

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2024, Vol. 5, No. 11, 4647 – 4670

<http://dx.doi.org/10.11594/ijmaber.05.11.29>

Research Article

Revisiting Qualification Standards for Local Candidates: Basis for Redefining Social Media Campaign

Maria Bernadeth B. Gajudo^{1*}, Maria Josefina A. Bartolo Cariaga¹, Joana Marie V. Laroco¹, Gemma R. Suarez¹, Bernandino P. Malang², Jocelyn DS. Malang¹

¹World Citi Colleges, Cubao, Quezon City, Philippines

²Bulacan State University, Philippines

Article history:

Submission 31 October 2024

Revised 07 November 2024

Accepted 23 November 2024

*Corresponding author:

E-mail:

bernadethgajudo@gmail.com

ABSTRACT

The study makes the case that adding social media campaign tactics to the requirements for local office holders will encourage more responsible, knowledgeable, and involved grassroots politics. This study explores the qualification standards for local candidates and how these standards can be redefined in the context of social media campaigns. As digital channels have a greater influence on voter involvement and perception, identifying the criteria that resonate with people becomes critical. The study highlights important characteristics—such as ethics, community involvement, and digital literacy—that distinguish successful local candidates. The study presents a methodology for optimizing campaign messaging and outreach by studying the candidates' successful social media techniques. Finally, the findings aim to help future politicians use social media to increase democratic engagement and develop meaningful ties with voters. This study emphasizes the essential interplay of candidate qualities and internet campaigning in determining electoral results.

Keywords: *Local Political Advertisement, Qualification of Local Candidate, Standards of Political Advertisement, Content Standard, Advocacy Standard, Professional Standard, Ethical Standard, Social Influence Theory, Political Perspective, Social Media Campaign*

Introduction

In the evolving landscape of political campaigning, the use of new media has transformed how candidates engage with voters, and this study focuses on the analysis of local political advertisements in new media (blogs,

social media, streaming services, mobiles apps) and their impact on the political perspectives of voters in Valenzuela's 2nd Congressional District. By examining the content of these political ads, the research aims to uncover how voters perceive candidates' qualifications based on

How to cite:

Gajudo, M. B. B., Cariaga, M. J. A. B., Laroco, J. M. V., Suarez, G. R., Malang, B. P., & Malang, J. D. S. (2024). Revisiting Qualification Standards for Local Candidates: Basis for Redefining Social Media Campaign. *International Journal of Multidisciplinary: Applied Business and Education Research*. 5(11), 4647 – 4670. doi: 10.11594/ijmaber.05.11.29

various factors, including profession, experience, personality, priorities, and education. Furthermore, the study seeks to explore the distinctions in perceptions between expert voters and mainstream voters. Expert voters are those with a more informed and critical view of politics, individuals who are highly knowledgeable about political issues, candidates, and the electoral process. They often engage deeply with political content, relying on detailed analysis and research to inform their decisions. and mainstream voters, who may rely on more traditional forms of political messaging. Mainstream voters, typically refers to the majority of voters who share generally held political opinions and behaviors in a certain society. They frequently endorse major political parties and policies that match traditional values and interests. This group tends to hold moderate views and may be affected by mainstream media and established political discourse. It investigates whether political advertisements adhere to established content, advocacy, professional, and ethical standards while identifying key elements of social media ads that influence voter ideologies and decisions. The research will also highlight which candidate qualifications promoted through these ads are most effective in shaping voter preferences and will delve into the political campaign strategies employed by candidates' supporters. The significance of this study reaches beyond academic inquiry, offering valuable insights for various stakeholders; national and local governments can leverage the findings to enhance voter education and awareness regarding political choices, politicians may discover more effective strategies for utilizing social media in their campaigns, and the general public can gain a better understanding of how political advertisements shape voting behaviors. Additionally, this research contributes to the broader field of study by proposing a voter education program and serving as a reference for future scholars interested in exploring the influence of new media on voter perceptions and decisions, while it is important to note that the scope of this study is confined to the analysis of political ad content, without assessing the overall effectiveness of social media in political campaigns.

An examination of related literature demonstrates the importance of social media in modern political campaigns, beginning with Barack Obama's 2012 presidential campaign. According to Newman (2016), whereas Romney employed social media, Obama completely embraced channels such as Facebook, Twitter, Instagram, and YouTube to engage directly with voters, communicate with his fans, and humanize his campaign image (Yanes and Carter 2012). This technique enabled him to establish a strong social brand, with his campaign mainly reliant on social media participation, cementing his status as the first "social media president" (Pătruț, 2014). The literature also emphasizes that political politicians are increasingly using social media not only to promote their agendas, but also as a defensive mechanism in times of crisis. Johnson and Brown (2018) and Thurber and Nelson (2014) argue that social media allows candidates to engage in competitive strategy, particularly during controversies, as demonstrated by Donald Trump's use of Twitter to respond to the release of a controversial audio clip during the 2016 election (Kuypers, 2018; Martinez, 2017).

In addition to social media, the examination examines the role of money and the internet in political campaigns. While financial resources are important, they do not necessarily ensure success, as evidenced by US elections in which candidates outspent opponents but still lost (Newman, 2016). Elections in the Philippines are structured by a clientelistic political culture, and campaigns frequently reflect elite domination, despite efforts to increase transparency through laws such as the Campaign Finance Reform Bill (Thurber and Nelson, 2014). The literature also underscores the internet's expanding importance in worldwide elections, particularly in Asia, where political parties are increasingly using online platforms to campaign. For example, in the 2007 elections in the Philippines, the Gabriela Women's Party used social networking platforms such as YouTube and Friendster to overcome limited resources and interact with voters, setting a precedent for women's political empowerment in the area (Kuypers, 2018).

The evolution of political communication in the Philippines has been significantly shaped by the introduction of the Internet in 1994, primarily through traditional telephone technology and PABX networks (Villafania, 2004). Initial applications of the Internet in the political sphere were noted during the protests against President Estrada, which culminated in the People Power II movement (Cuevas, 2007; Mirandilla, 2007). However, despite the historic role of the Internet in mobilizing political sentiments, the effectiveness of online platforms for sustained political engagement in the Philippines remains underexplored. Studies by Cuevas (2004) and Mirandilla (2007) suggest that online political communication largely mimics offline practices, with candidates relying on one-way communication and limited interaction with the electorate. This dynamic was evident during the 2007 elections, where new media technologies were underutilized by the Gabriela Women's Party (GWP), which struggled to maximize online platforms for effective political campaigning. Although GWP employed mobile phones successfully, its website and social networking initiatives lagged behind, highlighting the digital divide in the country and the limitations of Internet-based political strategies in a context where the majority still lacked access to the web.

The political landscape in other parts of the world, however, illustrates the transformative power of the Internet and social media in campaigns. In the U.S., political candidates like President Obama utilized websites and social media to create interactive and participatory campaign environments, enabling grassroots movements and substantial fundraising efforts (Lenvenshus, 2021). This contrasts sharply with the experience of GWP, where traditional media and mobile communication were more effective. Social media, such as Facebook and Twitter, have redefined political campaigning, particularly among younger voters, allowing for candidate-driven campaigns where personal branding overshadows political parties (Pollard et al., 2019). This shift towards personalized political communication is exemplified in Obama's successful use of these platforms, fostering civic participation and creating a direct link between voters and candidates

(Vonderschmitt, 2021). While the Internet has introduced new dynamics into political discourse, challenges remain, such as the rise of soundbite culture, which can oversimplify political messaging and distort public perception (Hacker, 2004). Overall, the use of digital media has fundamentally altered political communication, though its application in different regions varies depending on technological access and cultural contexts.

Social media played a critical role in the last Philippine elections, changing the way politicians connected with voters. Platforms such as Facebook and Twitter enabled candidates to convey their messages rapidly and directly, reaching a large number of voters, particularly young people, without relying on traditional media. However, the rise of social media has presented considerable issues, notably in terms of misinformation. Many political groups used fake information to influence public opinion, confusing voters about what was true. This made it more difficult for individuals to find credible information, raising questions about the impartiality of the election process. Influencers and celebrities had a significant impact on the elections. To capitalize on their big followings, candidates frequently sought endorsements from well-known celebrities. This technique was especially effective with younger voters, who are more likely to trust these well-known figures, shifting the emphasis from traditional political credentials to social media presence. Furthermore, social media facilitated grassroots mobilization by allowing ordinary folks to arrange events and conversations. This contributed to a stronger sense of community and increased voter turnout. To summarize, social media had a huge impact on the last Philippine elections by changing how candidates communicated with voters and shaping public conversation. While it created new opportunities for engagement, it also raised concerns about misinformation and the integrity of the democratic process. As social media evolves, the impact on future elections will be critical to monitor.

The study aims to analyze the content of local political ads in new media and their impact on Filipino voters' political perspectives in Valenzuela's 2nd Congressional District. It

focuses on understanding how voters perceive candidates' qualifications in terms of profession, experience, personality, priorities, and education, as well as assessing the difference in perception between expert and mainstream voters. The study examines whether political ads adhere to content, advocacy, professional, and ethical standards, and seeks to identify the aspects of social media ads that influence voter ideologies and decisions. Additionally, it explores which candidate qualifications promoted through ads influence voter preferences and investigates political campaign strategies used by candidates' supporters.

This study contributes significantly to the literature on political communication and voter behavior in the Philippines by investigating how social media affects views of local political advertisements. It emphasizes the importance of internet participation in voter mobilization and addresses the significant issue of misinformation, highlighting the necessity for media literacy and regulatory measures to improve electoral integrity. By comparing assessments from diverse groups, such as political specialists and mainstream voters, we gain insight into how different populations interpret political communications, which may be used to create targeted election efforts. Furthermore, this study seeks to fill significant gaps in the existing literature, specifically the scarcity of in-depth investigations on local political advertisements in diverse cultural contexts. While past research has concentrated on national elections, these findings highlight the impact of new media on local political dynamics and voter involvement. Using quantitative analyses such as the weighted mean and t-test strengthens the validity of our findings and provides a rigorous foundation for future research. Overall, this research not only fills these gaps but

also broadens our understanding of social media's evolving role in political communication, with implications for both academic research and practical electoral strategy.

The significance of the study extends to various stakeholders. It can guide national and local governments in promoting voter education and enhancing awareness about political choices. Politicians may use the study's findings to better utilize social media for effective campaign strategies, while the public can benefit from insights into how political ads shape voting decisions. The study also contributes to the research field, proposing a voter education program and serving as a resource for future researchers exploring the influence of new media on voter perceptions and decisions. This study focuses exclusively on analyzing the content of political ads without assessing the overall effectiveness of social media in political campaigns.

This study, grounded in Social Influence Theory, analyzes the content of local political advertisements and their impact on voter ideals and decision-making regarding candidate selection. It examines various elements of political ads, including style, emotion, honesty, and persuasion, while also assessing adherence to content, advocacy, professional, and ethical standards set by mass media. The research identifies key aspects of social media political ads that significantly influence voter decisions and ideologies, ranking the qualifications of local candidates based on their effect on voter preferences. Additionally, the study analyzes the political strategies employed by candidates during their campaigns on social media. Ultimately, the goal is to propose an advocacy program aimed at increasing voter awareness and education, empowering them to make informed choices independent of political ads.

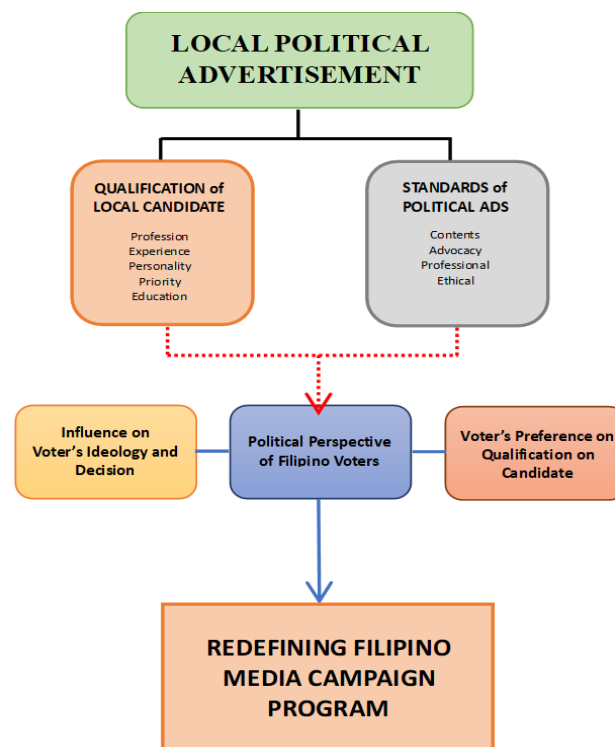


Figure 1. Conceptual Paradigm of the Study

Methodology

Research Design

The descriptive method, quantitative type, and correlation design of research will be used by the researcher in this research to assess the contents of political advertisements of the local candidates and the preference of the Filipino Voters. According to Aiken (2021) descriptive research is research designed to provide a snapshot of the current state of affairs and correlational research is research designed to discover relationships among variables and to allow the prediction of future events from present knowledge. Research design is the specific method a researcher uses to collect, to analyze, and interpret data. Most researchers use three major types of research designs in their research, and each provides an essential avenue for scientific investigation. Descriptive research is research designed to provide a snapshot of the current state of affairs. Correlational research is research designed to discover relationships among variables and to allow the prediction of future events from present knowledge.

Population, Sample, and Sampling Technique

The population to be considered in this particular research wherein the target sample as respondents of the study were composed of political experts and voters from the mainstream. There would be two (2) groups of respondents for this study. First, there would be twenty (20) "expert"-respondents who are either in line with the mass media, journalism, or politics. Then the second group would be composed of 399 respondents from the 2nd Congressional District of Valenzuela City. This is based on the computation using Slovin's Formula from the total population of 394,703 as of 2023 (source: Planning Office, Valenzuela City). It has opted to focus on groups such as political specialists and mainstream voters because they offer valuable viewpoints on the impact of social media on elections. Political specialists provide informed views into electoral dynamics, campaign methods, and the impact of social media on political communication. The investigations contribute to understanding the complexities of how social media influences voter behavior and candidate strategies, as well as measuring

the impact of misinformation and disinformation operations on public perception and trust in the political process. This knowledge can help to shape proposals for controlling social media use in elections, adding to discussions concerning electoral integrity. On the other hand, mainstream voters make up a sizable section of the electorate, making their viewpoints critical for determining how social media influences voting behavior, preferences, and engagement. It can study this group's interactions with social media, including platform usage and content kinds that appeal to them, which can influence their political participation. Insights from mainstream voters can also reveal patterns in voting behavior, such as shifts in party alignment or greater involvement as a result of social media engagement. The study's goal is to provide a thorough understanding of how social media impacts political discourse, mobilizes support, and influences election outcomes by looking at both political specialists and mainstream voters. This dual approach enhances the study and provides useful recommendations for future electoral strategies and policies.

Research Instrument

In the assessment of content analysis on the Local Political Ads in the New Media and an assessment on the political perspectives of Filipino Voters, the self-formulated survey instrument was used in the main data gathering instrument. The survey questionnaire was formulated with the guidance of the adviser which was used in order to gather the primary data for this research. The formulated questionnaire is anchored to the adopted theory in the assessment of the content analysis on the Local Political Ads in the New Media and an assessment on the political perspectives of Filipino Voters. Likewise, the researcher used the interview guide questions as support to the data that were gathered through the use of the survey instrument. The interview guide was designed in accordance with the content analysis on the Local Political Ads in the New Media and an assessment on the political perspectives of Filipino Voters. The questionnaire and interview guide questions were developed through a se-

ries of consultations and evaluation of questions concerning the subject matter in order to find answers to the questions which are posted in the statement of the problem.

Moreover, the formulated survey questionnaire that was in this study was composed of two significant parts. The first part of the questionnaire presented the content analysis on the Local Political Ads in the New Media. The four point scale was used in the assessment with the highest rating is equivalent to strongly agree, while the lowest rating is equivalent to strongly disagree.

The second and the last part of the questionnaire was composed of the and an assessment on the political perspectives of Filipino Voters. The four point scale used in the assessment with the highest rating is equivalent to strongly agree, while the lowest rating is equivalent to strongly disagree.

The research instrument which is the self-formulated questionnaire was validated before its actual administration to the target respondents. The research conducted a dry-run of the questionnaire using printed and Google Forms. This pilot testing or dry run was conducted at Malabon City. The pre-test was distributed to 30 pilot respondents. The target respondents for the validation of the questionnaire were composed of 15 political experts and 15 voters from the mainstream. The respondents for pre-test were not included as the actual respondents of the study. The validation was conducted in order to determine its reliability and to make sure that the items or indicators are clear, concise, and precise.

Data Gathering Procedures

The gathering of data for this particular research started with seeking the permission of the political experts and the target respondents who are involved in the assessment of the content analysis on the Local Political Ads in the New Media and an assessment on the political perspectives of Filipino Voters. Then, the validated and approved final questionnaire together with the interview guide was printed. The questionnaires were distributed to the target respondents of the study together with an approved letter to conduct the study.

Moreover, the researchers may communicate directly to the target respondents of the study. The researcher conducted follow-up to the target participants for their response. The researcher also accepted questions and verification from the target respondents concerning the contents of the survey questionnaire. The responses were consolidated and will be tallied. In addition, the researcher provides assurance to the target respondents that all responses were treated with utmost confidentiality.

Moreover, unstructured interview, observation, and documentary analysis were done by the researcher to broaden the range of the discussions about the topic being investigated. The conducted documentary analysis provided relevant information about the content analysis on the Local Political Ads in the New Media and an assessment on the political perspectives of Filipino Voters from both local and foreign sources. The results of analysis of the available documents which are related to content analysis on the Local Political Ads in the New Media and an assessment on the political perspectives of Filipino Voters were compared to the results of the survey questionnaire. The possible results of the documentary analysis were used as support to the outcome of the study which is the voters education program.

Furthermore, after the administration and retrieval of the accomplished questionnaires, the gathered data were collated, tabulated, and tallied for the application of statistical treatment which was done electronically with the use of Microsoft excel prior to application of SPSS for electronic computation. The statistical results were presented in a table format, being analyzed and interpreted, and the guidance of the research adviser.

Statistical Treatment of Data

After collating all the data, the researchers made an in-depth analysis and interpretation of the data using the following statistical tool:

- 1 **Weighted Mean.** The weighted mean was used to determine the average of responses in a given question. This tool is used to measure the average of the scores given in each indicator. This tool was used to present the answer stating understatement of the problem 1 and 3. By computing the weighted mean, it can gain a more nuanced understanding of respondents' attitudes about local political advertisements via new media. This is critical for learning how different factors influence voter perceptions since it prioritizes replies that are regarded more influential or significant. The weighted mean guarantees that the findings appropriately represent the average judgment of the indicators that were evaluated.
- 2 **t test.** This tool was utilized in testing the hypothesis which is to find out if there is a significant difference in the assessment of two groups of respondents. Moreover, the scale was utilized in this research. The scale was used in the assessment on the content analysis on the Local Political Ads in the New Media and an assessment on the political perspectives of Filipino Voters. Using the t-test, it can quantify how much these groups differ in their evaluations of local political ads and political beliefs. This technique is critical for confirming the study topics since it determines whether observed differences are statistically significant or due to chance. The t-test thus strengthens the conclusions by providing evidence that helps understand the dynamics at work in the political landscape.

Value	Limits	Adjectival Interpretation
4	3.01-4.00	Strongly Agree (SA)
3	2.01-3.00	Agree (A)
2	1.01-2.00	Disagree (D)
1	0.01 – 1.00	Strongly Disagree (SD)

Together, these statistical methods thoroughly assess the data gathered for the investigation. The weighted mean provides insight into Filipino voters' general perceptions of local political commercials, whereas the t-test enables to investigate variances in these perceptions among groups. Using these methodologies, it can effectively answer the study questions, presenting a more complete picture of how new media influences political opinions and advertising efficacy in the Philippines. This mix of approaches assures that the findings are both trustworthy and significant, adding to the larger conversation on political communication and voter involvement.

Ethical Consideration

Since all research subjects have moral and legal rights, ethical considerations are required. For this study, the researcher ensured that they connected with the participants in a personal way, did not breach their privacy without their consent, did not harm their feelings, and acknowledged and accurately reflected the information obtained from them. These are important features according to Greetham (2009) and Walliman and Buckler (2008).

Moreover, the following ethical considerations were applied during the actual conduct of the study.

Informed Consent. The consent of the target respondents will be secured prior to distribution of the survey questionnaire. In the case of minors, the consent will be coming from the parents or guardian.

Voluntary Participation. The consent form explains the research study you are being asked to participate in. Please read carefully and understand the form and ask if you have questions or clarifications before you agree to participate. Participants have the right to withdraw from the study at any stage if they wish to do so, if they feel uncomfortable with the process.

Possible Harm. The use of offensive, discriminatory, or other unacceptable was strictly prohibited in the *Questionnaire*. All questions used in the survey are all validated by the adviser.

Privacy and Anonymity. The respondent is of paramount importance. All information was protected as per mandated by RA 10173 or data privacy act of 2012.

Proper Citation. Acknowledgement of works of other authors used in any part of the research paper with the use of APA referencing system according to the latest edition of university research guide.

Potential Risk. The researcher does not foresee any harm or risk in participating in the research while participating in the study as their personal data and privacy of the results were ensured. It is stated in the questionnaire "you may decline to answer any of the questions and withdraw of your participation if you feel discomfort".

Benefit. There is no direct / instant benefit for the participants but this research is designed for the enhancement or improvement of the current system.

Confidentiality. Any data or information collected on this research were protected, anonymous and with utmost confidentiality. No individual identities were disclosed in any reports on this research. Only researchers would never reveal the identity of the respondents and their responses as well to anyone.

Results and Discussions

Table 1 presents the qualification of local candidates based on the preference of the voters in terms of profession. As shown in the table, a famous celebrity obtained the highest rating which indicates that the majority of the Filipino voters choose the local candidate who are well-known by the public. This is the reason why most celebrities or television personalities are very popular. They are easily remembered when their political advertisements show a good public image that can easily be remembered by the audience. Other professions that are considered as strongly agree by respondents include: great practicing lawyer; an economist; renowned successful businessman; and a prominent public servant. The results entail a profession which makes an individual become popular and increase the level of trust and

confidence of the people. Thus, the advantage of celebrity among politicians is less political advertisement since they are already popular

and always seen by the public in national television.

Table 1. Qualification of Local Candidate Based on Voters' Preference in terms of Profession

Indicators	Experts		Mainstream			
	WM	VI	WM	VI	AWM	VI
1. famous celebrity	3.75	SA	3.55	SA	3.65	SA
2. a great practicing lawyer	3.52	SA	3.35	A	3.44	A
3. an economist	3.55	SA	3.70	SA	3.63	SA
4. renowned successful businessman	3.46	A	3.55	SA	3.51	A
5. a prominent public servant	3.51	SA	3.50	SA	3.51	SA
OWM	3.56	SA	3.53	SA	3.55	SA

Legend:

WM	-weighted mean	VI-verbal interpretation
OWM	-overall weighted mean	AWM- Average Weighted Mean
3.01-4.00	Strongly Agree (SA)	
2.01-3.00	Agree (A)	
1.01-2.00	Disagree	(D)
0.01-1.00	Strongly Disagree	(SD)

In relation to this finding, Vonderschmitt (2021) emphasized that a political campaign is carefully crafted for each candidate, to address their constituency and present the candidate and party in the best possible way. After the creation of the United States, suffrage was limited to land owning white men, these men were involved in politics by reading local newspapers and visiting the politicians face to face. However, as we fast forward to the 1930's President Franklin D. Roosevelt used the radio to connect with the American public, and then in 1960's Nixon and Kennedy's debate introduced

the mass-produced version of face-to-face politics through televisions all over the country we begin our descent into celebrity politics. This advance in technology has created more opportunity for citizens to participate, as they learn more about each candidate and have easier access to the candidates themselves. Nott (2020) claimed that political advertising is a form of campaigning that allows candidates to directly convey their message to voters and influence the political debate. By running ads on various types of media, candidates can reach audiences.

Table 2. Qualification of Local Candidate Based on Voters' Preference in terms of Experience

Indicators	Experts		Mainstream			
	WM	VI	WM	VI	AWM	VI
1. work in private institution as bidder in government projects	3.65	SA	3.75	SA	3.70	SA
2. working in non-governmental organization	3.76	SA	3.80	SA	3.78	SA
3. was elected as government official	3.77	SA	3.85	SA	3.81	SA
4. being a government employee	3.74	SA	3.65	SA	3.70	SA
5. has no significant experience in politics	3.58	SA	3.35	A	3.47	A
OWM	3.70	SA	3.68	SA	3.69	SA

Legend:

WM-weighted mean	VI-verbal interpretation
OWM- overall weighted mean	AWM- Average Weighted Mean

3.01-4.00	Strongly Agree	(SA)
2.01-3.00	Agree	(A)
1.01-2.00	Disagree	(D)
0.01-1.00	Strongly Disagree	(SD)

The experience as qualification of local candidates based on the preference of the voters is presented in Table 2. As shown in the table, experienced elected government officials obtained the highest rating which is equivalent to strongly agree. The results of the study indicate that the majority of the Filipino voters preferred the local officials who have experience in the government service as elected officials. Since the local government official is elected, the experience of the candidate should be aligned in his chosen profession. Aside from work experience in the government as elected officials, there are other qualifications which are preferred by the majority of the voters which include being a government employee for so long; working in the private institution that tied up with the government institution for the bid project; working in the non-governmental organization. However, the least rating given by the two groups of respondents is found in the indicator with no significant experience in government service.

The results imply that the expected work experience of the local candidate is the work which is related to the work of the state.

According to Lenvenshus (2021) President Obama was the first candidate to take full advantage and successfully use the potential of the Internet and his website. Obama's website was interactive and allowed his constituents the power to navigate and gave a sense of involvement. This sense of involvement is part of the civic participation that is required in a civic culture. The first 24 hours of the launching of Obama's website led to the development of 1,000 grassroots groups. The instant ability to create networks of support is one of the incredible uses of candidate websites. These networks are immediately associated with the candidate involved, due to the creation and connection to the candidate's website. Fundraising is also an important tool of these websites. According to Pollard et al. (2019) during a single month in 2018, the democratic political candidates raised over 30 million dollars using online method. Fundraising efforts show the development of an online civic culture, in a world in which a recession is brewing and unemployment is up, money is difficult to part with.

Table 3. Qualification of Local Candidate Based on Voters' Preference in terms of Personality

Indicators	Experts		Mainstream			
	WM	VI	WM	VI	AWM	VI
1. practicing traditional system of governance	3.71	SA	3.80	SA	3.76	SA
2. popularized oneself as iron-fisted	3.77	SA	3.65	SA	3.71	SA
3. being known as liberated	3.83	SA	3.95	SA	3.89	SA
4. sociable and people oriented	3.41	A	3.40	A	3.41	A
5. being known as man of action	3.74	SA	3.65	SA	3.70	SA
OWM	3.69	SA	3.69	SA	3.69	SA

Legend:

WM	-weighted mean	VI-verbal interpretation
OWM	- overall weighted mean	AWM- Average Weighted Mean
3.01-4.00	Strongly Agree	(SA)
2.01-3.00	Agree	(A)
1.01-2.00	Disagree	(D)
0.01-1.00	Strongly Disagree	(SD)

Table 3 revealed the perception of the expert and mainstream respondents with regards to the qualification of local candidates based on the preference of the voters in terms of personality. Based on the finding, being known as liberated in governing the people in the city and democratic approach in dealing with the people obtained the highest rating of strongly agree. This shows that the respondents observed the liberated mind of the local candidate in the heart of the public. Similarly, during the 2008 election both Democrats and Republicans used Facebook to build a grassroots campaign to support the candidates. These sites inspired conversation due to large participation numbers on the sites. Social networking sites stimulate conversation that will reach a greater number of people. Through these sites the candidate calls America's youth to action making the candidate the deciding factor instead of political parties and issues. Social networking has made this transition to candidate-driven campaigns because they reflect personal aspects of the candidates. President Obama's organization keeps his Facebook page up-to-date and

filled with professional pictures of his day-to-day life.

Presidential elections are the most watched election in America (Hacker 2004, 11). Their presidential images consist of their attitudes and values along with a perception of leadership ability. These 16 images are formed by TV ads, debates, websites and information found on social network sites. Social network sites distribute the candidate's broad message to voters easily, as it reaches millions of people at once. The candidate message addresses the candidate's qualifications and values to gain supporters.

According to Knoll (2019) although studies suggest that the use of social media can promote political participation (PP), there is a lack of theorizing about the psychological processes underlying this relationship. This article attempts to fill this gap by suggesting a social media political participation model. Taking a goal systemic perspective, the model specifies a set of interrelated processes that need to be realized so that social media use affects the decision of voters.

Table 4. Qualification of Local Candidate Based on Voters' Preference in terms of Priority

Indicators	Experts		Mainstream			
	WM	VI	WM	VI	AWM	VI
1. equal access to quality education	3.73	SA	3.80	SA	3.77	SA
2. anti-crime and against corruption	3.79	SA	3.70	SA	3.75	SA
3. employment and job security	3.83	SA	3.95	SA	3.89	SA
4. economic growth and development	3.56	SA	3.35	A	3.46	A
5. basic social services	3.74	SA	3.65	SA	3.70	SA
OWM	3.73	SA	3.69	SA	3.71	SA

Legend:

WM	-weighted mean	VI-verbal interpretation
OWM	- overall weighted mean	AWM- Average Weighted Mean
3.01-4.00	Strongly Agree	(SA)
2.01-3.00	Agree	(A)
1.01-2.00	Disagree	(D)
0.01-1.00	Strongly Disagree	(SD)

Table 4 reveals the results of the assessment of the qualification of the local candidate based on the preference of the voters with regards to priority. Those candidates who prioritize employment opportunities and security of tenure are highly preferred by the voters. In other words, those candidates who promoted

employment as top priority in their political rally and campaign are highly preferred by the voters. Other services such as social services, education, anti-criminality campaigns, and economic growth are the least priority if the candidate is accepted by the voters as agreed. In addition, other persuasive acts such as convincing

ideas about the capability of the candidate; evidence of accomplishments in public service; reality about the strengths and weaknesses of each candidate; and endorsement of trusted celebrity of popular individuals also convince the voters to choose that candidate. In support of the results of the assessment, Boulianne (2021) stated that the study of social media use (SMU) and political participation (PP) has been rapidly expanding. Findings suggest that the use of social media can promote various forms of political engagement. Despite this large body of research, there is a lack of theorizing about the psychological processes underlying this relationship. The lion's share of research is based on cross-sectional studies not looking deeper into underlying mechanisms. The few experimental studies to date have also not fully outlined the psychological process behind participatory outcomes of social media.

Moreover, as stated by Sihombing (2021) leader and leadership are one of the important aspects in the life of a country. This study aims to predict the intention of young voters to vote for state leader elections by expanding the theory of planned behavior to the Indonesian context. Apart from the importance of the presidential election, research rarely uses the theory of planned behavior, and to the best of researchers' knowledge, there are no studies that have applied the theory of planned behavior to predict the intention to vote for the president. The results showed that attitude and behavior control were positively related to voters' intention to elect presidential candidates. Furthermore, information from social media also has a positive relationship with the attitude of choosing presidential candidates.

Table 5. Qualification of Local Candidate Based on Voters' Preference in terms of Education

Indicators	Experts		Mainstream			
	WM	VI	WM	VI	AWM	VI
1. obtained doctorate degree	3.78	SA	3.75	SA	3.77	SA
2. being literate individual	3.69	SA	3.70	SA	3.70	SA
3. completed high school level	3.75	SA	3.65	SA	3.70	SA
4. bachelor degree holder	3.72	SA	3.70	SA	3.71	SA
5. at least graduate of vocational course	3.73	SA	3.65	SA	3.69	SA
OWM	3.73	SA	3.69	SA	3.71	SA

Legend:

WM	-weighted mean	VI-verbal interpretation
OWM	- overall weighted mean	AWM- Average Weighted Mean
3.01-4.00	Strongly Agree	(SA)
2.01-3.00	Agree	(A)
1.01-2.00	Disagree	(D)
0.01-1.00	Strongly Disagree	(SD)

Table 5 presents the results of the assessment of the qualification of the local candidate based on the preference of the voters with regards to education. The highest educational attainment of the local candidate, which is the doctorate degree holder, is the most preferred by the voters. They look up to the president with the highest position in the country should attain the highest degree in schooling in order to promote quality education and motivate the students to learn and be qualified academically as local government officials of the city.

This political image is one of the most important branding tools for a campaign to develop. Campaign consultant Richard Wirthin argues that a winning presidential candidate finds the weakness in his or her presidential image and changes the public's perception of that weakness (Hacker 2004, 11). This shows that the candidates with the stronger image will more likely have the public's support. TV, the Internet, blogs and social networking

have helped candidates form an image for the American voters. With this changing political

atmosphere, the internet has brought many changes to political communication theories.

Table 6. Results of Testing the Significant Difference in the Assessment of the Experts and Mainstream on the Qualification of the Local Candidate Based on the Preference of the Voters

Variable	t-Computed	t- Tabular	Decision	Interpretation
1.Profession	0.477	2.776	Accept null hypothesis	No significant difference
2. Experience	0.702	2.776	Accept null hypothesis	No significant difference
3. Personality	0.018	2.776	Accept null hypothesis	No significant difference
4. Priority	0.976	2.776	Accept null hypothesis	No significant difference
5. Education	2.181	2.776	Accept null hypothesis	No significant difference

Level of significance – 0.05

The hypothesis testing of the significant difference in the assessment of the two groups of respondents revealed in Table 6. As shown in the table, there is no significant difference in the assessment of the two groups of respondents with regards to profession, experience, personality, priority, and education as voters' preferred qualification of the local candidates. The decision is accept the null hypothesis. Hence, there is similarity in the response of the respondents of the study.

As emphasized by Nott (2020) political advertising as a form of campaigning that allows candidates to directly convey their message to voters and influence the political debate. By running ads on various types of media, candidates can reach audiences that otherwise may not have been paying attention to the election

and build name recognition, highlight important issues, and call attention to the shortcomings of their opponents. Through political campaign, the qualification of the presidential candidate based on the perception and preference of the voters are being highlighted.

Voter's background means the voter's social identity, such as economic class, ethnicity, gender, race and religious preference. Voters tend to vote for the candidate that conveys sameness with them (Yates, 2016; Coleman, 2013; Locklair, 2011). This sameness can be based on the general background, appearance or even the personality of the candidate. In other words, voters prefer a candidate that has the same social identity with them (Verhulst, Lodge & Lavine, 2010).

Table 7. Mass Media Standards for the Local Political Advertisement in terms of Content Standard

Indicators	Experts		Mainstream			
	WM	VI	WM	VI	AWM	VI
1. clearly illustrates his/her platforms during his/her campaigns.	3.80	SA	3.75	SA	3.78	SA
2. presents a realistic & doable project to the country, provinces, municipalities/cities, and barangays.	3.70	SA	3.70	SA	3.70	SA
3. shows a sustainable project that even the next generation can benefit.	3.77	SA	3.80	SA	3.79	SA
4. has a good educational background and must have completed at least a bachelor's degree.	3.74	SA	3.75	SA	3.75	SA
5. Has a good leadership style in running the country.	3.75	SA	3.70	SA	3.73	SA
OWM	3.75	SA	3.74	SA	3.75	SA

Legend:

WM -weighted mean

OWM - overall weighted mean

VI-verbal interpretation

AWM- Average Weighted Mean

3.51-4.00	Strongly Agree	(SA)
2.51-3.50	Agree	(A)
1.51-2.50	Disagree	(D)
1.00-1.50	Strongly Disagree	(SD)

Table 7 revealed the result of the survey concerning the adherence of the political candidate on the content standard of the political advertisement. The results show a sustainable project that even the next generation can benefit is considered the adherence of the right content of political ads. Other standards of the content which are compiled by the political candidates include: clearly illustrates his/her platforms during his/her campaigns; presents a realistic & doable project to the country, provinces, municipalities/cities, and barangays; has a good educational background and must have completed at least a bachelor's degree; and has a good leadership style in running the country.

Similar findings revealed in other study concerning the compliance to standards of mass media in the promotion of political campaigns through advertisement. Tedesco (2022) stated that E-politics is the new theory that examines the potential this new media creates for greater interactivity between the public and

the political sphere. This electronic political activity allows the public to voice their opinions easier and allows them to meet others with similar opinions to band together. One group of researchers predicts the internet will create a system of "hyperpluralism" meaning too many special interest groups will engage in policy making. The internet allows interest groups to easily attract people to their cause creating support from the public and increasing their power to create policy in congress. The electronic political atmosphere online creates a different relationship between the government officials and their constituents. According to Lilleker (2020) the internet creates an influential relationship, in which the candidate is influenced by their constituents and the constituents influenced by the candidate. This influence is created through the uses of websites, blogs, emails, virtual political communities and social media.

Table 8. Mass Media Standards for the Local Political Advertisement in terms of Advocacy Standard

Indicators	Experts		Mainstream			
	WM	VI	WM	VI	AWM	VI
1. address the real cause of poverty in every area in the Philippines.	3.94	SA	3.80	SA	3.87	SA
2. can offer the best possible solution in lifting the status of the marginalized sector.	3.72	SA	3.95	SA	3.84	SA
3. can give a real action in deterring crimes, such as robbery, murder, kidnapping, rape, and drugs.	3.77	SA	3.80	SA	3.79	SA
4. has a strong personality in ending the crimes yet he/she respects and values the human rights.	3.75	SA	3.80	SA	3.78	SA
5. promote a clean and honest government	3.78	SA	3.65	SA	3.72	SA
OWM	3.79	SA	3.80	SA	3.80	SA

Legend:

WM	-weighted mean	VI-verbal interpretation
OWM	- overall weighted mean	AWM- Average Weighted Mean
3.01-4.00	Strongly Agree	(SA)
2.01-3.00	Agree	(A)
1.01-2.00	Disagree	(D)
0.01-1.00	Strongly Disagree	(SD)

Table 8 presents the adherence of the politician to the advocacy standard which is based on the preference of the voters. As seen in the table, the real cause of poverty in every area in the Philippines obtained the highest rating. This shows that the advocacy of the political candidates on addressing poverty in the country is the most preferred advocacy standards of the political campaign. Different findings revealed in the reviewed study. Boulianne (2021) stated that the study of social media use (SMU) and political participation (PP) has been rapidly expanding. Findings suggest that the use of social media can promote various forms of political engagement. Despite this large body of research, there is a lack of theorizing about the psychological processes underlying this relationship. The lion's share of research is based on cross-sectional studies not looking deeper into underlying mechanisms. The few experimental studies to date have also not fully outlined the psychological process behind participatory outcomes of social media.

Moreover, as stated by Sihombing (2021) leader and leadership are one of the important aspects in the life of a country. This study aims to predict the intention of young voters to vote for state leader elections by expanding the theory of planned behavior to the Indonesian context. Apart from the importance of the presidential election, research rarely uses the theory of planned behavior, and to the best of researchers' knowledge, there are no studies that have applied the theory of planned behavior to predict the intention to vote for the president. The results showed that attitude and behavior control were positively related to voters' intention to elect presidential candidates. Furthermore, information from social media also has a positive relationship with the attitude of choosing presidential candidates. However, the results also show that subjective norms do not have a significant relationship with voters' intention.

Table 9. Mass Media Standards for the Local Political Advertisement in terms of Professional Standard

Indicators	Experts		Mainstream			
	WM	VI	WM	VI	AWM	VI
1. endorsed by any celebrity or even by seasoned politicians.	3.30	A	3.60	SA	3.45	A
2. pro-people and has made a contribution to help the victims, esp. victims of natural disasters.	3.58	SA	3.55	SA	3.57	SA
3. loves his/her nation as he/she loves the people	3.78	SA	3.70	SA	3.74	SA
4. has the capability to lead a clean and honest government.	3.75	SA	3.60	SA	3.68	SA
5. has the best decision to run the country without being influenced by some opportunistic individuals.	3.66	SA	3.35	A	3.51	SA
OWM	3.61	SA	3.56	SA	3.59	SA

Legend:

WM	-weighted mean	VI-verbal interpretation
OWM	- overall weighted mean	AWM- Average Weighted Mean
	3.01-4.00	Strongly Agree (SA)
	2.01-3.00	Agree (A)
	1.01-2.00	Disagree (D)
	0.01-1.00	Strongly Disagree (SD)

Table 9 demonstrates the assessment of the respondents with regards to the professional standards upheld by the local candidates in their political ads. The love of his/her nation as

he/she loves the people is the highest standard that is attained by the politician. As professionals, the politician should care about the people and love for the nation in order to convince the

public. In the article of Yan (2022), the responses of social media users to politicians' different content strategies have tremendous implications for election campaigns. However, the identification of the factors that influence social media users' responses remains a challenge. In this paper, we combine partial least squares (PLS) with a cross-validation technique to automatically identify the type of social media posts that are associated with strong responses from social media users. This approach is different from other methods that require manual identification of these associations. The results show that the dominant candidate used his strong position to construct a strong online image, with posts generating more and longer comments and thus yielding more positive feedback. While media frames do not have any impact on either affective responses or the

quality of comments, the use of videos and photographs elicits more responses.

Moreover, Vaccari (2021) stated that scholars and commentators have debated whether lower-threshold forms of political engagement on social media should be treated as being conducive to higher-threshold modes of political participation or a diversion from them. Drawing on an original survey of a representative sample of Italians who discussed the 2013 election on Twitter, we demonstrate that the more respondents acquire political information via social media and express themselves politically on these platforms, the more they are likely to contact politicians via e-mail, campaign for parties and candidates using social media, and attend offline events to which they were invited online.

Table 10. Mass Media Standards for the Local Political Advertisement in terms of Ethical Standard

Indicators	Experts		Mainstream		AWM	VI
	WM	VI	WM	VI		
1. eloquence in public speaking and direct to the point.	3.77	SA	3.75	SA	3.76	SA
2. usage of appropriate terms and acceptable to the public.	3.69	SA	3.45	A	3.57	SA
3. an education of the public on the importance of their votes	3.84	SA	3.65	SA	3.75	SA
4. a transparent presentation of oneself, including his/her sources of funds and wealth.	3.79	SA	3.75	SA	3.77	SA
5. eliminate criticism and character assassination of his/her political rivals.	3.80	SA	3.70	SA	3.75	SA
OWM	3.78	SA	3.66	SA	3.72	SA

Legend:

WM	-weighted mean	VI-verbal interpretation
OWM	- overall weighted mean	AWM- Average Weighted Mean
	3.01-4.00	Strongly Agree (SA)
	2.01-3.00	Agree (A)
	1.01-2.00	Disagree (D)
	0.01-1.00	Strongly Disagree (SD)

Table 10 presents the result of the study concerning the ethical standard promoted by the political ads of the local candidate. As shown in the table, the ethical standard which is upheld by the politician on their political ads is the transparent presentation of oneself, including his/her sources of funds and wealth. The transparency is considered the highest

ethical standards in political advertisement. In the work of Koppang (2019) another social political site is techpresident.com, a news and conversation political site ("About Personal Democracy Media"). The goal of this site is to act as a hub between technology and politics; TechPresident holds conferences all over the world and teleconferences over the websites

for political and democratic forums ("About Personal Democracy Media"). These are two of the many political sites that create a political community to debate and share ideas about politics. Political campaigning, regardless of whether it is online, still uses the same political campaign concepts of propaganda, persuasion and grassroots campaigning. Propaganda is the organized mass communication, resulting from a hidden agenda to conform belief and action by manipulating mechanisms.

Lin (2019) stated that propaganda is used for political campaigns and by the government to persuade the public to believe what they

want them to believe, whether it is targeted to gather votes for a candidate or to gather support for other policies. These messages demonstrate the power of mass political communication to sway public opinion. They spread their message through the mainstream media, and campaign materials like pamphlets, commercials, debates and speeches. Political campaigns can use social media as another outlet to spread their propaganda, however in a political campaign the goal is not so hidden from the public. The message is crafted to spin each candidate in the best light, developed to persuade constituents.

Table 11. Results of Testing the Significant Difference in the Assessment of the Experts and Mainstream on the Mass Media Standards for the Local Political Advertisement

Variable	t-Computed	t- Tabular	Decision	Interpretation
1. Content	0.703	2.776	Accept null hypothesis	No significant difference
2. Advocacy	0.073	2.776	Accept null hypothesis	No significant difference
3. Professional	0.565	2.776	Accept null hypothesis	No significant difference
4. Ethical	3.373	2.776	Reject null hypothesis	With significant difference

Level of significance – 0.05

Table 11 reveals the results of hypothesis testing in the assessment of the respondents on the mass media standards for the political advertisements of the local candidate. As shown in the table, there is similarity in the assessment of the respondents with regards to content, advocacy and professional standards. However, the significant difference in the assessment of the two groups of respondents revealed in the analysis of ethical standards. The results imply that ethical standard and preference of the respondents varies hence objective ethical is hardly to attain. This political image is one of the most important branding tools for a campaign to develop. Campaign consultant Richard Wirthin argues that a winning presidential candidate finds the weakness in his or her presidential image and changes the public's perception of that weakness (Hacker 2004, 11). This shows that the candidates with the stronger image will more likely have the public's support. TV, the Internet, blogs and social networking have helped candidates form an image for the American voters. With this changing political atmosphere, the internet has

brought many changes to political communication theories.

Moreover, According to Lilleker (2020) the internet creates an influential relationship, in which the candidate is influenced by their constituents and the constituents influenced by the candidate. This influence is created through the use of websites, blogs, emails, virtual political communities and social media as previously discussed, creating a one-on-one discussion of the issues and candidates. This is the main difference and use of the e-political atmosphere, instead of radio and TV's shouting persuasive statements at their audience; the Internet creates a dialogue and a greater democratic atmosphere. While this has changed the political atmosphere, TV and internet have prompted a sound bite culture that has changed the way politics works. A sound bite is a sentence or even just a few words from a speech or interview that can show a position of a larger issue.

Moreover, it is found that individuals with higher education participate to a larger extent in political activities than individuals with less education. Hence, education increases skills

and knowledge which might also affect political interest and efficacy; factors that are all important to see in a candidate. Personality of the presidential candidate trails behind, ranking

third, while the candidate's platform/priority was ranked fourth in millennials' preferences, (Hayes, 2010).

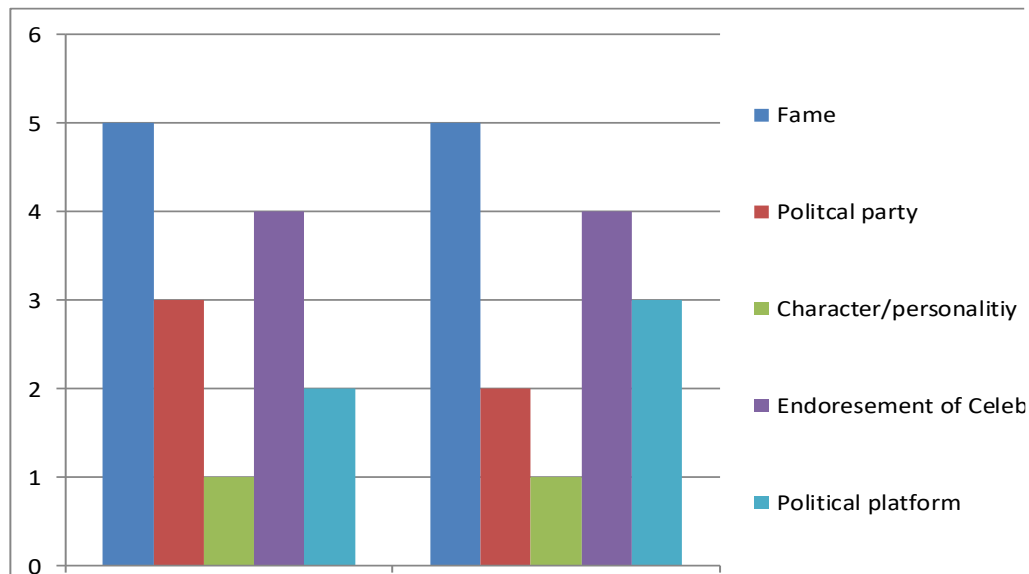


Figure 2. Rank of political ads directly affects the ideology and decision of Voters

Figure 2 reveals the ranking of the aspects of social media political ads that affect the ideology and decision of voters in local candidates. Based on the scores given by the experts and mainstream respondents, the study revealed that fame is ranked number 1 by political experts and the voters from the mainstream. The second in rank is the endorsement of celebrities. This shows that the primary purpose of the political ads is the promotion of local candidates to become famous to the voters. Moreover, the third in rank for the experts is the political party while the mainstream respondents rank political platform as third in rank. In addition, the respondents rank the character or personality of the local candidate as the lowest since it is not fully observed or seen in the political advertisements posted in the social media.

The results imply that popularity is a great factor that influences the voters. The mainstream respondents based their decision only on the fame of the local candidates. They become famous due to endorsement of known celebrities. The Filipinos are dependent on the level of fame of the political candidate as fed by the media since they don't have any other

source of knowledge concerning the achievements and character of the presidential candidates. Thus, appealing to popularity is highly utilized by the local candidate in order to influence the voters to choose them.

In support, Nott (2020) emphasized that by running ads on various types of media, candidates can reach audiences that otherwise may not have been paying attention to the election and build name recognition, highlight important issues, and call attention to the shortcomings of their opponents. Thus, social media reaches the public in order to promote the political candidates which make them popular and famous among the mainstream. In addition, Vonderschmitt (2021) emphasized that a political campaign is carefully crafted for each candidate, to address their constituency and present the candidate and party in the best possible way. This advance in technology has created more opportunity for citizens to participate, as they learn more about each candidate and have easier access to the candidates themselves. The instant ability to create networks of support is one of the incredible uses of candidate websites.

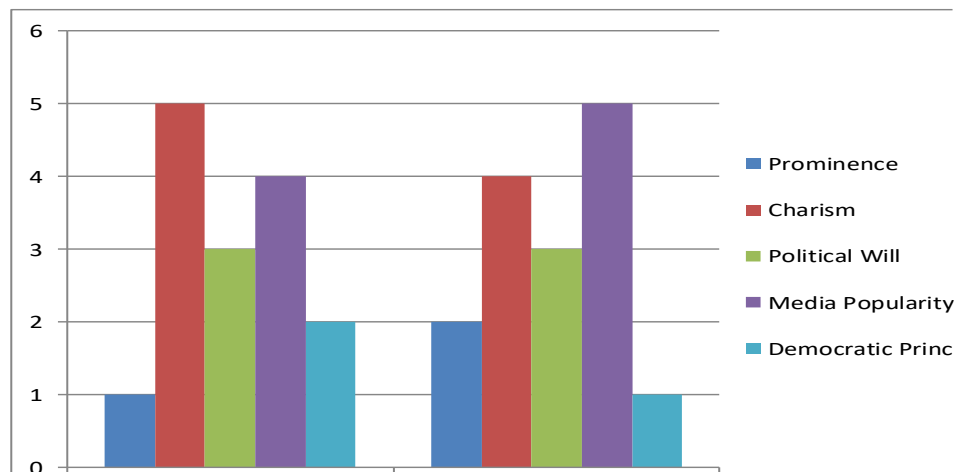


Figure 3. Ranking of qualifications of the local candidates

Figure 3 demonstrates the ranking of the qualification of the local candidate which is promoted in the political ads that influence the preference of the voters from the mainstream. As presented in the figure, the expert in political affairs considered charism as rank number 1, as obtained the highest score. On the part of voters from the streamline, the highest score obtained in media popularity. This means that the streamline respondents considered media popularity as rank number 1. The findings imply that the media popularity and charism directly affect the decision of the voters to choose their candidates. Therefore, the decision of the respondents to choose their preferred local candidate is highly affected by the charism of the candidate as they frequently appeared in the social media which increased their popularity.

On the other hand, the experts and voters from the mainstream also considered other factors affecting their decision and ideology in choosing the local candidate as reflected on the political ads such as political will as third in rank. Moreover, the fourth and fifth rank of the factors based on the scores given by the respondents includes the prominence and

democratic principles. This further shows that principle, advocacy, and personality of the local candidates have lesser effect on the decision of the voters. Since the popularity of the local candidate is more important considerations of the voters compared to the personality and capability of the local candidates, as projected in the political advertisements the political aspirants should utilize the mass media in reaching the mainstream to choose them. With regards to the promotion of qualification of the political aspirants, according to Pollard et al. (2019) Candidates use social networking tools, Facebook and Twitter, to reach America's youth. They used Facebook to build a grassroots campaign to support the candidates. These sites inspired conversation due to large participation numbers on the sites. Social networking sites stimulate conversation that will reach a greater number of people. Through these sites the candidate calls America's youth to action making the candidate the deciding factor instead of political parties and issues. Social networking has made this transition to candidate-driven campaigns because they reflect personal aspects of the candidates.

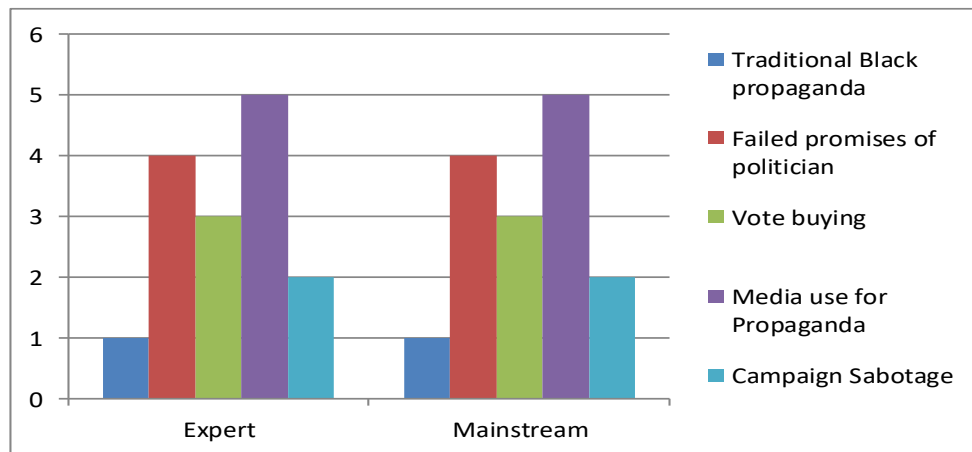


Figure 4. Ranking of Political strategies of local candidates during election

Figure 4 presents a ranking of political strategies of the supporters of the local candidates. As shown in figure the expert and mainstream respondents rank number 1 the utilization of social media for the propaganda movement of the local candidates. This is the political ads from both television and social media platforms that use to destabilize their opponents and demoralize the public. The second to the highest rank is the failed promises of the local candidates which are reflected and presented in the political advertisement. In addition, the third in rank is the vote buying activities which are rampant in most places in the country as reported in the news. Some reports presented in the social media, there activities which are filmed that purok leaders and coordinators who will then distribute the money with sample ballots. Furthermore, the fourth in rank is the campaign sabotage. And the last in rank is the political sabotage on the campaign strategies of rival politicians. Usually, character assassination is the usual strategy in campaign activities.

In the practice of new media utilization on the promotion of local candidates, the local elections are the most watched election in America (Hacker 2004, 11). Their local images

consist of their attitudes and values along with a perception of leadership ability. These 16 images are formed by TV ads, debates, websites and information found on social network sites. Social network sites distribute the candidate's broad message to voters easily, as it reaches millions of people at once. The candidate message addresses the candidate's qualifications and values to gain supporters. Moreover, the new media is utilized in communication of any information including the promotion of the local candidate and other politicians. Tedesco (2022) stated that E-politics is the new theory that examines the potential this new media creates for greater interactivity between the public and the political sphere. This electronic political activity allows the public to voice their opinions easier and allows them to meet others with similar opinions to band together. According to Lilleker (2020) the internet creates an influential relationship, in which the candidate is influenced by their constituents and the constituents influenced by the candidate. This influence is created through the use of websites, blogs, emails, virtual political communities and social media as previously discussed, creating a one-on-one discussion of the issues.

Redefining Filipino Media Campaign Program

Component Program	Specific Objectives	Implementation Activities	Responsible Person	Time Frame	Target Output
New Media Awareness and Literacy Program	To increase the level of awareness of the public on the influence of the new media	Create educational videos to be shared online concerning the social media promotions and its influence to the public.	COMELEC Commissioner	Annual activity	Well Educated Voters
	To develop literacy among voters on the advantages and disadvantages of social media in promotional campaign of political candidates	Conduct community orientation program for voter's education on responsible voting			
Mass Media Standard Adherence Program	To increase the level of adherence of the political parties to the standard in the creation of political advertisement	1. Implement strictly the standards in evaluating the contents of the political ads prior sharing in new media	Social Media Administrators	Campaign period	Organized Political Advertisement
	To develop transparency and honest among political candidates	2. Provide feedback to political ads creator to improve its contents			
Political Campaign Promotion Program	To increase the level of utilization of the new media in enhancing popularity of local candidate	1. Encourage the politicians to create competitive ads that promote popularity of the politician	Broadcasting Company	Campaign Period	New Media Political Advertisement of Local Candidate
	To maximize the utilization of media for political ads instead printed advertisement	2. Create standardized fee for the new media for political advertisement to minimize and gradually eradicate the printed ads.			

Component Program	Specific Objectives	Implementation Activities	Responsible Person	Time Frame	Target Output
Digital Ethics Development Program	To promote equality and honesty in the promotion of local candidate using political advertisement	1. Implement strictly the ethical standards in the contents of the political ads in order to ensure a clean and honest promotion of local candidates	Social Media Administrators	Annual	Professional and ethical campaign strategies using political ads
	To discourage the local candidate to practice the traditional political strategies	2. Non posting of political ads which do not pass the minimum requirement for ethical and professional standards of Mass Media Promotion			

Conclusions

The voters' preferences for local candidates highlight specific qualifications that include being a popular celebrity, experienced elected officials, a liberated personality, prioritizing job opportunities and job security in their programs, and holding a doctorate degree as the highest educational attainment. Respondents share a consistent perception of these qualification standards, and the political ads of local candidates align with mass media standards, particularly in content, advocacy, professional, and ethical areas. This alignment is evident in the clear presentation of political platforms offering concrete solutions to poverty, contributions to disaster victims, and the avoidance of character attacks against rivals. While there is general agreement on adherence to standards in new media, perceptions of ethical standards vary based on individual moral contexts. Notably, fame and celebrity endorsements significantly influence voter ideologies and decisions, with the charisma and popularity of candidates being highly preferred attributes, as political ads often focus on promoting candidates' popularity. During campaign periods, local candidates frequently employ new media strategies to undermine their opponents and sway public sentiment. Consequently, a proposed political advocacy program aims to enhance voter

awareness and education, emphasizing the need for candidates to possess liberated mindsets, relevant degrees, and a clear vision to address pressing issues. This program should also stress adherence to new media standards, including the clear illustration of political platforms, concrete solutions for poverty, and a pro-people approach.

Local aspirants are encouraged to begin their political careers by running for lower national positions and leveraging social media for visibility while promoting employment opportunities throughout their campaigns. To enhance their qualifications and confidence, they should pursue higher academic degrees and incorporate concrete solutions in their political ads to address socio-economic issues, particularly for marginalized groups. Political advertisements should feature realistic portrayals of the candidates' regular activities to build public trust and demonstrate sincerity in their advocacy. Ad creators are advised to conduct quick surveys to gauge the impact of their ads and to produce a series of them that effectively communicate a cohesive narrative. Additionally, these ads must adhere to established content standards in style, background, sound, and dialogue, and emphasize the public's role in supporting government initiatives to alleviate poverty. Furthermore, the content should focus on

long-term, expertise-based programs rather than temporary solutions, while ethical committees in mass media must ensure that the advertisements are properly edited to prevent any potential harm to the public.

Acknowledgement

The researchers extend their heartfelt gratitude to their esteemed research advisers, whose consistent support, wise counsel, and guidance have deepened their understanding of the course throughout their journey. Their sincere thanks also go to the City of Valenzuela for their invaluable assistance, which has served as the foundation of their research paper. We remember our dear friends and loved ones, whose names may not be listed here but whose spirits remain with us; you hold a special place in our hearts and will always be cherished. We pray that God rewards you abundantly for the strength you provided in our pursuit of knowledge. Lastly, we express our profound appreciation to our beloved family members and husbands, whose unwavering support and encouragement have propelled us through this master's program. All glory to God for the remarkable achievements He has made possible in our lives.

References

- Arzheimer, Kain and Evans, Jocelyn. (2008). Electoral Behavior. Volume 4, Debates and Methodology. London: SAGE Publications Ltd.
- Benoit, William L. (2007). Communication in Political Campaigns. New York: Peter Lang Publishing, Inc.
- Benoit, William L. (2016). Praeger handbook of Political Campaigning in the United States. Volume 1, Foundations and Campaign Media. Santa Barbara, California: ABC-CLIO, LLC.
- Burton, Michael John, Miller, William J., and Shea, Daniel M. (2015). Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management. 5th Ed. Santa Barbara, California: ABC-CLIO, LLC.
- Gabriela Women's Party in Philippines wins the 2007 Elections: <http://baskanlikreferandumu.siyasaliletisim.org/wpcontent/uploads/2008/06/Internetandelection-campaigns.pdf>
- Gookin, Dan (2019). Running for Local Office for Dummies. Hoboken, New Jersey: John Wiley & Sons, Inc.
- Green, Donald P. and Gerber, Alan S. (2004). Get Out the Vote. How to Increase Voter Turnout. Washington, DC.: The Brookings Institution.
- Guse, Morgan C. What is the Role of Social Media in Presidential Election Cycles?:
- Herrson, Paul S. (2005). Guide to Political Campaigns in America. Washington, DC.: CQ Press. <https://www.usf.edu/business/documents/undergraduate/honors/thesis-gusemorgan.pdf>
- Karan, Kavita. Internet and Social Networking Sites in Election Campaigns:Knoll, Johannes (2019). The social media political participation model: A goal systems theory perspective. Volume 26, Issue 1. <https://doi.org/10.1177/1354856517750366>
- Nott, Lata (2020). Social Media Platforms. <https://www.americanbar.org/groups/crsj>.
- Sihombing, Sabrina (2021). The Integration of Social Media to the Theory of Planned Behavior: A Case Study in Indonesia. Journal of Asian Finance, Economics and Business Vol 8 No 5 (2021). Print ISSN: 2288-4637.
- Tehankee, Julio. (2016). Electoral Campaigning in the Philippines. 1st ed. Routledge: <https://www.taylorfrancis.com/chapters/edit/10.4324/9781315256832-5/electoral-campaigning-philippines-julio-teehankee>
- Utter, Glenn H. and Strickland, Ruth Ann (2008). Campaign and Election Reform. Santa Barbara, California: ABC-CLIO, Inc.
- Vaccari, Cristian (2021). Political Expression and Action on Social Media: Exploring the Relationship Between Lower- and Higher-Threshold Political Activities Among Twitter Users in Italy. Journal of Computer-Mediated Communication, Volume 20, Issue 2. <https://doi.org/10.1111/jcc4.12108>

- Valdesolo, Piercarlo and Graham, Jesse. (2016). *Social Psychology of Political Polarization*. New York: Routledge.
- Vonderschmitt, Kaitlin (2021). *The Growing Use of Social Media in Political Campaigns: How to use Facebook, Twitter and YouTube to Create an Effective Social Media Campaign* Western Kentucky University
- Yan, Shu (2022). What matters most in the responses to political campaign posts on social media: The candidate, message frame, or message format? <https://doi.org/10.1016/j.chb.2021.106800> [Get rights and content](#)