local government unit of Indang should hire writers that have a background in journalism or if it is not yet possible because of the budget, at least train their target staff.

Hence, the researchers are also recommending to the future researchers that in dealing with feasibility study like this, it is crucial to make appointments with the institutions involved in the study. It is suggested also to conduct preliminary and final interviews to make sure the validity of the answers.

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# **FEASIBILITY OF A COMMUNITY NEWSPAPER IN INDANG, CAVITE**

**Arriane Rose L. Ala**  
**Regel L. Mozol**

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An undergraduate thesis submitted to the faculty of Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfilment of the requirements for the degree of Bachelor of Arts in Journalism with Contribution No. \_\_\_\_\_. Prepared under the supervision of Ms. Rey Ann Maranag.

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## **INTRODUCTION**

In the verge of modern civilization and digitization, information dissemination can now be performed in many ways such as mobile messages and through the help of fast internet connection. Surprisingly, it is a good thing to ponder that there are municipalities in the Philippines which are still relying in the help of print media specifically community newspapers.

According to Rennie (2006), community newspaper nowadays is not just a simple tool used to promote what is happening in a local area. It now plays a major role in creating harmonious, successful, and advanced community. The role of community newspaper today goes beyond carrying the week's news to the local citizens. This paper promotes and encourages local economics and is a major tool for municipal governments, school boards, and health regions to communicate with their citizens.

The municipality of Indang has a population of 66,936 people in a land area of 8,920 square hectares (89.20 sq. km.) based on the 2014 census. It has a total of 36