

**THE INFLUENCE OF SMART AGRI RADIO TOWARDS
AGRIBUSINESS PROFITABILITY IN
DAVAO DEL SUR**

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ABSTRACT

FERNANDEZ, JOHN WESLEY R., Davao del Sur State College Institute of Graduate and Professional Education, Digos Campus, Matti, Digos City. **"THE INFLUENCE OF SMART AGRICULTURE RADIO TOWARDS AGRIBUSINESS PROFITABILITY IN DAVAO DEL SUR."**

Graduate Thesis

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SMART Agri Radio is a community radio station of Davao del Sur State College established by the help of the Department of Agriculture. This quantitative non-experimental research design was conducted to determine the significant relationship between the extent exposed to SMART Agri Radio programs and the influence of SMART Agri Radio programs in disseminating information and towards the profitability and the significant relationship between the perceived barriers and challenges hindering the optimization of radio broadcasting in Davao del Sur towards the influences on profitability among listeners. This research was conducted to 229 respondents residing in Davao del Sur. Respondents are mostly female and majority of them are young adults who are married farmers finished secondary education with a 5 years to 10 years of involvement in agriculture/agribusiness.

Keywords: farmers, agribusiness, profitability, SMART Agri Radio

SDG: 8, Decent Work and Economic Growth & SDG: 2, Zero Hunger