Ilonggo Voters' Preference for Broadcaster-Politicians Of Bombo and Aksyon Radyo

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ABSTRACT

Media can assume different functions and serve various interests. Radio, as a medium, does affect listeners, in one way or another. By making use of Bombo Ely Estante and Alvin Dennis Arabang's case—both are radio personalities who later on pursued a career on politics—the extent of radio's effects, as a means of ensuring a successful political career, can be gauged.

This study on Ilonggo Voters' Preference for Broadcaster-Politicians of Bombo and Aksyon Radyo focuses on the 14 barangays out of the over-all 45 barangays of Iloilo City Proper. These barangays are randomly chosen.

The researchers selected 20 respondents from each barangay using a purposive style of non-probability sampling. The categories in choosing a respondent are: age (18 and above), voting eligibility (registered voter of the chosen barangay), and consanguinity (respondents must not be related to each other by blood).

The respondents are given a two-paged questionnaire subdivided into demographic profile, voting preferences, and radio influence in Iloilo politics. Respondents are instructed to rank the enumerated choices—one, being the nearest answer and five, for the farthest and most irrelevant response.

The tabulated results show that the respondents choose a candidate according to their own volition as it ranked first having the least frequency (459 or 12%). The station's influence only ranked third having a frequency of 603 or 16%. Ilonggo voters also do not consider a radio personality's media affiliation as a basis for voting either Ely Estante or Alvin Dennis Arabang since the respondents ranked the choice "because both of them worked in radio" third with a frequency of 270 or 19.68%. The respondents rather think that they are "both capable in handling the local government having the least frequency (212 or 15.45%).

Statistics verified that, indeed, Iloilo voters do consider various factors in choosing a candidate. Even a career as glamorous and influential as a broadcaster's does not guarantee sure winning for aspiring politicians.