

Factors Affecting the Recruitment of Performing Arts Groups Thru Social Media During COVID-19 Pandemic

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Abstract

There is a developing revenue to social media promoted by Performing Arts Groups (PAG). The chances to perform in front of other people became limited since the COVID-19 pandemic started. In 2020, online classes started due to the danger of COVID-19. For the different Performing Arts Group to continue their cultural performances, one of the techniques to look for new members is recruiting and starting an audition through social media. This study will assess the effectiveness of social media, specifically Facebook in recruiting new members of PAG. Simple random sampling was used, and 70% of new members in different PAG in Central Luzon State University (CLSU) served as respondents. This study utilized Descriptive-Correlational Research Design. A survey questionnaire through google form was used to gather information as an instrument. The majority (65.71%) of the respondents has 10,000 pesos or below family monthly income. Respondents' sources of information on the recruitment of cultural organizations mostly came from social media (77.14%), friends (57.14%), classmates (48.57%), and professors (5.71%). Akin to this, social media, specifically Facebook is an effective communication strategy in recruiting new members in times of pandemic. This is through providing the groups' information and purpose and posting their previous performances, posting an announcement or the audition, using posters, video presentations, and being responsive in answering queries. Active and prompt is also an important factor in recruitment by sending private messages or group chats, spreading details by the old members, and planning for online meetings. Moreover, it is also revealed that students audition in PAG because the publication materials posted is interesting and catchy. Achievements of the group is also an edge for the PAG to persuade students to join their groups. Additionally, the study revealed that students with low family monthly incomes are more likely to join PAG because of peers and the benefits they will attain. It is recommended to continue using social media in recruitment and working on the communication strategies such as direct and interesting posts, creative promoting practices, and active and prompt response since those effectively make the members more interested in joining the group.

Keywords: 1.social media; 2.Recruitment; 3. Performing Arts Group, 4.pandemic, 5.COVID-19

Introduction

Performing Arts (PA) has been a piece of human culture for quite a while. It has the advanced route to arrive at its present stage today. People like to discover an outlet to show their creative side, and PA is an ideal illustration. It permits individuals to find and communicate.

Moreover, the PA ranges from vocal and instrumental music, dance, and theater to emulate sung stanza and past. They incorporate various social articulations that reflect human imagination and are found in numerous other elusive social legacy spaces.

However, numerous types of Performing Arts (PA) are in danger today. As social practices become standardized, various traditional procedures are abandoned. Indeed, even in situations where they become well-known, specific articulations may profit while others endure.

Social media, organizations, and ventures can likewise assume a critical part in guaranteeing conventional Performing Arts by developing audiences and bringing issues to light among the general public. (UNESCO, 2020) Social media is not a prevailing fashion, and it is an essential change in the manner we convey. It is another approach to request a critique of the various arts that were posted. People resort to utilizing social media to learn from different artisans and gain motivation from others. (McNee, 2010)

In Horejs' (2018) study, said that the capacity to enhance the range is one of the essential advantages of social media. Social media can proactively contact the possible audience on a stage where they are now investing their time.

Moreover, there is a developing revenue to social media promoted by Performing Arts Groups (PAG). In the continually evolving cultural, monetary, technological, and social conditions showcasing, experts in PAG should apply new advertising types to draw in and hold the intended interest groups. The chances to perform in front of other people became limited since the COVID-19 pandemic started. Performing is not just a show-off of what a performer can do. However, this is a lot possible if performers had a chance to encourage dreamers face to face.

The Performing Arts (PA) is tied in with being innovative. There is an importance of having individuals in society who can communicate creatively. Researchers have contended that creativity was a significant advance in the human development of events and that society cannot push ahead without creative individuals. What is fundamental is that PA keeps on being supported and encouraged.

Akin to this, using social media to recruit a new member of the organization is seen as a moderate new apparatus to advise show venues about impending occasions, assemble relationships with the audience, and develop fan communities. One of the significant advantages of using social media devices is upgrading the force of viral impact by speeding up which audience can share and spread data to bigger crowds.

In 2020, online classes started due to the danger of COVID-19. For the different Performing Arts Group continue their cultural performances, one of the techniques to look for new members is recruiting and starting an audition through social media. This study will show the different strategies provided in recruiting new members of the said organizations only by using social media platforms. Since Academic Year 2020-2021 is facing a pandemic, and PAG are having difficulties in promotion, looking at the new normal of recruitment of the different PAG which is through social media is a possible way to showcase new information relative to the strategies of promotion of performing arts of a university.

Objectives of the Study

Generally, the study aims to determine the factors affecting the recruitment of PAG through social media during COVID-19. Specifically, the study aims to:

1. Describe the socio-demographic profile of the new members of Performing Arts Groups in CLSU;
2. Describe the communication strategies used by the PAG in CLSU in recruiting new members through social media;
3. Assess the perceptions of the new members on the factors that affect their PAG membership;
4. Determine if there is a relationship between the respondents' socio-demographic profile and academic performance and factors that affects their PAG membership;
5. Determine if there is a relationship between the communication strategies used by PAG through social media and the factors to membership.

Hypothesis of the Study

The following null hypothesis will be tested:

1. There is no significant relationship between the respondents' socio-demographic profile (age, sex, family monthly income) and academic performance (GPA) and factors that affect their PAG membership.
2. There is no significant relationship between the communication strategies used by PAG in social media and the factors to membership.

Review of Related Literature

Effectiveness of Communication Materials in Recruitment

Effective communication in recruitment is imperative. It is known that there is only one opportunity to establish a first impression. That incorporates how an organization communicates, which is fundamental to how the audience perceives it. Mainly as a recruiter. Regarding effective communication in recruitment, there are devices required that are utilized for evaluation for further developing teamwork and communication.

Battman (2021) stated that communication materials in social media are an effective promotion communications platform that can assist the organization gets noticed. For example, Facebook is increasing in popularity. They have become regular discussions to impart insights, data, and thoughts. Social media channels may be the essential spot where individuals associate with the organization. They can reach farther than any offline channel. Accordingly, these platforms have gotten the number one choice for recruiters. They are the ideal devices to engage with audiences and generate a buzz about the organization.

Social media is another approach to getting a wider audience's voice heard. It is an effective platform to reach and connect new or prospective audiences. Each time it engages audiences with the significant and applicable substance of communication materials utilized, it is a chance to move them through their decision or choice. Building an effective social media

presence helps reach and make positive communications. Social media builds the number of opportunities for the organization to connect and target new audiences.

The Effectiveness of Recruitment Promotion

Recruitment promotion is the most accessible for audience advertising activity to assess because it includes an interest in creative development and media impact and a return on investment in the form of membership applications. In the recruitment process, details such as media channels, data design, or organization should be evaluated to determine the qualifications of the new individuals (Mosley 2021).

Greenberg (2020) expressed that promotion is the most well-known approach to getting more on the list if an organization selects new members. Promoting can be a powerful device for recruiting when more awareness is provided for the new members, the bigger the abilities to have influenced the target audience. Effectively making a recruitment promotion is expertise all its own, and if the promotion is not productive, it could not attract an audience for it does not show viability.

The recruitment promoting industry has gone through some vast advancements because of the development and evolution of the Internet. Because of this shift, the media is interested in all intended interest groups and significant opportunities for the individuals who use promoting as a feature of their recruitment strategy.

Utilizing different data in the promotion shows that the organization searched for people willing to participate. Recruitment promotions that focus on or profile one individual are very effective when advertising on online media. This promotion likewise functions well with standards on the Internet. (Swan 2015)

A Shift from Traditional to Social Media Promotion in Performing Arts Group

Promotion experts guarantee that social media advertising will replace traditional forms of advertisement since it is becoming incapable because of media selection of new advertising methods (Honda, n.d.). Conventional types of ads progressively lose believability and adequacy to affect the crowds. Individuals are overloaded with ads from TV, radio, email promotions, bulletins, and others (Thakereay, 2008).

Because of its high prevalence, social media tools are frequently utilized by organizations for notice. These tools are utilized to foster online media promotion to construct a relationship with the audience. It is not difficult to understand that setting up a strong relationship through social media becomes essential for Performing Arts Group to construct reliability and hold the core group of audiences (Rothschild, n.d.)

Integrating social media tools into promotion strategy is a successful answer for responding to current difficulties. Although organizations are just toward the start of the social web advertisement period, it is crucial to exploit it now (McCarthy, 2001). If organizations are hesitant to embrace new promoting devices, it will be more earnest to hold supporters later. Proactive contenders will tempt the audience by utilizing more valuable promoting systems (Weber).

Using Social Media for Arts Marketing

Hausmann (2013) reported that social media became prevalent in performing arts associations and appeared to be particularly anxious to abuse its potential to showcase benefits.

The study intends to see how performing arts associations can misuse social media for their marketing. The use of online media by performing arts associations is quickly developing. Most theaters use one application in any event, with Facebook being the most well-known.

Social media can successfully uphold performing arts associations regarding promotion and communication, incitement of verbal, statistical surveying and development of the executives, and notoriety of the board. (Poellmann, 2013)

How Social Media Has Transformed the Performing Arts Industry

Conforming to Royston (n.d.), social media is amazingly compelling, becoming a fixation that typifies an age. We contemplate the number of preferences we get on our photographs, deliberately draw in adherents, and depend on social media to supply us with interminable motivation. It appears to be that this computerized stage has perpetually changed how we share data and depict our internal interests with others.

Online media accompanies definite advantages in permitting us to impart our achievements and encounters to the world. These benefits do not just sound valid for general online media use. The performing arts industry changed explicitly; no coincidence while thinking about its stylish, imaginative premise.

Social media and the performing arts have consolidated, carrying the two benefits and burdens to an entrancing industry. (Royston, n.d.). In some cases, creatives imagine that being social media famous is simply vital to progress. It means that they put less exertion into culminating their showreels and acknowledge work since it is a task that will support their after, instead of thinking about the polished skill behind it. (Nkwocha, n.d.)

As per Nkwocha n.d., social media settles for the standards of incredible artists. However, the individuals who may be skilled do not live via social media and can quickly go undetected. There was a legitimacy to being seen moving in the road or a club instead of becoming famous online. What should matter more is the hard-working attitude and the assortment of styles that can perform, not the social media reach.

Research Methodology

Respondents of the Study

Respondents came from the Performing Arts Groups' new members in Central Luzon State University (CLSU) recruited in A.Y. 2020 – 2021 since it is the year where online recruitment started, and it is the period of the COVID-19 pandemic. Gathered data came from the respondents' personal experiences or thoughts during the auditions or recruitment.

There are fifty (50) new members from the different PAGs in CLSU. Twenty (20) new members from CLSU Maestro Singers (Maestro), 21 from CLSU Dance Troupe (CDT), and nine from TanghalangGagalawsa CLSU (TAGA). The total numbers of the new members were based on the confirmation of an old or official member of each organization and based on the results posted on the Facebook Page from Maestro, CDT, TAGA. Since simple random sampling was used, thirty-five (35) participants represent the population. Five (14.29%) participants came from TAGA, 17 (48.57%) from CDT, and 13 (37.14%) from Maestro. The number of confirmed participants was based on the number of participants who signed the distributed consent form.

Sampling Procedure

The study utilized a purposive-random sampling. It used randomly generated numbers in choosing a sample, and the researcher had a copy of a sampling frame or list of all population members. Participants in this study are selected based on availability and willingness to participate. They are chosen because they are the new members of the performing organizations in CLSU and are the target respondents in this study.

Research Design and Instrument

This study utilized Descriptive-Correlational Research Design since the study is a systematic investigation of phenomena by gathering quantifiable information.

A survey questionnaire through google form was utilized to gather information as an instrument since it is the most practical approach for the respondents to answer. Questions and statements from the questionnaire were based on what was observed on the participants' experiences and through the confirmation of an old or official member of each organization that was part of the recruitment process.

Procedure for Data Analysis

The study used the method of descriptive-correlational analysis. Specifically, the data gathered were encoded and organized using MS Excel and summarized using Statistical Package for Social Sciences (SPSS).

Results and Discussion

Socio-demographic profile of the respondents

Out of 35 total respondents, table 1 shows that most of the respondents are 20 years old, with 48.57%. Sixteen respondents are 19 years old (45.71%), and two are 18 years old (5.71%). There are 19 female respondents (54.29%) and 16 males (45.71%). The majority of the respondents has 10,000 pesos or below family monthly income, with 23 responses (65.71%). Also, respondents with 10,001 to 20,000 pesos and more than 20,000 pesos had 6 (17.14%) responses each.

Educational background of the respondents

For the educational background of the respondents, table 2 shows that most of them are second-year with 85.71%, while five respondents are third-year (14.29%). Thirty (30) of the respondents has an academic scholarship, while five (5) do not have an academic scholarship. Thirty (30) of the respondents' GPA ranges from 1.00 to 1.75, while the other five respondents' GPA ranges from 1.76 to 2.50.

Source of information on the online recruitment of cultural organizations in CLSU since Covid-19 pandemic started

Table 3 revealed that the respondents' sources of information on the recruitment of cultural organizations in CLSU mostly came from social media, with 27 responses and is equivalent to 77.14%. Twenty (20) responded from friends (57.14%), 17 from classmates (48.57%), and 2 from professors (5.71%).

According to a report by Adweek, 92% of organizations utilize social media for recruitment. There is a motivation behind why social recruiting has become progressively well-known lately. In 2019, social media were where individuals communicated with companions, communicated their interests, looked for the most recent trends, and found their next job. It supports that the respondent's top source of information regarding recruitment of cultural organizations in CLSU is social media.

Perception on the communication strategies used by the cultural organization/s in recruiting new members through social media (Facebook)

One of the communication strategies used by the cultural organizations of CLSU in recruiting new members through social media is by their direct and interesting posts. Table 4

shows that the respondents “strongly agree” that the different PAG post their information, such as who they are, their purpose or what they do in CLSU, and their group's previous performances during face-to-face classes.

Regarding creative promoting practices, respondents “strongly agree” on the following communication strategies used by the cultural organizations. These are posting an announcement for the audition, using posters to make the audition more interesting, using video presentations or clips, and their website or page is responsive in answering queries.

Another communication strategy used by cultural organizations is through active and prompt response. Respondents “strongly agree” that details for the audition were sent and received through private messages or group chats, old members spread the details for the audition, and they plan for online meetings to meet and recruit aspiring members.

Perceived factors that attract the respondent's membership to PAG

One factor that attracts the respondent's membership to the Performing Arts Group is interesting information materials. Table 5 revealed that the respondents “agree” that they audition in the group because of the announcement for the audition they saw on their Facebook page and because the poster posted caught their interest. While respondents “strongly agree” that they were recruited because the group's achievements inspired them.

Regarding peer influence, respondents “neither agree nor disagree” that they audition in the group because they receive private messages or messages from group chats about the audition. While respondents agree that they audition in the group because their friends, classmates, and colleagues influenced them.

Another factor that attracts the respondent's membership to the Performing Arts Group is benefits. Respondents “agree” that they were recruited to join because the organizations' advantages of becoming members convinced them. They joined the group because they might receive a grade incentive and because they might receive a scholarship incentive.

In terms of passion, respondents “strongly agree” that they audition in the group because arts or performing is their passion. They auditioned for the group because they might join in their performances or competitions.

Correlation analysis on respondents' socio-demographic profile and academic performance and factors affects their PAG membership

Table 6 shows that there is a negative relationship between the respondents' family monthly income and factors like peer influence and benefits gained from PAG. It indicates that students with low family monthly incomes are more likely to join PAG because of peers and the benefits they will attain.

Haines (2019) indicated that peers influenced student choices to join a student organization. Numerous students considered involvement with the student organization to make companions. They shared that their friends in a student organization filled in as their family while going to school, fostering a feeling of having a place and commitment.

Michael Corbett (2021) believes that student organizations are advantageous, giving significant benefits. Students keep on getting involved on campus because they see that the sacrifice of their time merits the benefits they get — the friendships, the development of their expert organization, and the amount of fun they can have collectively.

Correlation analysis on factors that affects respondents' PAG membership and their perceived effective communication strategies of the PAG

One of the communication strategies done is through direct and interesting posts. The table 7 shows that interesting information materials, peer influence, and benefits are significantly related to that communication strategy since those factors contribute to their decisions to proceed to the group.

Respondents perceived effectiveness on PAGs' communication strategies, such as creative promoting practices, significantly related to the students' passion contributing to their official engagement in the group. It means that the students' membership in an organization with a passion for cultural arts can be influenced by the PAG strategies on communication by posting creative promoting practices. This creative promoting practice can include the video performance of the group and other promotions strategies.

As indicated by a report by Top Echelon (2020), recruitment needs a creative or innovative communication strategy while recruiting. Likewise, it is a part of a recruitment campaign and a strategy that urges individuals to join a reason. Strategies are intended to attract members. The organization should foster creative and effective strategies to source members.

The recruitment process does not need to be just words. Combine visuals and even audio to get possible members' consideration. Ideas can flaunt the audience's organization's strategy. A few recruiters use video for their recruitment or communication strategy. A video can be personal and flaunt the participants' association in new ways. Watching a video can be more straightforward to retain content and engage.

Conclusion

As a conclusion, students with low family monthly incomes are more likely to join PAG because of peers and the benefits they will attain.

Additional to this, the effective communication strategies used by the PAG in CLSU in recruiting new members in times of pandemic through social media, specifically Facebook is an effective way to persuade students to join the PAG. This is through providing the groups' information and purpose and posting their previous performances, posting an announcement or the audition, using posters, video presentations, and being responsive in answering queries. Active and prompt is also an important factor in recruitment by sending private messages or group chats, spreading details by the old members, and planning for online meetings.

Moreover, students audition in PAG because of the announcement for the audition on Facebook page and the publication materials is interesting and catchy. Achievements of the group is also an edge for the PAG to persuade students to join their groups.

Students' membership in an organization has a passion for cultural arts and can be influenced by the PAG strategies on communication by using social media through creative promotion practices.

Recommendations

The following are the recommendations based on the findings and conclusions of the study:

1. Performing Arts Groups should still use social media (Facebook) to get information during their recruitment online or face-to-face. Individuals communicate with others and look for their interests and even jobs.
2. PAG should continue working on the communication strategies such as direct and interesting posts, creative promoting practices, and active and prompt

response since those effectively make the members more interested in joining the group.

3. PAG should fulfill the benefits they provided, such as giving a chance for the students to receive grade incentives and scholarship incentives since those are the reasons why some of the students were recruited to join.
4. PAG should fulfill their lack of convincing auditionees by sending private messages. PAG should consider sending messages as reminders for the auditionees, such as audition schedules and advice or encouragement.

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Table 1 to 7

Table 1. Socio-demographic profile of the respondents

| Profile | Frequency | Percentage |
|------------------------------|-----------|------------|
| | n=35 | % |
| Age (years old) | | |
| 18 | 2 | 5.71 |
| 19 | 16 | 45.71 |
| 20 | 17 | 48.57 |
| Sex | | |
| male | 16 | 45.71 |
| female | 19 | 54.29 |
| Family monthly income | | |
| 10,000 and below | 23 | 65.71 |
| 10,001 - 20,000 | 6 | 17.14 |
| more than 20,000 | 6 | 17.14 |

Table 2. Educational background of the respondents

| Particulars | Frequency | Percentage |
|-----------------------------|-----------|------------|
| | n=35 | % |
| Year level | | |
| Second year | 30 | 85.71 |
| Third year | 5 | 14.29 |
| Academic scholarship | | |

| | | |
|-----------------------------|-------------|-------|
| Has academic scholarship | 30 | 85.71 |
| Has no academic scholarship | 5 | 14.29 |
| GPA | | |
| 1.00 - 1.75 | 30 | 85.71 |
| 1.76 - 2.50 | 5 | 14.29 |
| mean (SD) | 1.64 (0.24) | |

Table 3. Respondents' source of information on the online recruitment of cultural organizations in CLSU since Covid-19 pandemic started

| Source of information | Frequency | Percentage |
|-------------------------|-----------|------------|
| | n=35 | % |
| Classmates | 17 | 48.57 |
| Friends | 20 | 57.14 |
| Professors | 2 | 5.71 |
| Social Media (Facebook) | 27 | 77.14 |

Note: Multiple responses

Table 4. Respondents' perception on the communication strategies used by the cultural organization/s of CLSU in recruiting new members through social media (Facebook)

| Particulars | Strongly Agree | Agree | Neither | Disagree | Strongly Disagree | mean | remarks |
|--|----------------|-----------|----------|----------|-------------------|------|----------------|
| | n (%) | n (%) | n (%) | n (%) | n (%) | | |
| Direct and interesting posts | | | | | | | |
| 1. They provide or post their organization's information informatively, such as who they are. | 21 (60) | 11 (31.4) | 3 (8.6) | 0 (0) | 0 (0) | 4.51 | Strongly Agree |
| 2. They provide or post their organization's purpose or what they do in CLSU interestingly. | 24 (68.6) | 10 (28.6) | 1 (2.9) | 0 (0) | 0 (0) | 4.66 | Strongly Agree |
| 3. They posted or showed the group's previous performances during face-to-face classes satisfyingly. | 21 (60) | 9 (25.7) | 4 (11.4) | 1 (2.9) | 0 (0) | 4.43 | Strongly Agree |
| Creative promoting practices | | | | | | | |
| 1. They posted on Facebook an announcement for the audition intriguingly. | 26 (74.3) | 8 (22.9) | 1 (2.9) | 0 (0) | 0 (0) | 4.71 | Strongly Agree |
| 2. They used posters attractively to make the audition more | 23 (65.7) | 11 (31.4) | 1 (2.9) | 0 (0) | 0 (0) | 4.63 | Strongly Agree |

| | | | | | | | |
|--|-----------|-----------|----------|---------|-------|------|----------------|
| interesting. | | | | | | | |
| 3. They used video presentations or clips appealingly to make the audition more interesting. | 17 (48.6) | 14 (40) | 4 (11.4) | 0 (0) | 0 (0) | 4.37 | Strongly Agree |
| 4. The organizations' website/page is excellently responsive in answering queries. | 20 (57.1) | 9 (25.7) | 6 (17.1) | 0 (0) | 0 (0) | 4.40 | Strongly Agree |
| Active and prompt response | | | | | | | |
| 1. Details for the audition were sent and received pleasantly through a private message or in group chats. | 25 (71.4) | 9 (25.7) | 0 (0) | 1 (2.9) | 0 (0) | 4.66 | Strongly Agree |
| 2. The organization's old members spread the details nicely for the audition. | 20 (57.1) | 15 (42.9) | 0 (0) | 0 (0) | 0 (0) | 4.57 | Strongly Agree |
| 3. The organization has a plan for online meetings to meet and recruit aspiring members entertainingly. | 21 (60) | 11 (31.4) | 3 (8.6) | 0 (0) | 0 (0) | 4.51 | Strongly Agree |

Note: 1.00-1.79 Strongly disagree, 1.80-2.59 Disagree, 2.60-3.39 Neither, 3.40-4.19 Agree, 4.20-5.00 Strongly agree

Table 5. Perceived factors that attract the respondent's membership to PAG based on what was seen and observed on the participants' and old or official members' experiences

| Particulars | Strongly Agree | Agree | Neither | Disagree | Strongly Disagree | mean | remarks |
|--|----------------|-----------|-----------|----------|-------------------|------|----------------|
| | n (%) | n (%) | n (%) | n (%) | n (%) | | |
| Interesting information materials | | | | | | | |
| 1. I auditioned in the group because of the announcement for the audition that I saw on their Facebook page. | 14 (40) | 16 (45.7) | 2 (5.7) | 2 (5.7) | 1 (2.9) | 4.14 | Agree |
| 2. I auditioned in the group because the poster they used caught my interest. | 9 (25.7) | 16 (45.7) | 5 (14.3) | 5 (14.3) | 1 (2.9) | 3.8 | Agree |
| 3. I was recruited to join because the organizations' achievements inspired me. | 20 (57.1) | 8 (22.9) | 4 (11.4) | 3 (8.6) | 0 (0) | 4.29 | Strongly Agree |
| Peer influence | | | | | | | |
| 1. I auditioned in the | 4 (11.4) | 11 (31.4) | 11 (31.4) | 6 (17.1) | 3 (8.6) | 3.2 | Neither |

| | | | | | | | |
|---|-----------|-----------|-----------|----------|----------|------|----------------|
| group because I received private messages or from the group chats about the audition. | | | | | | | |
| 2. I auditioned in the group because my friends, classmates, and colleagues influenced me. | 8 (22.9) | 14 (40) | 7 (20) | 4 (11.4) | 2 (5.7) | 3.63 | Agree |
| Benefits | | | | | | | |
| 1. I was recruited to join because the organization's advantages or benefits of becoming a member convinced me. | 14 (40) | 9 (25.7) | 9 (25.7) | 2 (5.7) | 1 (2.9) | 3.94 | Agree |
| 2. I joined the group because I might receive a grade incentive. | 9 (25.7) | 10 (28.6) | 11 (31.4) | 3 (8.6) | 2 (5.7) | 3.6 | Agree |
| 3. I joined the group because I might receive a scholarship incentive. | 11 (31.4) | 14 (40) | 5 (14.3) | 1 (2.9) | 4 (11.4) | 3.77 | Agree |
| Passion | | | | | | | |
| 1. I auditioned in the group because arts or performing is my passion. | 28 (80) | 6 (17.1) | 1 (2.9) | 0 (0) | 0 (0) | 4.77 | Strongly Agree |
| 2. I auditioned for the group because I might join in their performance or competitions. | 27 (77.1) | 8 (22.9) | 0 (0) | 0 (0) | 0 (0) | 4.77 | Strongly Agree |

Note: 1.00-1.79 Strongly disagree, 1.80-2.59 Disagree, 2.60-3.39 Neither, 3.40-4.19 Agree, 4.20-5.00 Strongly agree

Table 6. Correlation analysis on respondents' socio-demographic profile and academic performance and factors affects their PAG membership

| | Perceived Factors | | | | |
|----------------------------|-------------------|-----------------------|----------------|--------------|---------|
| | Information | Interesting materials | Peer influence | Benefits | Passion |
| Age (years old) | | | | | |
| Correlation value | | 0.24 | 0.17 | 0.03 | 0.27 |
| Sig. | | 0.16 | 0.34 | 0.87 | 0.11 |
| Sex | | | | | |
| Cramer's V | | 0.09 | 0.34 | 0.28 | 0.12 |
| Sig. | | 0.87 | 0.25 | 0.45 | 0.45 |
| Family monthly income | | | | | |
| Correlation value | | -0.12 | -0.40 | -0.39 | 0.15 |
| Sig. | | 0.49 | 0.02 | 0.02 | 0.39 |
| Academic performance (GPA) | | | | | |
| Correlation value | | 0.19 | 0.22 | 0.19 | -0.14 |
| Sig. | | 0.28 | 0.21 | 0.28 | 0.42 |

Note: Sig. less than 0.05 is significant.

Table 7. Correlation analysis on factors that affects respondents' PAG membership and their perceived effective communication strategies of the PAG

| Communication Strategies | Factors | | | |
|------------------------------|-----------------------------------|----------------|-------------|-------------|
| | Interesting Information Materials | Peer influence | Benefits | Passion |
| Direct and interesting posts | | | | |
| Correlation value | 0.55 | 0.38 | 0.58 | 0.29 |
| Sig. | 0.00 | 0.02 | 0.00 | 0.10 |
| Creative promoting practices | | | | |
| Correlation value | 0.57 | 0.06 | 0.27 | 0.34 |
| Sig. | 0.00 | 0.73 | 0.11 | 0.04 |
| Active and prompt response | | | | |
| Correlation value | 0.23 | -0.13 | 0.23 | 0.13 |
| Sig. | 0.18 | 0.47 | 0.19 | 0.45 |

Note: Sig. less than 0.05 is significant.