

**The Perception of Ilonggo Audience Towards *Mag-TV na Amiga!* in Terms of
Theme, Program Format and Talents:
A Production Research**

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ABSTRACT

The study is about the Perception of Ilonggo Audience towards the Magazine Show *Mag-TV na Amiga!* in terms of Theme, Program Format, and Talents. This study identified the perception of the *Ilonggo* audience towards the magazine show *Mag-TV na Amiga!* in terms of its Themes, Program Format, and Talents. Out of the results, conclusions, and recommendations of this study, the researchers produced a 15-minute segment of *Mag-TV na Amiga!*

The survey was conducted in three barangays coming from three different districts of the City of Iloilo which were selected through random sampling. Through the survey, the researchers were able to identify the perception of the Ilonggo audience towards *Mag-TV na Amiga!* in terms of its Theme, Program Format, and Talents.

The researchers concluded that the *Ilonggo* audiences have an over-all positive response towards the present Theme, Program Format, and Talents of *Mag-TV na Amiga!* but have taken into consideration the recommendations of some respondents for the improvement of the magazine show.