Ilonggos' Perception on the Use of Hiligaynon on FM Radio

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ABSTRACT

This study was conducted to determine the perception of Ilonggos on the use of Hiligaynon on FM radio. The results are aimed at helping program managers to understand both the advantages and disadvantages of using Hiligaynon as medium of communication on FM radio. Purposive sampling is used to select 89 respondents, coming from any of the six districts in Iloilo city. A self-administered questionnaire is designed to gather data from the respondents aged 16 to 70. In this study, most of the respondents are female and most have achieved college education.

The research findings indicate that almost all of the respondents' prefer to listen to Love radio than any other FM stations in Iloilo city. Almost all of the respondents are native Hiligaynon speakers. Most of the respondents have been listening to radio everyday for more than three years. Entertainment is their major reason for listening to FM radio. Hiligaynon is also the main and often used language of the stations they listen to. Despite their low knowledge on the existence of an FM station that uses English as its medium of communication, the respondents say they will still listen if English would be the main language of FM radio. The common reason for liking the Hiligaynon as medium of communication on radio is simply because it is their native language, it is easy for them to understand the messages and it is more entertaining to them. The researchers find a need to study more about how Hiligaynon as medium of communication on FM radio is used in terms of its content, and how the talents communicate using the local language. Future research should focus more on the psychographic background of the respondents. Also, similar studies should be conducted to determine if there are any positive or negative effects or influences on the use of Hiligaynon on FM radio.