



Abstract

This study focuses on the attitudes of selected parents in Dasmariñas, Cavite toward the Lucky Me Hapag-usapan Commercial. Lucky Me Hapag-usapan is a commercial for Lucky Me's advocacy campaign "Kainang Pamilya Mahalaga," which aims to demonstrate the importance of family communication during mealtime; and encourages parents to spend mealtime together. Qualitative type of research was used for the study using focus group discussion to reveal the motivational aspects of the respondents' behaviors, personal expectations, notions and values; and indepth interview with a family psychologist to supplement, validate and understand the participants' responses. The researchers applied the theory of Cognitive Dissonance to see the difference in the cognition and attitudes of the participants. Data gathered from the different methods were analyzed through the concepts presented in the review of related literature and theories applied in the study. This research aims to benefit the parents, children and other people so they could spend more quality time with their families. Majority of the selected parents agreed that work must be set aside when having family time not only during mealtime but also when at home.