

ADVERTISING PLAN FOR THE ONLINE C.SU RADIO AS A
MEDIUM OF INFORMATION DISSEMINATION

THESIS

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**ADVERTISING PLAN FOR THE ONLINE CvSU RADIO AS A MEDIUM OF
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Undergraduate Thesis
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ABSTRACT

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The study was to conducted to advertise online CvSU radio as medium of information dissemination Specifically, it aimed to (1) identify the advertising strategy that can increase the awareness of the audience on online CvSU radio in terms of media platforms and advertising technique, (2) identify the messages to include in the advertising strategy to promote online CvSU radio as a medium of information dissemination, and (3) determine the response of the target audience to the formulated advertising plan.

The study was conducted at Cavite State University-Main Campus Indang, Cavite from June 2015 to February 2016. The researchers used qualitative and quantitative approach under descriptive method. The researchers came up with a total of 400 participants from the different colleges in the university which was derived from the Slovin's formula and stratified random sampling techniques.

The questionnaire was divided into three parts: pre-survey questionnaire that measured the level exposure and awareness of the students on the different media platforms, advertising technique and messages followed by an interview guide questions administered to online CvSU radio representative. The post-survey questionnaire served as the researchers' guide to evaluate how effective the advertising materials were.

Furthermore, the results of the study revealed that tarpulin, poster and online (social media) were the most preferred media platforms of the target audience. Also,

Lifestyle was the top advertising technique that could capture their attention while academic concerns ranked as first on the messages the students want to be informed of.

Moreover, the post-survey questionnaire shown that advertising plan made them curious of what online CvSU radio is all about.

Based on the advertising plan formulated by the researchers, the advertising materials were strongly effective to promote online CvSU radio as medium of information dissemination.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	v
ABSTRACT	xi
LIST OF TABLES	xiv
LIST OF FIGURES	xv
LIST OF APPENDICES	xvi
INTRODUCTION	1
Statement of the Problem	2
Objectives of the Study	3
Significance of the Study	3
Time and Place of the Study	5
Scope and Limitation of the Study	5
Definition of Terms	6
Theoretical Framework	8
Conceptual Framework	8
REVIEW OF RELATED LITERATURE	11

METHODOLOGY	34
Research Design	34
Sources of Data	35
Participants of the Study	35
Sampling Procedure	37
Data Gathered	38
Statistical Tool	40
RESULTS AND DISCUSSION	42
SUMMARY, CONCLUSION, AND RECOMMENDATIONS	58
Summary	58
Conclusion	59
Recommendations	60
REFERENCES	63
APPENDICES	67

LIST OF TABLES

Table		Page
1	Online CvSU Radio program	15
2	Distribution of respondents	37
3	Rank of different media platforms based on participants level of exposure	43
4	Frequency percentage for daily consumption of internet	43
5	Frequency percentage for time consumption in browsing the internet	44
6	Major reason in browsing the internet	45
7	Frequency percenatge for most visited social media site	46
8	Advertising techniques that could be used to increase the awareness of the audience on online CvSU radio	48
9	Level of importance of messages as perceived by selected audiences	50
10	Evaluation of the implemented advertising material	56

LIST OF FIGURES

Figure	Page
1 Dagmar theory	8
2 Conceptual framework	10
3 Organizational structure of online CvSU radio.	14
4 Interface of the online CvSU radio.	16
5 Interface of the Facebook page of online CvSU radio	17
6 Communication process in promotion.	18
7 Basic color chart with symbolism.	24
8 Official logo of online CvSU radio	54
9 Print screen of short video clip posted on Facebook	55

LIST OF APPENDICES

Appendix	Page
1 Curriculum Vitae	68
2 Sample of Interview guide questionnaire	75
3 Sample Survey questionnaire	77
4 Certification from validators	79
5 Certification from english critic	86
6 Certification from statistician	90
7 Letter for posting of promotional materials	92
8 Transcribed Interviews	94
9 Computation of raw data	101
10 By-laws of online CvSU radio	121

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INTRODUCTION

Radio is one of the journalist's ways in presenting news stories for a wide range of audiences. It is known for its convenience and lower-cost traditional media and the easiest way to connect or get updated information that can be enjoyed at home, school or even while driving (Estrada, 2001).

Now, a relatively new way of receiving radio programs arise and modern technology introduces Internet to the society. The number of Internet users have enormously increases throughout the world. According to the Internet World Statistics in 2010, the world's Internet users reached 1.96 billion. In this growing numbers of users, an online two-way communication has emerged and now called social media. The influence of social media has strongly changed the way of communication now a days.

Recently, Internet Live Statistics (ILS) exceeded one billion websites, a milestone that has been reached in September 2014. It shows that World Wide Web continues to grow providing the needs of the mass in terms of communication, entertainment,