THE LIVED EXPERIENCES OF BROADCAST JOURNALISTS IN ANTIQUE DURING THE FIRST YEAR OF THE COVID-19 PANDEMIC

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ABSTRACT

During the COVID-19 pandemic, broadcast media played a crucial role as the most relied-upon form of media in the province of Antique. Broadcast journalists were recognized as frontliners, as they continued to disseminate vital information while facing the risk of contracting the virus. This study follows the approach of Interpretative Phenomenological Analysis (IPA), which delves into the personal understanding and significance of individuals within a specific context. Employing a qualitative phenomenological research design, the researchers conducted interviews with five (5) broadcast journalists from three (3) media organizations in Antique. They analyzed the journalists' lived experiences, encompassing external and internal challenges, rewards, and opportunities encountered during the first year of the COVID-19 pandemic.

Keywords: phenomenology, COVID-19, broadcasting, radio, pandemic, IPA, Antique