

**STUDY ON THE PERCEPTIONS OF THE SELECTED RESIDENTS OF  
IMUS, CAVITE, ON THE NEWS ABOUT OPLAN TOKHANG**

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## ABSTRACT

The study sought to discover the perceptions of the Imus residents on the news about Oplan Tokhang and the presentation of Oplan Tokhang news within the media. Through the use of Agenda Setting Theory and the Socio-Psychological Tradition, the study discussed the formation of perceptions of the respondents. As a qualitative research, the study used survey and focus interview order which revealed that the residents perceived that news about Oplan Tokhang is alarming and also perceived that news reports mainly consist of the incidents of killed individuals during the drug-bust operations.

With the results from survey questionnaires and focus interview, it was found that the presentation of media is mostly in the evening and often about drug-bust operations conducted within the different areas of the country. The study also discovered the difference on the perceptions between the male and female residents. Difference among their perceptions is that the male residents perceived that the reason of the increasing number of killed individuals is due to the overuse of authority among the police force and it perceived that it is their task to follow such orders. However, the female residents perceived that is due to the reason that those who are tried to be arrested try to protect themselves against the police. Both of the residents perceived fear and risks within their communities as an effect of their perceptions with the news about *Oplan Tokhang*.

TAGS: Oplan Tokhang, Anti-drug campaign, Perception, Socio-Psychological  
Tradition, Agenda – Setting Theory

