



**An Undergraduate Thesis Presented to
the Faculty of Communication Journalism Department
College of Liberal Arts and Communication
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**#BAYANOSARILI SOCIAL MEDIA AS MEANS OF PROMOTING THE
FILM HENERAL LUNA**

**In Partial Fulfillment of the Requirements in
COMM102 Communication Research**

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Abstract

Social media is an emerging material for almost everything and, in an instance, a material to empower film. *Heneral Luna*, the film produced by Director Jerrold Tarog; and *The Artikulo Uno Productions* faced a problem during its release on the second week of September 2015. *Heneral Luna* used this material (Social Media) to revolutionize and turn the opportunity as an advantage. The promotions/commendations in social media were backed up by the *Computer Mediated Communication Theory* since almost all of the data were related to or gathered with the use of social media. The promotional strategies of the film *Heneral Luna* were analyzed, including the commendations/ feedbacks of social media users to strategies provided by the digital strategist of Artikulo Uno Productions. As a result of the study, it showcases how social media was utilized by the film *Heneral Luna* in order to empower the film and also to create a trend which then stormed the social media of the Philippine film industry and also empower the film.

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