

# Effects of Viewing Romantic Comedy Films: Basis for Concept Enhancement

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## Abstract

This research paper is adhered to present the profile of the respondents in terms of gender and college department, determine the outcomes of romantic comedy films on film elements, test the significant relationships between the effects of viewing romcom and profile variables. The researchers conducted survey among 285 students in order to get an overview on romantic comedy films. This research paper is aimed to determine top-rating romcom films' effects on its audience for filmmakers to acquire possible suggestions on what aspects they should further improve and what particular parts to tone – down in order for them to produce a quality romcom film. This study is for the benefit of incoming or aspiring directors, producers or scriptwriters in the future film industry and will further help them create a box – office film worthy of commending.

Keywords: Film; Romantic comedy; Romcom; Concept enhancement

## I. Introduction

Films are the most compelling industry in the Philippine context. Movies are produced not just to give entertainment to its viewers, but function as reflector of a country's media industry. Each week are heading – on by different kinds of motion pictures that depict different genres like horror, romance, comedy and family drama as well.

In this continuously changing world of Philippine movie industry, various film festivals become instruments to showcase number of locally produced movies that have excelled and received international awards. It also includes extremely talented artists who have produced prominent movies that have commended even in overseas.

According to Grindon [1], romantic comedy films produce a humorous atmosphere through various cues they give to the viewers: subject matter is treated as trivial, punch lines and physical humor make fun of scenarios, and the characters are protected from possible danger. Although romcoms show challenges and certain circumstances, the plot will end up being light – hearted and anticipating positive ending. The concept of romantic comedy movies could be described as melodramatic but still humorous.

Rosseci [2] stated that Rom-com in the Philippine cinema was shown in the pre-war period, entitled *Ang Tatlong Hambog*, a 1926 Filipino silent romantic comedy film produced by Jose Nepomuceno, known as the Father of Filipino movies. The said movie was a romantic comedy film starring vaudeville actress Isabel Rosario Dimples Cooper and a race car sportsman Luis Tuason.

It was a different era in the late twenties. It was the time when all the ladies are supposed to act like ladies in public. No-kiss-no-touch was their policy. This film was film became controversial because it is the first time

that Filipino audience will witness a lips-to-lips kiss onscreen.

In an article by Renée 3], she argued that cinema is basically about storytelling, and each element you put into a film, dialogue, props, lighting, musical scoring and even the editing, says a certain thing or explanation to every person who watches that particular film. Also, it was also discussed that the subtext is something the directors and other film enthusiasts fail to integrate into their films. Essentially, the subtext is all about the subliminal information that you're trying to tell your viewers without literally uttering the exact message in the film.

In developing a good concept for a romantic comedy film, the researchers considered four elements, these are Casting, Characterization, Dialogue and Theme. Casting plays a big role in every film. It determines whether a movie will become a hit or a flop. The audience would always prefer films with strong cast ensemble for it will be a guarantee that the particular film is a good one. Characterization and Dialogue are also essential in romantic comedy films. People love characters that are unique and unforgettable, and as to dialogue, Pinoy moviegoers love lines that are romantically dramatic. As a matter of fact, even the lines from old Pinoy romcoms are still famous today, a clear indication that lines give a great impact to its audience. Lastly, the theme serves as a film's foundation. It one of the first things people consider before watching a film. A good theme, partnered with phenomenal casting, strong dialogue and excellent character establishment, will definitely result to a successful romantic comedy film.

The researchers have chosen three Filipino box-office romantic comedy films as basis for answering the questionnaire used. These three films namely Crazy Beautiful You, Starting Over Again and A Very Special Love, were among the top-grossing romcom films in the Philippines of all time.

This research paper being conducted is for the purpose of determining top-rating romantic comedy films' effects on its audience for filmmakers to acquire possible suggestions on what aspects they should further improve and what particular parts to tone-down in order for them to produce a quality romcom film. This study is for the benefit of incoming or aspiring directors, producers or scriptwriters in the future film industry and will further help them create a box-office film worthy of commending. Through producing a quality romantic comedy film, future AB Communication students will gain ideas as to creating a good concept for a romcom film, and will further help them proceed with the development of romcom films in terms of the production.

## II. Methods

### 2.1 Research Design

The researchers used the descriptive method of correlational research in which data are gathered without altering the situation and can provide information about the naturally-occurring behavior, attitudes and other characteristics of a particular group (OHRP, ret. 2014).

### 2.2 Participants of the Study

The participants of the study were 285 male and female students from different colleges of LPU- Batangas, and this was based on an effect size of 0.27 and a power probability of 0.95 using G\*power 3.1.9. The respondents were purposively selected since respondents who watched romantic comedy films were the main focus of the study.

### 2.3 Instruments

The researchers of this study used a self-made questionnaire. The researchers validated the first part, the Demographic profile of the respondents. Then on the second and third part of the self-made questionnaire, a

Likert-Type Scale was used to ask things about romantic comedy films' elements and the effects of romcom movies have to viewers. These compose the third part consecutively.

The faculty in-line with this topic validated the questionnaire through interview with some experts in the field of romantic comedy films.

## 2.4 Procedures

The researchers, together with their adviser brainstormed about topics that can put up a good study in the field of mass communication. They came up to the study and learn about the effects of romantic comedy films to adolescent' s behavior. It was then also discussed that researchers must know what effects such films bring. After knowing their study topic, the researchers formulated the four objectives that this paper would do to help film students, filmmakers, producers, film enthusiasts and those who are interested/into film development. The researchers looked for related studies and a theory that will support the validity and effectiveness of their proposed study as well. Since their participants are adolescents, the researchers have decided that college students from different departments will compose their 285 target participants. A proposed questionnaire which was used for this study was also prepared and a pilot test was conducted to 30 participants in order to know what should be changed, improved in the questionnaire.

## 2.5 Data Analysis

The gathered data were tallied, encoded and interpreted using different statistical tools such as frequency distribution, weighted mean and Analysis of Variance (ANOVA). These tools were used based on the objectives of the study. In addition, all data were treated using a statistical software, PASW version 18 to further analyze the results of the study.

## 2.6 Ethical Considerations

To observe highly confidential nature of the interviews, no particular names were mentioned in the report. The identity of the respondents was not revealed. No personal opinion was given by the researcher, only information and results based on the data gathered.

## III. Results and Discussion

The table 1 presents the percentage distribution of the respondents' profile. As seen from the table, majority of the respondents are male, with a frequency of 143 and a percentage of 50.40 while 141 are female with a percentage of 49.60. It is very evident that LPU-Batangas' population is comprised mostly by males because of the Lyceum International Maritime Academy campus.

Table 1. Percentage Distribution of the Respondents According to Profile (N = 285)

<b>Profile Variables</b>	<b>f</b>	<b>%</b>
<b>Sex</b>		
Male	50.40	143
Female	49.60	141
<b>College</b>		
CAMP	11.60	33
CBA	15.80	45
CCS	6.00	17
CEAS	6.00	17
CITHM	23.20	66
CCJ	2.10	6
Dentistry	4.10	12
Engineering	5.60	16
LIMA	23.90	68
Nursing	1.40	4

Romantic comedy films are clearly for everyone of all ages. But college students are most likely to appreciate these genres among other age groups. Because college students range from ages sixteen to early twenties, it means they have at least experienced being in love or feeling infatuated towards someone. This genre is something they would easily relate to because most romcoms are starred by artists of the same age bracket as them. Viewing romcom films is also their quick escape from Effects of Viewing Romantic Comedy Films: Basis for Concept Enhancement 32 their busy college lives and a fun way to spend their time with their fellow college acquaintances.

In terms of College, most of the respondents came from the LIMA department with a total percentage of 23.90. The dominating number of Maritime students is a clear indication that Maritime studies is one of the expertise of LPU-Batangas. Students from different parts of Batangas, even the remotest areas as well as in other nearby provinces, are gathered in LIMA because of the quality education it provides.

LPU-Batangas is now reaching its tallest heights to be one of the country’s prime leaders in providing dignified and globally competitive graduates to the international community by pushing its image judiciously in the frontier of world – class universities[4]. Since 2009, the Lyceum of the Philippines University – Batangas has been a consistent provider of top notchers especially in Maritime education, which proves that the institution has established a great educational foundation when it comes to Maritime studies.

On the other hand, the Nursing department got the lowest, having a frequency of 4 and a percentage of 1.40. It is probably because the program is not as in demand as the previous years.

Nursing was the easiest way to land a job, the best chance to look for a stable occupation. Because of this idea, Filipinos tried their lucks in nursing schools, and institutions gained huge amounts of enrollees because of the suddenly exploding demand. But in today’s technological generation, unfortunately, nursing is no longer the fastest and easiest way to employment that it was before. The standards of foreign nations regarding hiring nurses have grown severe, making it harder for even the best Filipino nurses to seek jobs in those overseas countries. And the global demand for nurses has declined considerably. As a result, the number of Filipino nursing graduates looking for jobs abroad has decreased at almost alarming rates [5].

Based from the table 2, the respondents who viewed romantic film with regards to casting got a remark of agree with a composite mean of 3.84. Among the items cited, “I prefer watching romcom films when the two main characters are in a loveteam, therefore, making a good chemistry” got the highest weighted mean score of 4.07.

Evidently, loveteams are truly becoming a trend in the television and film industry today. Most romantic comedy films today are starred with popular loveteams because that is what the public demands. Top grossing romcoms today are mostly starred by love teams that have the highest fan base in the country.

Avis, P. [6] wrote in his article that love teams are quite interesting here in the Philippines. Even though the Western part of the world has phenomenal celebrity love teams, it still can’t be denied that the Philippines is uniquely different when it comes to pairing celebrities. He stated that the Philippines is an old – fashioned country wherein romantic fairy tales and stories became the very core of the society. Filipinos are very much fascinated with happy endings in love stories. Because of romantic films’ love teams, people are having a glimpse of young romance and new beginnings. He also stated that films are easier to sell when love teams are part of the cast.

Table 2. Effects of a Romantic Comedy Film as to Casting

Indicators	WM	VI	Rank
1. I like to watch a romantic comedy film mostly because of the starring celebrities.	3.96	Agree	5
2. I enjoy romcom films more when roles are being played by popular teen sensations rather than the more mature ones.	3.81	Agree	6
3. I feel a strong admiration only towards actors/actresses with good looks.	3.68	Agree	8

4.	I do not watch a romcom film with artists that have scandals and controversies.	3.40	Moderately Agree	10
5.	I find romcom films more tempting to watch when the lead actors/actresses are sexually appealing.	3.67	Agree	9
6.	I find romcom films more entertaining when professional comedians are part of the cast.	4.04	Agree	2
7.	I find it confusing when there are too many artists in a romcom film.	3.79	Agree	7
8.	I enjoy watching romcom films more when veteran actors are included in the cast.	3.99	Agree	3.5
9.	I appreciate romcom films more when the lead actors/actresses can sing and dance.	3.99	Agree	3.5
10.	I prefer watching romcom films when the two main characters are in a loveteam, therefore, making a good chemistry.	4.07	Agree	1
<b>Composite Mean</b>		<b>3.84</b>	<b>Agree</b>	

Legend: 4.50–5.00=Strongly Agree; 3.50–4.00=Agree; 2.50–3.49=Moderately Agree; 1.50–2.49=Disagree; 1.00–1.49=Strongly Disagree

On the other hand, in a Philtre, P. [7] article entitled 4 reasons why the Rom-Com is the undisputed ‘genre ng bayan’, it is said that romcom is the perfect genre for love teams. Local celebrities, once in their lives, had at least been part of a love team. It is obviously because love teams became the easiest way to create and establish that particular artist and gain supporters through fanbases.

It was followed by “I find romcom films more entertaining when professional comedians are part of the cast” and “I enjoy watching romcom films more when veteran actors are included in the cast” tied-up with another indicator, “I appreciate watching romcom films more the lead actors/actresses can sing and dance”. Filipinos are fond of watching films that are composed of well-established artists. Launching celebrities with little to no experience in acting means risking the total film itself. Also, it is a plus if the actors are well-known singers or dancers. It will definitely be more attracting to watch a romcom film when the lead actors are the ones singing the film’s theme song. Famous comedians are also play a huge role in a film. Their undeniable humour adds vibrancy and gives a light mood in a film.

However, the item “I do not watch a romcom film with artists that have scandals and controversies” obtained the lowest mean score of 3.40 and rated moderately agree only. People focus more on how well the artist does the work rather than his or her image. People are always conscious about someone’s reputation but in films, the most important factor is the story and content of the film, and not the artists in it. But for some

producers, in order to gain respect from the people, they would hire artists with clean records just so that the film will have a good image. It was preceded by “I find romcom films more tempting to watch when the lead actors/actresses are sexually appealing” and “I feel a strong admiration only towards actors/s actresses with good looks”. It is a clear manifestation that Filipinos do not look on the physical appearance of the artist, but rather on his or her capability to deliver the message of the film. There have been some romantic comedy films that featured artists that are not as good-looking as other celebrities, but garnered a high compensation during their show dates, an indication that Filipinos are much more hooked-up with the theme and concept of the film, and not on the star factor of the artists.

Gallaga, W. [8] had a writeup about the recent movie hit “Kita-Kita”, starring Empoy Marquez and Alessandra de Rossi. He wrote that Empoy’s humor was enough to make the film a blockbuster one knowing that he is not the usual matinee idol and romantic lead type for an actress as stunning as Alessadra. He elaborated that “Kita-Kita” is a game-changer, bringing new flavor to Philippine rom-coms. It does not need the assistance of prefabricated love teams and exaggerated storylines. Gallago emphasized that people can surely enjoy going to the cinema with films just like “Kita-Kita”, starring two phenomenal actors doing their craft without trying to fit in with the society’s trend.

Table 3. Effects of a Romantic Comedy Film as to Characterization

Indicators	WM	VI	Rank
1. I find a certain <u>romcom</u> film more interesting to watch when the protagonist is poor/less fortunate.	3.83	Agree	9.5
2. I tend to imitate unique fashion statements of some characters in a <u>romcom</u> film.	3.83	Agree	9.5
3. I can easily relate myself to one’s character in a <u>romcom</u> film whenever we stand on the same situation.	3.88	Agree	5
4. I get a furious feeling against antagonists in a <u>romcom</u> film.	3.85	Agree	7
5. I can easily understand and imagine the story when the characters are believable and not exaggerated.	4.04	Agree	1
6. I find it amusing whenever character transitions happen in a <u>romcom</u> film (ex: ugly duckling turned to a beautiful girl)	3.88	Agree	4
7. I find the typical “arrogant guy” character entertaining in a <u>romcom</u> film.	3.85	Agree	8
8. I get hooked for hours when <u>romcom</u> films’ characters are bubbly and positive.	3.99	Agree	2.5
9. I get easily affected with overly dramatic characters.	3.99	Agree	2.5
10. I do not mind if the characters are vulgar and obnoxious.	3.87	Agree	6
<b>Composite Mean</b>	<b>3.90</b>	<b>Agree</b>	

Legend: 4.50–5.00=Strongly Agree; 3.50–4.00=Agree; 2.50–3.49=Moderately Agree; 1.50–2.49=Disagree; 1.00–1.49=Strongly Disagree

As seen from the table 3, the overall assessment of the respondents as to the Effects of a Romantic Comedy films as to Characterization by the composite mean of 3.90 and all items were rated as “Agree” The respondents can easily understand and imagine the story when characters are believable and not exaggerated ranked first with a weighted mean score of 4.04 and verbally interpreted as often. Since, acting strategy is fundamental to anybody needing to be a genuine on-screen character. It's very simple to mirror a character or even a feeling; however, where's the profundity in that? The objective of a prepared performer is to wind up plainly a completely acknowledged three-dimensional character, with a rich backstory. Movie viewers should trust the character actors and actresses play is honest and not a meaningless, a cartoon, a thin outer portrayal of somebody who scarcely looks like a person. Viewers should accept what actors say is genuine and not recounting, gushing or remarking.

Sundar [9] said that one needs to get into the character to be realistic. There are internal and external methods of acting external is when you improvise in front of a mirror, whereas internal is when you get a feel of the scene and bring out your emotions in a real manner. Actors trying to do both, because it is a learning process.

Rank 2nd is respondents get easily affected with overly dramatic characters. Viewers want stories or line that can relate to their real lives. Through convincing acting viewers can really connect to their favorite characters.

Alderson [10] discussed that movie viewers relate to stories through the characters. The most effective approach to contact a crowd of people is through the characters' feelings. When watchers interface with the characters on an enthusiastic level, does the collaboration turn out to be profound and important. Elegantly composed scenes that incorporate characters' feelings enable the group of onlookers to instinctively participate in the story and security with the characters.

Moreover, when respondents get hooked for hours when romcom films are bubbly and positive. In researchers own analysis, the best romcom movies for the respondents are those movies which is both interesting for the ladies and men, and they frequently have a vibe of decent romantic tale that is essential to the plot. These effects of characterization have weighted mean of 3.99 and both verbally interpreted as “Agree.”

Rank 3rd to the highest for this table is respondents find it amusing whenever character transitions happen in a romcom film (ex: ugly duckling turned to a beautiful girl) which obtained a weighted mean score of 3.88 and also rated as often. Respondents love to watch those romcom films with character transition because it is good to watch a film that influenced its viewers. Through this character transitions viewers waited and make them excited on what's going next.

However, characterization aspect about find a certain romcom film more interesting to watch when the protagonist is poor/less fortunate obtained the lowest mean score of 3.83. Since then, Filipinos are familiar to this type of character. In every movie they always distinguished whom is the protagonist and antagonist through their role. Commonly, protagonist played the role of less fortunate while antagonists are the dominant who always play the role of rich or fortunate character. In addition, table item number two, “tend to imitate unique fashion statements of some characters in a romcom film” hold same mean score of 3.83 and both rated as “Agree” only.

Celebrities shape and influence fashion trends. Famous people have always shaped fashion trends throughout history and this is still true today.

Danielsson [11] argued that a study demonstrated that most teenagers did notice and recognize what was popular. As opposed to dressing like sparsely clad superstars, the teenagers in this examination concurred there was greater accessibility to make their own particular style and look developing. Indeed, even inside the media and on-screen characters' domain, there were students dressing all the more reasonably; along these lines, it ought to be noticed that that not every person wants to wear attractive and uncovering apparel. Teenager's preferred not to spend the creator costs for good quality yet would rather get all the more apparel at a reasonable cost.

Table 4 reveals the respondents rated often the Effects of a Romantic Comedy Film as to Dialogue by the composite mean of 4.02. The results showed that the respondents mostly can remember particular humorous

punch lines from different romcom films, as it ranks first with the weighted mean average of 4.11 and verbally interpreted as “ Agree.” Humorous punch lines from romcom films are an essential aspect because it gives relaxing atmosphere to its viewers through dialogues and conversations.

Coburn [12], discussed that at the point when things begin to get too substantial or overpowering, toss in a little cleverness to discharge the strain; a considerable measure of the works of art do this. Bunches of movies make awesome utilization of this, as well, going from Clever comments or episodes have a tendency to occur close to the finish of a part or long scene. They give a musicality and let per user/watcher know it’s time for the following scene, segment, and another arrangement of ideas.

Second is when a certain dialogue is being delivered by respondents’ favourite actor/actress with weighted mean of 4.08 and verbally interpreted as “ Agree”

Rank 3rd is when respondents feel like the character in the movie when a certain dialogue is delivered on-screen. This effect as to dialogue gets a weighted mean score of 4.07 and rated also as “ Agree” viewers love to relate and incorporate their selves in every film. That is why respondents consider dialogue as one of the factors to relate every scene to their lives.

Table 4. Effects of a Romantic Comedy Film as to Dialogue

Indicators	WM	VI	Rank
1. I pay attention to the lines of each character in a romantic comedy film.	4.06	Agree	4
2. I tend to copy or incorporate in my daily life some words or language I get from a character of a romcom movie.	3.87	Agree	10
3. I laugh whenever punchlines are being accompanied by unexpected sound effects.	4.01	Agree	7
4. I can easily recall some iconic romantic dialogues from different romcom films.	4.02	Agree	6
5. I like it when a certain dialogue is being delivered by my favorite actor/actress.	4.08	Agree	2
6. I can remember particular humorous punchlines from different romcom films.	4.11	Agree	1
7. I feel like the character in the movie when a certain dialogue is delivered on – screen.	4.07	Agree	3
8. I easily get carried – away with dramatic dialogues in a romcom film.	4.05	Agree	5
9. I am also in deep pain whenever the protagonists undergo a series of confrontations and arguments.	3.99	Agree	8
10. I don’t mind when actors deliver vulgar words on – screen.	3.94	Agree	9
<b>Composite Mean</b>	<b>4.02</b>	<b>Agree</b>	



Legend: 4.50 – 5.00 = Strongly Agree; 3.50 – 4.00 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

On the other hand, effects to dialogue about tend to copy or incorporate in respondents’ daily life some words or language they get from a character of a romcom movie receive the lowest mean score of 3.87 and rated also as “Agree”.

This effect obtained a lowest mean score because only few viewers appreciate dialogue in romcom films because they are more focus on factors that can relate and influence them in their daily lives. Second to the last is, respondents don’t mind when actors deliver vulgar words on – screen with mean score of 3.94 and nterpreted as “Agree”. Viewers don’t mind if a character delivers vulgar words as long as the actor and actress portray their role in a convincing way.

Rank 3rd with the lowest mean score of 3.99 and rated same as Agree is respondents also in deep pain whenever the protagonists undergo a series of confrontations and arguments.

Table 5 Effects of a Romantic Comedy Film as to Theme

Indicators	WM	VI	Rank
1. I only watch a romcom film when the theme is fresh and unique.	4.01	Agree	8
2. I still find the typical boy – meets – girl concept effective despite being stereotyped.	3.95	Agree	9
3. I get disappointed with films that are open – ended.	3.90	Agree	10
4. I get hyped – up when a romcom film reveals a bizarre plot twist.	4.03	Agree	6
5. I find the values conveyed in a romantic comedy film applicable to everyday life.	4.08	Agree	3
6. I get a feel – good vibe when romcom films’ colors are warm, sunny and vibrant.	4.12	Agree	1
7. I get attracted with storylines that incorporate “puppy love” stories.	4.07	Agree	4
8. I get attracted with storylines that incorporate adult love stories, therefore I am in favor of sexy scenes in the movie.	4.02	Agree	7
9. I don’t get satisfied when romcom films have sad endings.	4.11	Agree	2
10. I find the “rags to riches” theme very effective in a romcom film.	4.05	Agree	5
<b>Composite Mean</b>	<b>4.04</b>	<b>Agree</b>	

legend: 4.50 – 5.00 = Strongly Agree; 3.50 – 4.00 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 5 shows the effects of Romantic Comedy films based on theme with the composite mean of 4.04. All items were rated often. The result shows that respondents feel a good vibe with warm, sunny and vibrant colors because of this it ranked first with the weighted mean of 4.12, verbally interpreted as "Agree". Every film does have an impact when comes to incorporating happy vibe to the viewers, thus gives the film a light and enjoyable approach. Color sets the mood and tone of every film. Some films incorporate tints which creates and builds up color palette. Many romantic comedy films use pastel shades like pink, beige and lilac this is to highlight the non-dramatic side of every romcom films.

Second is respondents' dissatisfaction when romcom films have sad endings, with the weighted mean of 4.11, verbally interpreted as "Agree". Romcoms are said to be funny and stress less kind of film, so a happy-ending is quite a big deal to the viewers. There might be ups and downs with the two protagonists but in the end they' ll still be together. Hence, Romantic Comedies includes love, courtship and marriage comically. Where comic refers more to the mood of the movie and less to its plot. In a romcom genre, it really does not need to end happily nor in comedies where all films have happy ending. Though majority of romcom films have happy endings, wherein marriage of one or more couples that the plot has brought them together.

The film's humor usually derives from different obstacles to this outcome especially misunderstanding between their lovers or perspective partners.

Welch [13] discussed that most romantic comedy films usually follow the same script -- One person likes another person, they get together, break up and still they get back together basically expecting a happy ending in almost every film we watch most especially in romcom. Sometimes, directors and screenwriters like to give their audiences for a loop and give them a more realistic ending where main couple calling it quits. this is something appreciable, but for hopeless romantics, it is very sad and really annoying to devote two of our lives to lovebirds who in the end will still not be together forever.

Romantic comedies will then end with a grand romantic gesture, a mad dash in an airport or through traffic. I love you are exchanged, and kisses are had. However, these are a few comedies that "zag" when the formula says "zag" they say "to hell the tradition!"The endings are real, brutal and not very happy. Oftentimes the couple, like in a real life, doesn't really end up together. Lessons are learned, and separate paths are taken. It is unsatisfying if the viewers are hoping for the chase and the kiss, but sometimes these films, looking more like real life without a contrived happy ending, can make the audience feel good in their own odd way.

Third is respondents' find values in a romcom film applicable to everyday life with a weighted mean of 4.08, verbally interpreted as "Agree". Romcom films nowadays are very much relatable because scriptwriters tend to use what's on trend and its viewers' need to let them watch the film. They include relatable hugot lines and some also includes a true-to-life story of someone. Romcom have relatable and common plots where two people usually a girl and a boy, meet and then will eventually part ways because of an argument or an obstacle. These two people will not be romantically involved, for they believe that they do not like each other, because the other already has a partner or because of social pressure. But most screenwriters give clues that may suggest that these characters are attracted to each other and are just denying, and they would be a good love match.

When they separate, one or both of them realizes that they are "meant" for each other and is in love for each other. Afterwards, one makes an effort to look for the person and declare their love or it may be because of a coincidental encounter, they meet again. With some comic friction and awkwardness, they reveal their true feelings and the film ends happily the way audience would want it to be.

Grindon [14] noted that romantic comedy moves assumes a self-depicting stance that signals the audience to relax and have fun, for nothing serious will disturb their pleasure. But, this sly pose allows artists to influence their audience while viewers take notice of the work's persuasive strategy. Humor establishes the tone, courtship

provides the plot. In a broader sense the subject of a romantic comedy is the values, attitudes and practices that shape the play human desire. The transforming power of love is the greatest theme. More than sexuality, these movies portray a drive toward marriage or a long-term relationship. Indeed, rom-coms show the stories that allow men and women to reflect upon romance as a personal experience and a social phenomenon which is engaging in the discourse of love, representing the shifting practice of, and the evolving ideas of viewers about romance and culture.

The result shows that respondents only watch romcom film when the theme is fresh and unique which ranked third lowest with a weighted mean of 4.01, verbally interpreted as “Agree” . Some romcom films might have cliché plots but still has that unique twist which caters to the audience. One of the conventions of romcom films is during their encounter together; two potential partners in unusual circumstances.

Second lowest is that respondents still find the typical boy-meets-girl concept effective despite being stereotyped with a weighted mean of 3.95, verbally interpreted as “Agree” . Truly, boy-meets-girl concept of a romcom film is so used up, viewers might be searching for a new theme.

Koerner [15] said that Boy Meets Girl is like any other type of romantic comedy film. People take this as a regular and old romantic comedy. Movies like this are redefining how people see romance and defying the odds, which is lacking in this kind of concept. LGBT storylines and romances are showed more often now hence people are still expected two protagonists who fall in love.

Likewise, in an article Boy Meets Girl [15] rom-com films follow a similar script, one person likes another person, they get together and break up and then they would get back together in the end of the film, expecting a happily-ever-after in almost every film especially if the film in question is a rom-com.

The lowest rate shows that respondents often get disappointed when the films are open-ended which with a weighted mean of 3.90, verbally interpreted as “Agree” . Some viewers might be pissed whenever their expectation is executed to the film they have watched. They might want to more right away what will happen next and not let them think of more or leave them hanging.

Thus, ambiguous ending surely has a time and a place. Stories that strive to appeal to our senses, emotions and fears can benefit greatly from this kind of technique. These movies have a profound effect on the viewers, reminding them that like is sometimes confusing and strange. When art imitates life, it can be extraordinarily captivating.

Table 6 Summary Table on the Effects of a Romantic Comedy Film

Indicators	WM	VI	Rank
1. Casting	4.04	Agree	1.5
2. Characterization	3.90	Agree	4
3. Dialogue	4.02	Agree	3
4. Theme	4.04	Agree	1.5
<b>Composite Mean</b>	<b>4.00</b>	<b>Agree</b>	

Legend: 4.50 – 5.00 = Strongly Agree; 3.50 – 4.00 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 6 depicts the summary on the effects of a Romantic Comedy Film. Indicators Casting, Characterization, Dialogue and Theme had a composite mean of 4.00 and all were rated agree. Casting and Theme took the ranked 1.5 with a weighted mean of 4.04, verbally interpreted as “agree”. In every romantic comedy film, people will always look for whoever will play the role and to what concept they are up to now. They want to see a good portrayal of the cast, they’re chemistry on screen and other love teams on trend. Theme

and its conceptualization give it a fresher look for audience to wait for it.

Thus, Koerner [15] explained that understanding how the world created either demands that a certain theme be explored or denies the possibility of this. It is about knowing what stories need to be told and the meaning a viewer might be left with. Genre comes into play strongly here because it often dictates the theme of the story or at least some type of meaning an audience expects in a romantic comedy, themes can also include overcoming emotionally negative experiences from the past.

Followed by Dialogue with a weighted mean of 4.02, verbally interpreted as “agree” . And lastly, in this element, audiences would want to be entertained so a certain use of dialogue is very much important in producing a romcom film. There should be punch lines and other remarkable lines for people to remember and patronize.

Gladwin [16] said that to become clear that those characters would make the other character feel a certain emotion or a particular thing, dialogue should be good enough. He explains that dialogue only addresses the interplay and the battle of desires and wants between characters--and only the wants and desires of the characters that are important in the story. And the last, Characterization with a weighted mean of 3.90, verbally interpreted as “agree” . In this element, viewers might be looking for good portrayal of roles in the film.

Table 7. Difference of Responses on the Effects of a Romantic Comedy Film when grouped according to Profile

Elements	Gender		I	College		
	t-value	p-value		F-value	p-value	I
Casting	0.880	0.380	NS	2.031	0.036	S
Characterization	1.232	0.219	NS	3.224	0.001	S
Dialogue	1.780	0.760	NS	2.394	0.013	S
Theme	1.190	0.235	NS	4.555	0.000	HS

Legend: Significant at  $p$ -value  $< 0.05$ ; HS = Highly Significant; S

Based from the result from Table 7, it was found out that there is a significant difference observed on the aspects of romantic comedy film as to casting (0.036), characterization (0.001) dialogue (0.013) and theme (0.000) when grouped according to college. This means that the students from different colleges have different perceptions on romantic comedy films. Liberal Students, for example, may take on the questionnaire critically because it is their line of expertise, while other colleges might take it on lightly. Their chosen college departments have influenced their way of thinking and analysing things. It was also supported using post hoc test that those students who belong to the College of Nursing have a higher perception than those from CEAS and other colleges.

On the other hand, in terms of college, Casting, Characterization and Dialogue are all significant while Theme got a remark of highly significant, with an f-value of 4.555, meaning students from different colleges pay close attention to a romantic comedy film’s theme.

#### IV. Conclusion and Recommendation

Majority of the respondents are male and are students of Lyceum International Maritime Academy. Romantic Comedy film viewers evaluated Casting and Theme as the highest factor in viewing such film. The effects of watching romantic comedy film varies across each college.

An increase in the variables to further increase the reliability of the result. Explore and use other variables to further increase the reliability that could be factors as guidelines in producing a box office romantic comedy

film. Future researchers are encouraged to conduct other tests and methods relating to the elements of a romantic comedy film as a basis for concept enhancement. The proposed enhancement for romantic comedy film production maybe tried and evaluated thereafter. After the publication of this research paper, future Communication students may create a continual research regarding romantic comedy films but focusing on the production aspect.

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