

**Influence of Gravity 88.1FM Radio Programmes on Community Development in
Igboho Town, Oyo State**

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**Being a MSC. Thesis to the Department of Mass Communication and Media
Technology, Faculty of Communication and Information Science, Lead City University,
Ibadan, Oyo State, Nigeria**

**In partial Fulfillment of the Requirements for the Award of Master's Degree in Mass
Communication and Media Technology,**

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Certification

This is to certify that this study was conducted under my supervision OBANISOLA, Ayooluwa Olabisi with the matric number LCU/PG/003129 for the award of Master of Science Degree

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Dedication

This research work is dedicated to God Almighty, the giver of life and to my supportive parents.

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Abstract

Igboho, a town in Nigeria, began receiving broadcasts from Gravity 88.1FM in 2021, and has since seen notable social, economic, and cultural growth. However, there is limited research on how radio programs influence community development in the area. This study explores the role of media relations in community development in Igboho. The objectives were to (i) identify community development programs aired on Gravity 88.1FM, (ii) assess residents' perceptions of these programs, and (iii) examine their impact on community development. The study is grounded in Agenda-setting Theory and Direct Effects Theory. A quantitative research approach was used, employing a survey design with random sampling. Data was collected from 383 respondents via questionnaires. The findings reveal that Gravity 88.1FM broadcasts several community-oriented programs, including *Lagbegbewa*, *Gbagede Oro*, *Beyond the Headlines*, and *Ede Ayan*. These programs promote education, infrastructure development, economic activities, and raise awareness about sanitation and environmental issues. They also foster social cohesion, transparency, and accountability within the community. The study concluded that the radio station has a positive influence on Igboho's development, though it does not address broader national issues like poverty and unemployment. The study recommends the introduction of employment-focused programs on Gravity 88.1FM, alongside collaboration with other radio stations, to enhance government-citizen engagement and reduce unemployment and poverty in Igboho.

Keywords: Radio Programs, Gravity 88.1FM, Community Development.

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