

DESIGN OF COMMUNICATION CAMPAIGN FOR THE CONSERVATION
OF MARAGONDON-LABAC RIVER IN SUPPORT TO DENR:
BAYANIHAN PARA SA KALINISAN

THESIS

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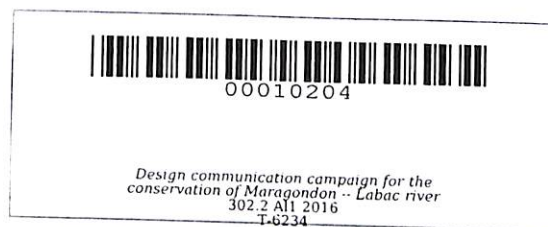
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**DESIGN OF COMMUNICATION CAMPAIGN FOR THE CONSERVATION OF
MARAGONDON-LABAC RIVER IN SUPPORT TO DENR's
BAYANIHAN PARA SA KALINISAN**

Undergraduate Thesis
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ABSTRACT

ALCAZAR, RENZ KEVIN M. and TIOZON MARILYN V. **Design of Communication Campaign for the Conservation of Maragondon-Labac River in support to DENR's *Bayanihan Para sa Kalinisan*.** Undergraduate Thesis. Bachelor of Arts in Journalism Cavite State University, Indang, Cavite. April 2016. Adviser: Prof. Lisette D. Mendoza.

This study was conducted to design a communication campaign for the conservation of Maragondon-Labac River in support to DENR's *Bayanihan Para sa Kalinisan*. Specifically, this aimed to determine the existing communication campaigns for the conservation of Maragondon and Labac River in Indang, Cavite, design and create materials for the communication campaign whose message regarding conservation of Maragondon-Labac River is based on the goal of DENR's *Bayanihan Para sa Kalinisan*, determine the information to be included in the communication campaign, determine the perception on communication campaign of the selected residents in Brgy. Kayquit I, Kayquit II, and Kayquit III, Indang, Cavite, and determine the most preferred material for a communication campaign on the conservation of Maragondon-Labac River.

The study utilized the descriptive method of research. Interviews, focus group discussions, and survey questionnaires were used to gather data in this study. Purposive sampling was used to select the 27 informants for the interviews and focus group discussions while quota sampling was used to select the 150 respondents for the survey, totalling to 177 participants of the study. Mean, standard deviation, and rank were used as statistical treatment in the data gathered from the surveys.

The researchers were able to design materials such as poster, pamphlet, brochure, and flyer for the conservation effort towards such rivers.

The findings showed that majority of the respondents perceived the designed communication campaign highly effective on communicating with the residents the need for the conservation of Maragondon-Labac River in support to DENR's *Bayanihan Para sa Kalinisan*. Meanwhile, the most preferred material was the poster followed by brochure then pamphlet and flyer as the least preferred.

Based on these, the researchers recommend extensive communication campaign for the conservation not only of these rivers stated in the study but also to other major rivers in Cavite as these are all draining onto the Manila Bay. Besides, communication campaigns, either in the form of communication activities or materials, can serve as tools to inform people about the problem, educate people about what are the measures that can be done, and communicate to the general public that their involvement could help achieve goals towards sustainable environmental management.

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**DESIGN OF COMMUNICATION CAMPAIGN FOR THE CONSERVATION OF
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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 Bachelor of Arts in Journalism with Contribution No. _____. Prepared under the supervision of Prof. Lisette D. Mendoza.

INTRODUCTION

The environment is not the government's monopoly.

*Everyone should see himself as part of the solution to
environmental problems.*

- Ramon Paje, DENR Secretary, 2014

Public communication programs play an integral role in dispensing vital messages to the greater community. The success of a campaign can be highly variable depending on a number of important factors including key objectives, content, messages, media type and the tone of the delivered message (UNEP, 2005 as cited by Sibley, 2009).

Nisbett and Ross, 1980 as cited by Crucena and Federico, 2002, stated that through newsletter articles, exhibits, and other in-depth presentations of information, it is possible to widen the public's perspective and extend their involvement in environmentally responsible behaviors.