

# Promotional Songs in the Philippines: A Content Analysis

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**Abstract:** This study focused on the promotional songs in the Philippines. It aimed to determine the value of songs to tourism industry. It looked into the assessment of the songs relative to nature, history and culture, industrial tourism, shopping, sports and recreational facilities, customs and traditions, special events, health and wellness, and others. These categories were utilized to evaluate the songs. The study was qualitative in nature where the respondent was the researcher himself in evaluating the promotional songs. Thematic analysis was utilized in the investigation. Based on the result of the study, it was revealed that that nature is indeed beautiful as it is that the province is proud to showcase their history and culture. The provinces involved were promoting and advertising their places of interests relative to industrial tourism which were enticing to its people to visit their destinations revealed under shopping category. The province was aware on the competitive advantage and strengths that they offer and indeed proud to showcase their local dances exhibiting their customs and traditions. With regard to health and wellness, it was revealed that the song served as the official advertisement of Puerto Princesa in 2016 which is unique as it showcased the different spas that the other provinces did not exhibit.

**Keywords:** Promotional Songs, Culture, Nature and History.

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## 1. INTRODUCTION

Everyone has a different taste in music, it could be pop, rock or old songs. Now there is this thing called “promotional songs”. These songs are focusing on the promotions of their own province. Kind of like a jingle, that way it will get stuck in the head of the listeners, hoping that it will get their attention. The Tourism Promotions Board (TPB) has launched a promotional campaign for the year 2016. instead of crafting a totally different one, it competes on this “Visit the Philippines” 2015 campaign to return copy with “Visit the Philippines” another time in 2016. Domingo Ramon Enerio III, TPB chief operational officer, hoped the campaign would provoke additional tourists to travel to the country whether they are here before. This sentiment was shared by the singer Apl.de.Ap, who performed at a dinner hosted by the TPB for the 2015 Philippine Travel Exchange delegates. the favored entertainer and member of the group The Black-Eyed Peas are tapped by the TPB to write down a song and appear during a video promoting the Philippines. (Chee Kee 2015). This study aimed to find out how the promotional songs promote the destination, the researcher aimed to search for the simplest way to form well-known promotional songs and for others to determine that it is valued within the tourism industry. This law was declared on the last week of July by Former President Benigno S. Aquino III, Executive Order Number 255 (s. 1987) required all radio stations with musical format programs to broadcast a minimum of four original Pilipino musical compositions in every clock hour and defined original Pilipino music as any musical composition created by a Filipino, whether the lyrics be in Pilipino, English or in any other language or dialect President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the last week of July of every year as “Linggo ng Musikang Pilipino.”

The National Commission for Culture and the Arts (NCCA) is hereby designated as the lead agency to ensure the successful annual celebration of said week throughout the Philippines. All departments, agencies, and instrumentalities of the national government, including government-owned and -controlled corporations, local government units, and the private sector, including radio stations with musical format programs, are encouraged to extend their full support and active participation in the programs and activities to be spearheaded by the NCCA for this purpose. In consonance with Executive Order 255, all radio stations are hereby encouraged to broadcast a minimum of four (4) original Pilipino music in every clock hour of a program with a musical format during the celebration. All other institutions, public and private, are likewise invited to play original Pilipino music in their respective establishments which are appropriate during the celebration. The reason why the researcher chose this particular law which was established by former president Benigno Aquino, is that it has relation to the promotional songs as this law aims to air songs in the radio made by the locals and these promotional songs are made locally.

Cabangon introduced and sang the city's official song, "Palangga ko ini, Roxas City", during the opening ceremony of the City's 60th Charter Day on May 12. Various audiences who witnessed the launch said they were pleased by Cabangon's composition. The lyrics of the song were a mixture of English, Tagalog, and Hiligaynon. The official song welcomes local and foreign tourists to go to the town of Roxas, the seafood capital of the Philippines. Mayor Angel Alan Celino asked Cabangon to compose and record a song for Roxas City in time for the anniversary of the charter. The month when he visited the province, Cabangon sang his signature songs within the presence of Celino and other city officials and employees. These songs included "Ako'y Isang Mabuting Pilipino" and "Kanlungan." (One Film Productions, 2011).

The theme song of La Laguna Festival 2012 is therefore the official tourism campaign ad in the Province of Laguna. It was sung by Pagsanjan Mayor Girlie "Maita" Ejercito featuring Governor George "ER" Ejercito Estregan. It was composed by Ms. Marizen Soriano and directed by Louie Ignacio (Bernales 2012). The song Sama-sama Sa Nueva Vizcaya, its music and lyrics were made by Babin Lim, and had been produced by the Nueva Vizcaya tourism office. The music video was launched in Feb 8, 2013 (Lim 2013). The I love Zambales Song was made by Dr. Gilbert Escoreal, DMD. The Zambales Tourism and Investment AVP and Tourism MTV may be a project of the office of the governor, through the Zambales provincial tourism and investment office. Provincial tourism office and therefore the provincial information office, the video was launched in 2008 (Ants@Work Quad Media Solution and Events Management 2014).

The song Kay Ganda ng Quirino is a three-minute music video outlining the landscape, events, people, culture and humanities of the Province of Quirino, Philippines. It is a lakbay quirino project and Sirpat photography and media production supported by the provincial tourism council of the Province of Quirino (toshop 2013). The Bulakenyo's Dangkal ng Lahing Pilipino or the bulacan tourism AVP was composed by Arnel De pano. The song was interpreted by Mary Justine Villanueva while the video is courtesy of the Provincial Public Affairs Office, the song is formed in November 2016 (PHACTO 2016). These were produced by the Provincial Government of Sarangani headed by Governor Steve Chiongbian-Solon, Vice Governor Jinkee J. Pacquiao and Congressman Emmanuel D. Pacquiao Recorded at Gifford Studios, Gen. Santos City, music, lyrics and arrangement by Densho "Champ" Biala performed by various provincial government employees directed by Michelle Lopez-Solon, the song was made in 2015 (Sulong Sarangani Official 2015). The official advertisement of Puerto Princesa 2016 or Ibang-Iba sa Puerto Princesa the music and lyrics were made by Sanilyn C. Gianan was made in 2016 (Infinite Moment Creations Media Production 2016). The reason why the researcher put a small background on the songs for him to share a small information about the song when it was used or when it was composed. This is the only information that the researcher has found.

Music is vital in advertising but selecting the proper music is even more important for the said purpose. Marketers got to understand their message and choose music that conveys an equivalent or similar message. A song about heartbreak in a billboard for Dominos would not be a perfect choice and would confuse viewers. One should make sure that the rhythm of both songs and the advertisement is in sync. The shots within the advertisement and therefore the beat of the song should be parallel to enable a particular flow. Choosing a compelling song that is not particularly popular will help your advertisement stand out more compared to top 40 songs. Although it is going to appear to be, it might be the other. The top 40 songs are overplayed on the radio, in retail stores, etc., which may make it annoying and forgettable. While choosing an unpopular, gripping song keeps the advertisement interesting, fresh, new, and memorable. "The Dreamers" advertisement by Honda may be a great example of how music can positively affect the result. The song gives the commercial life and consistently stays with the theme of correct pace and message. People hear lyrics like "walking on a dream" and "running for the joys of it" carrying the message that Honda is striving for, and therefore the rhythm flowing smoothly with the crisp shots.

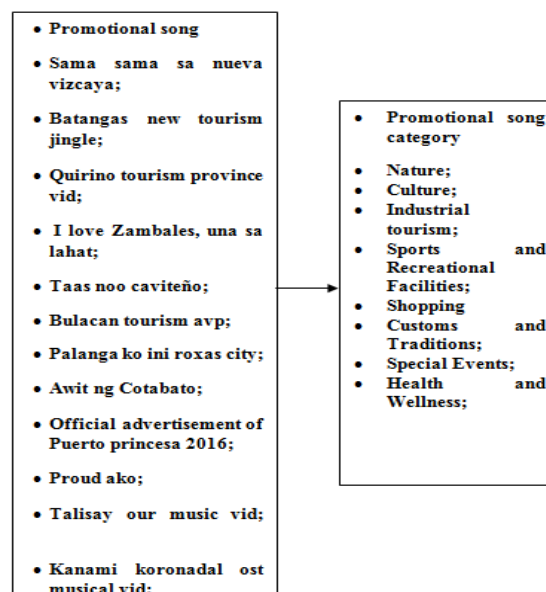
Sonos teamed with Apple Music and neuroscientist Daniel Livitin to seek out just how important music is in people's lives. They found that couples who hear music spend three more hours together in the reception when music is playing versus those that do not. This is often such a crucial statistic for brands and their way to implement their advertising and branding. While, this statistic pertains to non-public relationships, it is vital to know that brands got to build personal relationships with consumers and recognize that it can happen. Brands must realize that the brand and the consumer are a few. Whatever one does effects the opposite. So, let the buyer spends three more hours together with his or her brand by incorporating the proper music in advertising and let the buyer feel the ad not just see it.

Whether it is TV ads, Facebook ads, Instagram ads, etc. music takes the buyer to a different place that silence has no room. Music contains the dynamic to assist, build, and sustain relationships for a brand (Suggs 2017).

The study of Abolhasani and Oakes (2017) discussed netnographic findings involving 472 YouTube postings which were categorized to spot themes regarding consumers' experience of music in advertisements. Key themes relate to musical taste, musical indexicality, musical repetition and musical authenticity. Postings reveal how music conveys individual taste and is linked to non-public memories and Heidegger's coincidental time where moments of authenticity could also be triggered during a melee of emotions, memories and projections. Identity protection is enabled as consumers frequently resist advertisers' attempts to use musical repetition to impose normative identity. Critiques of repetition within the music produce Heideggerian anxiety resulting in critically reflective resistance. Similarly, where advertising devalues the authenticity of iconic pieces of music, consumers often resist such authenticity transgressions as a threat to their own identity. The Heideggerian looks for meaning in life emphasizes the importance of philosophically driven ideological authenticity in consumers' responses to music in advertisements.

According to Lee and Bai (2016) their study concerning the influence of the popular culture on interest tourist's destination image, the role of pop culture in shaping the destination image was derived from focus group discussions and interviews with twenty-four Korean pop star fans from completely different nationalities during this study. (Ahn Jae-Wook) Three main theses emerged from the study: 1) the destination image induced by pop-culture was modified during a positive way; 2) the pop star's event strengthened a positive place image through experiences of the event and travels in South Korea; and 3) the positive image from pop-culture experiences had a robust impact on future behavior. The results of the study suggest that pop-culture, as an associate autonomous agent of degrees, has an additional powerful and stronger influence on the destination image than previously recognized in the literature. This addresses theoretical contributions and sensible consequences.

The framework of the study is based on the types and categories of tourist attractions, where the study utilized the nine categories wherein the songs were extracted to place in a particular category based on the lyrics of the promotional songs and video presentations that go on to match in a specific category. This framework is chosen because this will surely help the study more, for example if the lyrics of the song contain nature or the video showcasing natural beauty then the song will be placed in the nature category.



The gap of this study is that some provinces and cities do not have a promotional songs in order to see if the songs still have worth in the tourism industry. The researcher searched every province and city in the Philippines and most of them have no songs of their own which means those provinces have seen little or less value on the song hence the researcher ventured on this premise to conduct this particular study. This study aimed to find out how the promotional songs promote the destination. The researcher aimed to search for the simplest way to form well-known promotional songs and for others to determine that it is valued within the tourism industry. This study determined whether the promotional songs are effective to promote the Philippines and its provinces.

This study aimed to assess the promotional songs in the Philippines, and its content analysis. The researcher sought answers to the questions below.

How do the respondent assess the content of promotional songs in the Philippines in relation to;

1.1 nature;

1.2 culture;

1.3 industrial tourism;

1.4 sports and recreational facilities;

1.5 shopping

1.6 customs and traditions;

1.7 special events; and

1.8 health and wellness;

This study is unique because there is a very little amount of research and study concerning promotional songs of the provinces and cities of the Philippines.

## 2. METHODOLOGY

This research used qualitative type, and the research design was content analysis. This is more convenient for the researcher because the proponent analyzed the songs of different provinces in the Philippines. Moreover, the research used a thematic analysis to explain a causal relationship through observations.

The researcher is the sole participant of the study. The proponent himself was able to analyze the songs so there was no sampling method used in this study. The criterion of the study was that the song must be made from the municipality. There was a total of 14 songs from different regions of the Philippines. The titles are Sama-sama sa Nueva Vizcaya, Batangas new tourism jingle, Quirino Tourism Province vid, I love Zambales, Una sa Lahat, Taas Noo Caviteño, Bulacan tourism avp, Palanga Ko Ini Roxas City, Awit ng Cotabato, Official Advertisement of Puerto Princesa 2016, proud ako, Talisay our music vid, Kanami Koronadal ost musical vid. The reason why the researcher chose these songs is that they are the only songs that are available. Some are not official or not supported by the local government of the province and some are not written or composed in tagalog which make them uneasy to understand.

The proponent used the category, "Tourist attraction types and categories" from the tourism planning and development to analyze the song and to place each song in the right category. There are nine categories used such as nature, history and culture, industrial tourism, sports and recreational facilities, shopping, customs and traditions, special events, health and wellness and others

The researcher listened to the songs one by one and repeated them many times to properly place them in their categories and the researcher also watched the video if it is a music video so that it could be also be part of the category. After the proponent listened and watched the promotional songs of each province, they were placed in the right category that has matched. Some of the songs were the same but placed in a different category that it because the song does not contain of one type of category, it had three or more because the video was also part of the study that is why it overlapped.

As for the data analysis, the researcher used was thematic analysis; the researcher did not use any tool because it is not needed for this study. The data were presented as it is, it was not changed. The data from the analysis was from the researcher based on what he listened and watched from the video and placed them on a category.

The songs were also analyzed through thematic analysis. It is considered in analyzing the songs and is considered as the common forms in dealing the analysis of qualitative research. By listening to the songs and promotional videos, it emphasizes in identifying its features based on the given category, analyzing and interpreting various patterns and approaches of meaning and components within qualitative data.

### 3. RESULTS AND DISCUSSION

Different words were depicted based on the lyrics of the songs relative to different categories of the promotional songs utilized in the study. Upon listening to the song, the researcher categorized the lyrics of the song relative to the different variables in every category. Moreover, the video presentations of the different promotional songs were also taken into consideration upon assessing the content of the video which is relative to the category in presenting the promotional video. The researcher listened and watched carefully the promotional songs and video presentations and took down notes in classifying its content which fell respectively in their category. Words and pictures which fell on the concerned category were considered to be counted on the number of times that the category is incorporated in the promotional songs and videos such as the nature, history and culture, industrial tourism, sports and recreational facilities, shopping, customs and traditions, special events, health and wellness and others.

Categories of the promotional songs	
Category	Number of times mentioned in the song
1. Nature	12
2. History and Culture	11
3. Industrial tourism	5
4. Sports and Recreational facilities	6
5. Shopping	10
6. Customs and Traditions	10
7. Special events	2
8. Health and Wellness	1
9. Others (Casinos)	-

#### Nature

The table above presents how the researcher analyzed the song and the promotional songs chosen for the category. Instead of putting the title of the songs the researcher placed the number so that it would not be too long. The first category is nature. The songs are sama-sama sa Nueva Vizcaya, Batangas New Tourism Jingle, Quirino Tourism promotional vid, I love Zambales, Kanami Koronadal OST musical vid, and Una sa Lahat. The song Quirino Tourism Promotional vid is a project of the lakbay Quirino and it is supported by the local government of quirino. Una sa Lahat is a song from Laguna. Taas-noo Caviteño, Sulong Sarangani, official advertisement of Puerto princesa 2016, Bulacan Tourism avp, Talisay our music vid and Palangga ko Ini Roxas City were also abalyzed under this category. The Official Advertisement of Puerto Princesa 2016 is the name of the youtube video but the name of the song Ibang-Iba sa Puerto Princesa is the name of the song and it is supported by the local government of Puerto Princesa same goes for the other songs. Picnic Grove in Tagaytay, Pagsanjan falls, beautiful beaches in Zambales, Taal Volcano are songs analysed through watching and listening to the songs in YouTube, the researcher was curious about the song and what it means.

Relative to nature, the researcher based the different videos/pictures and the lyrics on the number of times they were shown and mentioned relative to nature such as parks, mountains, and others that showcase the beautiful nature of the tourist destinations being the pride of the nation. The boundary of the analysis is that the song must come from the municipality and reaches the masses. The result of this category is favourable to the province because there are many promotional songs that are included in this category. It denotes that these songs have their own natural beauty. The study of Li (2016) is about the songs of love and nature and they analysed some songs that are about nature and how beautiful they are. The similarity of this study to other studies is that it discusses how much the songs express love for nature.

#### History and Culture

Focusing on the second category is history and culture the song and the number of songs are the promotional songs chosen for the category. The eleven songs are quirino tourism promotional vid, una sa lahat, awit ng Cotabato, Talisay our music vid, I love Zambales, The song Una Sa Lahat is from Laguna and Official Advertisement of Puerto Princesa is the

name of the video in youtube but the title of the song is Ibang-Iba sa Puerto Princesa. Batangas new tourism jingle, Bulacan tourism ayp, Sama Sama sa Nueva Vizcaya, and Palangga Ko Ini Roxas City belong to this category. The museums, historical landmarks like statues that were seen in the video, significant persons involved like Jose Rizal and Del Pilar mentioned in the lyrics of the song were also shown in the video. These songs showcased their own unique history and culture, not only the song but the video as well. They were analyzed by the researcher through watching and listening to them, the users were drawn to what the songs are about, the boundaries of the analysis are: other songs that do not mention or show history/culture are not included in this category and those songs that are not sponsored by the municipality or purposely created by them are not also included because the target of this study is to make the songs known throughout the world.

With regard to history and culture, the proponent likewise noted its various forms that are included or incorporated in the promotional songs based on lyrics and video presentation. It pertains to the lifestyle of people with the religious sites and other elements that help shape the way of life relative to norms and traditions. The result of the category is favourable in the province because there are many promotional songs for this category. It denotes that the songs analysed show uniqueness in both history and culture of each province. It is unique because each of the provinces in the selected songs shows different features like history. Some of those songs showed the heroes or famous person like Rizal and Mabini. The study conducted by Treloyn (2016) discussed the benefits of music in culture like music therapy and cognition. This study differs from other studies in such a way that it discusses the hidden history of Australia, the study of the researcher has done no such thing as that. The results of this study shed light in the history of Australia.

### **Industrial Tourism**

Next in the third category is industrial tourism which involves a number of promotional songs chosen for this category. These five songs are: Talisay our music vid, I love Zambales and Una Sa Lahat. The song una sa lahat might have been placed in different categories but it was also placed here because both the song and the video have industrial tourism in it. It also includes Official Advertisement of Puerto Princesa 2016 and proud ako. The song "Proud Ako" is from Naga City. The farmlands that were showcased in the videos are their pottery and weaving of the baskets. These are the only songs that were analysed. Other songs were not because they did not fit under nor appropriate in this category. The way these songs were analysed showed how the researcher listened and watched their music videos repeatedly to properly place in this category. The researcher is drawn to what is a farm like and how people run it, the only boundary of the analysis is that not all songs or videos may be included because they failed to show their farms or fishery in their songs and video. The study intends to promote more of the songs under this category.

In relation to industrial tourism, the researcher focused his attention on depicting words or lyrics and video presentation relative to the desired destinations which include industrial sites which also pertains to the industrial heritage sites. The results of this analysis are not favourable to the municipality because the songs or videos show less industrial tourism. They can benefit from this through various means like showing more of their activities, products, and famous landmarks or even showing more of their industrial site. It indicates that these songs have a creative way to promote their own province, these songs show how people create their local products, despite the fact that the results of the analysis are not favourable to them. According to the study of Maharjan (2017) agro tourism benefited their country. They surveyed the farmers, hotels, and restaurants. This study differs from other investigation in such a way that the previous study focused more on the mentality of the tourist while the present study set aside the aspect pertaining to the mentality of the tourist. It even delved into creative way of advertising the farms, arts and craft. The respondents of the study showed in their assessment the positive mentality for agri- tourism.

### **Sports and Recreational Facilitie**

The fourth category is sports and recreational facilities. Under this category, the following songs were chosen. These included Sama Sama Sa Nueva Vizcaya, Talisay Our Music Vid and Batangas New Tourism Jingle. I love Zambales, Taas Noo Caviteño and Official Advertisement of Puerto Princesa 2016. Resorts and the swimming pools are offered to the guest such as sports playground equipment, golf and kayaking. These songs are the ones that matched the category, the researcher analyzed these songs through listening and watching the video thoroughly to make sure to put these in the right category. These songs showed distinctive features because these showed their sports in the video. To be able to fit in this category, the songs or videos should come from the municipality. This study intends to promote tourism industry

through the selection of the songs that fall under this category. It indicates that these songs are able to use their advantages or what seems to be fun and exciting so that people would be enticed in visiting the place.

In connection to sports and recreational facilities, the proponent concentrated in depicting words or lyrics as well as video presentation relevant to the facilities and others. Entertainment and athletic facilities were taken into consideration. The findings of this study showed that it is favorable because the activities that the music video showed. According to the study of Michele (2018), sports and music advertising showed significant relationship with each other. The previous investigation showed similarity to the present study because the latter discussed advertising of sports. The category is about the advertisement of sports and music. People are energized when they hear music in sports advertising.

### **Shopping**

Pointed out in the fifth category is shopping category. The promotional songs chosen for the category are Sama Sama Sa Nueva Vizcaya, Kanami Koronadal OST musical vid, Talisay Our Music Vid, Taas Noo Caviteño, Official Advertisement of Puerto Princesa 2016. Batangas New Tourism Jingle, I love Zambales, Una Sa Lahat, Bulacan Tourism Avp, Proud Ako are also included. Local goods for example Balisong, Kapeng Amadeo and Lechon, the shopping malls as well are depicted in the chosen songs. The songs were analyzed through listening to them and watching the videos that the province has made for the purpose of promotion. The products are obviously advertised in the chosen songs as one of the distinct features in the province. The study is limited to the analysis of the products in the songs and their characteristics in promoting tourism industry in the province.

When it comes to shopping, the researcher focused his attention on listening to the lyrics of promotional songs and video presentations in line with promoting the destinations through shopping. It highlighted the determining elements in their decision to experience travel by means of buying the different tourism products as their memorabilia and souvenirs. The result of this category is favourable because of the local products that can be bought in their provinces. It indicates that they are advertising their products, because the provinces have always shown their local products throughout the video presentation. In doing so, the tourist would be enticed to go there. According to the research of Frolova (2014), the respondents agreed that the products do entice people to go to the destination because buying products excites people and brings them fun. This study shows similarity to the previous study in such a way that the respondents of the previous also agreed on advertising the product through the use of songs. As a result, it can be noted that when products are properly advertised, it can be promoted in the province.

### **Customs and Traditions**

The sixth category is the customs and traditions. The promotional songs chosen for this category include I love Zambales, Palangga Ko Ini Roxas City, Sulong Sarangani, Una Sa Lahat, Kanami Koronadal Ost Musical vid, Quirino Tourism promotional vid. Proud ako, Sama sama sa Nueva vizcaya, Batangas new tourism avp, Talisay our music vid, and Awit ng Cotabato. The video contained the provinces' famous festivals and their local dances. The researchers repeatedly listened and watched the video presentation to analyse the content and features of the province being promoted or advertised. It became easier for the researcher to identify the theme and the target of the analysis. The researcher upon viewing the video was able to depict and observe the customs and traditions in the provinces investigated. The set boundary for the analysis is the requirement that the songs and videos must be made from the local municipality since the target of the study to help promote the songs in the provinces.

On the other hand, the researcher focused his attention on the promotional songs and video presentations in promoting the destination by highlighting its pictures and words relative to customs and traditions. It focused on the common ways of doing things which many people do and have done for a long time. It tackled on the customs that people often do which were handed down from the past or beliefs that can be passed down through generations. The results of this analysis are favorable to the province or local municipalities since many tourists would surely be interested to participate in their festivals and would even try their local dances. It denotes that the provinces really show off their own local dances and festivals unlike other songs which never show their festivals. According to the study of Patrick (2014), local dances in the Philippines depict and portray various customs and traditions of different Filipino cultures. The previous study differs from the present study in such a way that the previous study focused mainly on preserving the local dances while the present study discussed and analyzed the local dance in the music video. As a result of the analysis, folk dances should be preserved and studied parallel to folk dances.

### Special Events

The seventh category is intended for special events. The promotional songs were purposely chosen for this category. The two songs are Kanami Koronadal Ost Musical Vid and Quirino Tourism Promotional Vid. The songs showed beauty pageants as reflected in the music videos however it was not mentioned in the lyrics. These two songs are the only songs portraying special events while the other songs do not depict or portray special events. The songs were analysed by the researcher by means of listening and watching them repeatedly to see their features that fall under the category being looked into. The researcher put emphasis on the characteristics and distinct features of the provinces that seem different from others. The boundaries set for the study are stated as the songs must contain different events like beauty pageants and other events hosted by the local province. The research targeted that more provinces should be able to show more value in the songs and be able to use it. It indicates that the chosen songs show unique things and characteristics which are done not just during fiestas but are also participated in by watching their events.

In relation to special events as part of the category, the proponent assessed the number of times special events were mentioned or incorporated in the lyrics and video presentation as promotional advertisements in showcasing the different destinations. It focused on the professional events, parade, tradeshows and other outdoor concerts in assessing its contents on the promotional songs which are significant in attracting more guests to enjoy the tourism experience. The results of this category seemed not favourable to the local municipality because these are quite similar to the festivals held in the provinces. The researcher would like to recommend that instead of special events, the local municipality may show more of their activities that can be done like snorkeling, hiking, and surfing. According to the study of Holt (2018) the music festivals are like special events. This study disclosed how music festivals evolved through the years and how it changed overtime. The previous study differs from the present study in such a way that it discussed the musical festivals evolved through the years while the present study did not mention about how special events evolved, it was just analysed instead. The study revealed the difference of the music festivals and the actual outdoor music festivals, the outdoor music festivals are somewhat better than the music video presentation.

### Health and Wellness

Health and wellness is the next category of the songs analysed in this study. The only song that fell under this category is Official Advertisement of Puerto Princesa 2016. This is the only song which showcased their spa which is the only activity presented in the videos. Nevertheless, it still showed health and wellness concerns which could probably be the significant feature in a particular province. The researcher repeatedly listened and watched the song until he finally determined the message of the song. The song showed its unique category since it depicts health and wellness which could be the attractive features in a tourist destinations. This analysis is limited to mentioning only the chosen category such as mentioning the health and wellness which includes spas, medical treatments, and the like. It is intended in the research that the province will show more of the things that promote health and wellness and not just festivals and nature.

The health and wellness was also considered in assessing the content of promotional songs as well as their lyrics. These are used to attract more guests in visiting and exploring the respective destinations. It focused on the state of being and state of living as well as the healthy lifestyle which refers to the physical, mental, and social well-being where the aim is to enhance the well-being. The results of this analysis do not favour with the local municipality because not every province has its own way of medical treatments. The researcher would like to recommend that the local municipalities should show more of their famous landmarks and tourist destinations. It denotes that this song is unique because it is the only one which reflects health and wellness such as spa and medical treatment while the rest of the songs do not contain any of these themes. According to the study of Ranson (2015), the music and well-being can be found in music which make a song unique and distinctive from other songs. This study differs from the present investigation in such a way that the previous study focused on the mentality of the respondents while the present study discussed its uniqueness in terms of health and wellness explicit in the music video. Therefore, it can be surmised that songs could positively help promote health and wellness of the individual person in a particular place.

### Others

Others fell under the last category which include casinos. In this category, there were no songs composed reflecting the casinos in a particular province. No songs were analyzed because based on the assessment, none of the song lists had ever



matched the category. So, the researcher did not mind make an analysis for the said category. This result may be due to the fact that the word casino sometimes contains negative connotation to people in a particular province or place. Being associated with a certain place perhaps connotes something negative particularly when it comes to moral ascendancy of the leaders. Hence, promoting casinos perhaps not a priority in the province. There might have been songs composed for the casinos, but the category sets a boundary wherein the said songs must come from the municipality and must be endorsed to qualify for the said purpose. This study targeted the use of casinos to serve as the attraction in the province. The results of this analysis for such category do not favor with the local municipality because basically they can benefit from it through showing more of their gambling places that are legal. Therefore, the researcher would like to recommend that the songs should use more of their casino. They should be able to utilize their advantages like gambling properly and the right way of using its resources for the common good. It denotes that the province should promote their casinos because some tourists might be interested to visit them.

#### 4. CONCLUSION

Based on the findings of the study, it can be deduced that the songs and the music videos viewed and presented are beautiful. History and culture have their different ways of advertising its uniqueness. Industrial tourism has also a different and unique way of advertising its attraction. Sports and recreational facilities also have an advantage in terms of promoting the provinces. Shopping can surely entice people to visit a place and try the local products. Customs and traditions are quite associated with history and culture but the difference lies on the uniqueness of the festivals and local dances of the provinces. Special events can also be promoted through promotional songs by showcasing the various activities that are attractive to tourists like beauty pageants and other shows supported and spearheaded by the local government. Health and wellness as a theme in a song manifests uniqueness because out of thirteen songs, this is the only one that showed its spas complementing the promotion of health and wellness in a particular province.

This study would like to conclude that nature is truly beautiful. History and culture are truly different or unique because of the heroes who grew in the province. Industrial tourism shows the creativity of the province which can be promoted through songs. Sports and recreational facilities show activities that can be done by many tourists which probably entice them. Shopping can be very appealing to tourists because of the local products that can be bought in a particular province. Customs and traditions are shown through festivals and local dances which tourists might be interested to participate in. Special events show diversity of the province which are not just about fiestas because other events can be held as well. Health and wellness show its uniqueness because not all the songs reflect medical treatments like spa and the like.

The study offers the following recommendations based on the conclusions. Composers or song writers in the provinces or municipalities may focus on historical documentaries to clearly show the uniqueness of a particular place to make it a useful and effective advertising material. The researcher also recommends highlighting different social media sites to enhance the promotion of the province relative to a certain category. The researcher recommends the use of a strategic approach for the musical arrangers and scorers analyzing different blogs about certain activities done in the province. Analysing the various articles blogs personally made by different tourists from both local and international places may help the resort owners enhance the advertisement because the tourists have the first-hand experience. The proponent recommends that musical composers be more analytical in commercials about malls wherein the focus should be on how well they can advertise their products to earn more tourism receipts. The researcher would like to suggest that musical lyrics arrangers should stress more on promotional videos so that it will be easier for them to show festivals and local dances as the pride of certain tourist destinations. This study would also like to recommend that promotional song lyrics arrangers may focus more on special events like music festivals or concerts to be able to effectively advertise their own festivals by attracting more visitors. The proponent proposes that the succeeding studies to focus more on advertising health and wellness more not only spa to attract more guests consequently promote healthy living among guests or visitors. The researcher also recommends future researches or studies and parallel investigations focusing on other tourism components, forms and elements to further promote the destinations with the use of music videos and other types of advertisement

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