

Abstract

Political parties in educational institutions serve to be the mouthpiece of students and hone the potentials of student leaders. In De La Salle University-Dasmariñas, there are three political parties namely: SINAG, SENTRO and R.E.D. Alliance.

This research paper presented the images of the political parties in De La Salle University-Dasmariñas, the effective means on how their images are retained in the minds of the students and the factors that perceive these political parties positively and negatively. The research aimed to find out what areas they need to improve and enhance as training grounds for potential leaders through the results generated in the study. This research was conducted on a quantitative research design through distribution of surveys to randomly selected students from each colleges in DLSU-D. The research instrument utilized the Likert scale with a 5-point rating to determine if the responses were positive and negative.

This paper discusses the findings of the study as to why these political parties obtained positive and negative perception by the students.

Finally, the research shows which image are associated to a certain political party, what tools were effective to retain their images to students and what factor motivated the respondents to view them positively and negatively.

IMAGES PORTRAYED BY THE DLSU-D POLITICAL PARTIES

The researchers provided practical recommendations for the political parties and for future researchers who want to conduct a similar study to verify if there are changes due to factors that may affect the perception.

