

A DAY IN THE LIFE OF LOIDA MALABANAN: A CONTENT ANALYSIS OF THE
2013 INDEPENDENT

FILM "EKSTRA" (THE BIT PLAYER)

A Research Study

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ABSTRACT

“Ekstra” or The Bit Player is a 2013 Independent Film directed by Jeffrey Jeturian which showcases the life of Loida Malabanan as she enters the world of a bit player or popularly known as “Ekstra” in the Philippine movie industry.

This content analysis of the film was performed to analyze the main character’s experiences, roles and responsibilities, and the social issues she faces in a day of fulfilling her task as a bit player or Ekstra. This research also explores the behind-the-scenes of an Indie Film production in the Philippines. Similarly, it exposes the pessimism of the process of film production before its release. In addition, human rights violation is another topic discussed in this study. This was anchored in the theories of Social Responsibility and Hypodermic Needle.

All data and analysis gathered in this study are validations of the realities within the Philippine movie industry; the struggles each character face, and the message the film imparts to the viewers.