

PERCEPTION OF SELECTED FAMILIES IN DASMARINAS,  
CAVITE ON THE EFFECTIVENESS OF PEPITO  
MANALOTO IN PROMOTING FILIPINO  
MORAL VALUES

THESIS

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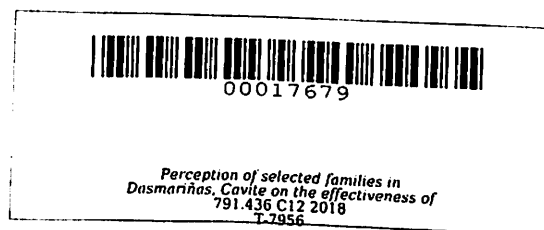
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**PERCEPTION OF SELECTED FAMILIES IN DASMARINAS, CAVITE  
ON THE EFFECTIVENESS OF *PEPITO MANALOTO* IN  
PROMOTING FILIPINO MORAL VALUES**

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## ABSTRACT

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The study focused on the perception of selected families in Dasmarinas, Cavite on the effectiveness of *Pepito Manaloto* in promoting Filipino moral values.

The study was conducted to meet the following objectives: to determine the level of exposure of the selected families towards the show *Pepito Manaloto* based on frequency of watching and length of *Pepito Manaloto*'s episode being watched; to determine the perception of the participants on the effectiveness of *Pepito Manaloto* in promoting Filipino moral values; and to determine the relationship between the level of exposure and the effectiveness of *Pepito Manaloto* in promoting Filipino moral values as perceived by families in Dasmarinas, Cavite.

Descriptive method of research was used in the study. A validated survey questionnaire was used to gather the necessary data from 205 participants. Frequency count was used in ascertaining the number of respondent's response and relative frequency distribution formula for the interpretation of data. Mean Standard Deviation was used to measure the effectiveness of the show in promoting Filipino moral values while Chi-square Test was used to find out if there was a significant relationship between the participants' exposure and the show's effectiveness in promoting Filipino moral values.

The findings showed that majority of the participants were highly exposed to *Pepito Manaloto* based on frequency of watching and length of the program's episode being

watched. The perception of the participants on the effectiveness of *Pepito Manaloto* in promoting Filipino moral values was highly effective. In addition, there was a significant relationship between the level of exposure as to frequency of watching and the perceived effectiveness of *Pepito Manaloto* in promoting Filipino moral values but as to length of the program's episode being watched, there was none.

The researchers recommend the following:

- a. Television viewers should always be aware of the things that they are seeing when watching television programs and they should also make reflections on the values they perceive from those shows;
- b. Parents should monitor and guide their children in television watching for it will affect their perspective and practice;
- c. Media practitioners and television networks should sustain and create more programs that are values oriented and they should also be more responsible and observant to the influence of aired- programs to the viewers with due respect to educational and moral concerns;
- d. Future researchers may conduct a similar study with different variables and with larger samples from different area.

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# **PERCEPTION OF SELECTED FAMILIES IN DASMARINAS, CAVITE ON THE EFFECTIVENESS OF PEPITO MANALOTO IN PROMOTING FILIPINO MORAL VALUES**

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An undergraduate thesis submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang Cavite in partial fulfillment of the requirements for the degree of Bachelor of Arts in Journalism with Contribution No. \_\_\_\_\_. Prepared under the supervision of Erica Charmane B. Hernandez

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## **INTRODUCTION**

"Television is enormously important in all parts of the world, and the study of the reactions programs produce in the public is valuable" (*La Prensa Libre*, 1 March 2001, p.12.). Since the inception of television in the Philippines in the 1950s, it has become the most accessible and most influential medium to the society. Television occupies an important place in our life. It is very common in other industrialized countries as well and has become part of an essential household item due to variety of programs and valuable content it offers and the purposes it serves in daily life.

All television programs such as commercials, news, documentaries and cartoon, affects people of all ages in different ways. Kotler (2008) considers that television has the advantage of combining image, sound and movement. It addresses the senses, captures the attention and has a big audience, being one of the most effective means to reach people.