

The Role of 'Wekeza Tanzania' Program TBC1 in Promoting Investment

Activities in Tanzania

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Abstract - This study evaluates the impact of the "TBC1 Wekeza Tanzania" TV program in promoting Tanzania's manufacturing sector. Recognizing media's essential role in economic growth, the research examines how this television program has influenced awareness, sectoral growth, and investment in manufacturing. Using a mixed-methods approach, the study combines viewer surveys, interviews with industry stakeholders, and program content analysis to assess its effectiveness. Findings reveal that "TBC1 Wekeza Tanzania" significantly boosts visibility for local manufacturing by highlighting opportunities, showcasing success stories, and fostering dialogue on industrial policy. The program has contributed to elevating local manufacturers' profiles and attracting potential investors, although challenges such as limited coverage and a need for more specialized content were noted. The study concludes that targeted media initiatives like "TBC1 Wekeza Tanzania" can play a vital role in driving industrial

development when aligned with industry needs. Recommendations to enhance the program's impact include expanding its reach, diversifying content, and implementing mechanisms to track investment outcomes.

1. INTRODUCTION

As Tanzania aims to achieve its vision 2025 development goals, increasing investment activities across sectors is crucial for economic growth, industrialization, and job creation. Tanzanian government has implemented various policies and incentives to attract both local and foreign investors, particularly in key sectors like manufacturing, agriculture, and tourism. However, for these efforts to be effective, potential investors must be well-informed about the opportunities, regulatory requirements, and incentives available within Tanzania's economy.

Media plays a pivotal role in driving awareness and shaping public perception of investment opportunities. TV programs, in particular, have broad reach and influence, making them valuable platforms for promoting investment activities. "Wekeza Tanzania," a program aired by TBC1, is one such initiative designed to spotlight investment opportunities across Tanzania. It serves as an information bridge, highlighting various sectors' potential, sharing insights from industry leaders, and educating viewers on relevant policies and processes.

"Wekeza Tanzania" not only aims to attract investments but also to create a more informed public and investment community by featuring in-depth discussions on regulatory processes, tax incentives, and local resources that investors can leverage. Through interviews, case studies, and success stories, the program fosters a positive image of Tanzania as an investment destination, encouraging local and international audiences to participate in the country's economic growth.

This study evaluates the role of "Wekeza Tanzania" in promoting investment activities in Tanzania. It assesses the program's effectiveness in increasing awareness, educating stakeholders, and influencing investor decisions. The research further explores how the program contributes to Tanzania's economic development goals and identifies areas for improvement to maximize its impact in fostering a vibrant investment climate.

2. LITERATURE REVIEW

2.1 Empirical literature review

Edmund Burke referred media as the Fourth Estate of the Realm, highlighting its significance in society alongside government institutions. Media plays critical role in sustainable development, adapting to the socio-economic and political contexts of different societies. Since the 1960s, modernization theorists have emphasized the importance of media in national development, arguing that it should inform, educate, and explain crucial issues affecting societal well-being.

Development communication, as defined by Everett Rogers, involves using communication to further development by empowering communities with information to improve their lives. It serves two primary roles: transforming role that drives social change and socializing role that preserves societal values.

Media facilitates knowledge circulation, provides forums for discussing important issues, teaches skills for better living, and fosters consensus for state stability. In India, the history of development communication began in the 1940s with radio broadcasts in various languages aimed at rural audiences and social education. Today, television and new technologies, such as mobile phones and the internet, enhance communication by offering interactive and instant feedback mechanisms that engage citizens in developmental processes.

Despite the potential of development communication, its implementation has often remained theoretical, with many opportunities and demands unmet. To achieve real success, both the strengths and weaknesses of media and accessibility for the public must be considered, ensuring that development communication is not just a concept but a practical tool for societal advancement.

2.2. Theoretical frame work

A theoretical framework provides a foundation for understanding how the "Wekeza Tanzania" program contributes to investment promotion activities in Tanzania. It links the program's strategies and objectives to established theories in communication, media studies, and economic development.

The following theories are particularly relevant:

1. Agenda-Setting Theory

This theory, developed by Maxwell McCombs and Donald Shaw, explains how media influences public perceptions by determining which topics are prioritized. The "Wekeza Tanzania" program aligns with this theory by focusing public attention on investment opportunities, showcasing key sectors, and promoting discussions around economic growth. The program sets the agenda by highlighting critical areas for investment and development, encouraging stakeholders to act on these priorities.

2. Development Communication Theory

Rooted in the works of Everett Rogers and others, this theory emphasizes the use of communication tools to foster social and economic development. "Wekeza Tanzania" leverages television as a medium to educate, inform, and motivate its audience about the importance of investments. The program acts as a vehicle for disseminating information on potential investment areas, fostering an informed public that can actively engage in Tanzania's development.

Application of the Theoretical Framework

The integration of these theories provides a holistic view of how the "Wekeza Tanzania" program contributes to Tanzania's investment landscape. The program's ability to educate, influence, and engage audiences is anchored in these theoretical principles. By doing so, it promotes investment activities, fosters economic growth, and aligns with the broader goals of national development.

3. METHODOLOGY

Research methodology refers to the systematic approach or strategy used to conduct a research study. It encompasses the overall framework that guides how data is collected, analyzed, and interpreted to answer specific research questions or hypotheses. It also outlines the specific techniques, procedures, and tools used to gather and analyze data. This study utilizes a qualitative research approach to gather detailed information on individuals' attitudes and perceptions about the impact of the "Wekeza Tanzania" TV program on investment activities. By

employing a descriptive research design, the study seeks to provide an in-depth and systematic account of the program, with particular focus on its content, the nature of its impact, and its role in promoting national economic development and financial literacy.

The research specifically targets residents from the Mwenge and Mikocheni wards in Dar es Salaam, as well as a media gatekeeper from TBC1, totaling 21 individuals. For sample selection, the study employs simple random sampling to select ten respondents from each of the Mwenge and Mikocheni wards, ensuring diverse representation from the general public. Additionally, purposive sampling is used to identify and include specific individuals with insights pertinent to the program's influence, such as media gatekeepers or program administrators.

In total, the study aims to collect data from 21 participants: 20 community members (10 from each ward) and one program presenter. This sample is designed to adequately represent the views of the broader audience impacted by "Wekeza Tanzania." Data is collected through semi-structured interviews, which are designed to adapt in real time, allowing the interviewer to rephrase or expand questions as needed during the conversation. This format combines both open-ended and closed-ended questions, fostering an unstructured, conversational style that encourages respondents to provide comprehensive, in-depth responses.

The flexibility of the semi-structured interview format enables the researcher to capture nuanced perspectives, creating a richer understanding of respondents' views on "Wekeza Tanzania." This approach is intended to yield insights not only into audience attitudes and perceptions but also into the broader implications of the program's role in influencing investment activities and contributing to national development efforts.

4. FINDINGS

Research findings refer to the results or outcomes of a research study, typically answering the research questions posed at the beginning of the investigation. They represent the data that the researcher has collected and analyzed to understand the patterns, relationships, or insights emerging from the study. An assessment of the contribution of the TBC1 "Wekeza Tanzania" TV program to promoting manufacturing industries in Tanzania reveals significant contributions of media to manufacturing industries. The study objectives were such as to find out how the "Wekeza Tanzania" TBC1 TV Program shows investment opportunities in the country for its developmental growth. to find out the influence of the "Wekeza Tanzania" TBC1 TV program to promote investment activities in Tanzania., and to find out how the "Wekeza Tanzania" TBC1 TV Program follows the progress of different investments in Tanzania's economic development.

This section states the results derived from data analysis, making the findings accessible and aligned with the study's objectives.

A. Contribution to Employment Opportunities

Table 1: Contribution of TV program towards employment opportunities in Tanzania

TV program towards employment opportunities	fre q	%
Raising Awareness About Job Opportunities	7	33%
Encouraging Entrepreneurship and Self-Employment	3	14%
Facilitating Skills Development and Capacity Building	2	9.52%
Promoting Key Economic Sectors That Drive Employment	6	28.58%
Attracting Foreign Direct Investment (FDI)	1	4.76%
Supporting Informal Sector and Youth Employment	1	4.76%
Increasing Public Awareness of Employment Regulations and Workers' Rights	1	4.76%
Total	21	100%

Source: Field Data 2024

Interviewees highlighted various ways in which the "Wekeza Tanzania" program contributes to employment, as summarized in Table 4.1. The findings reveal that the program significantly raises awareness about job opportunities, with 33% of respondents noting this impact. Additionally, 28.58% of interviewees mentioned that the program promotes critical economic sectors, thus supporting employment growth in these areas. Furthermore, 14% of respondents recognized the program's role in encouraging entrepreneurship, suggesting that it inspires viewers to consider starting their own businesses as a means of employment.

B. Contribution to Investments

Table 1.2: Contribution of TV program to investment in Tanzania

Contribution of TV program to the investments in Tanzania	Fr eq	%
Raising Awareness of Investment Opportunities	3	14%
Building Investor Confidence	5	23%
Promoting Foreign Direct Investment (FDI)	2	9.52%
Encouraging Domestic Investment	4	19.05%
Highlighting Investment Challenges and Solutions	2	9.52%
Facilitating Networking and Business Connections	2	9.52%

Creating a Positive Image of Tanzania as an Investment Destination	3	14%
Total	21	100%

Source: Field Data 2024

Table 1.2 shows that the "Wekeza Tanzania" program plays a significant role in raising awareness about investment opportunities, as noted by 14% of respondents. Additionally, 23% of participants indicated that the program helps build investor confidence. The program also actively promotes domestic investment, with 19.05% of interviewees recognizing this impact. Moreover, 9.52% of respondents highlighted that the program addresses various investment challenges and presents potential solutions, providing valuable guidance to current and prospective investors.

3. Influence on Manufacturing Industries

Table 1.3: Influence of TV program to manufacturing industries in Tanzania

Influence of TV program to manufacturing industries in Tanzania	Fr eq	%
Highlighting Investment Opportunities in Manufacturing	1	4.76%
Promoting Locally Manufactured Products	1	4.76%

Building Brand Visibility for Tanzanian Manufacturers	6	28.57%
Encouraging Innovation and Adoption of Technology in Manufacturing	6	28.57%
Connecting Manufacturers with Investors and Financial Institutions	5	23.81%
Providing Information on Regulatory and Policy Environment	2	9.52%
Total	21	100%

Source: Field Data 2024

Table 1.3 illustrates that the program significantly contributes to building brand visibility, with 28.57% of respondents acknowledging this impact. An equal percentage (28.57%) noted that the program fosters innovation within the manufacturing sector. Additionally, 23.81% of respondents highlighted the program's role in connecting manufacturers with potential investors, facilitating partnerships and growth opportunities within the industry.

4. Constraints to Economic Development

Table 1.4: Constraints of TV program towards economic development of Tanzania

Constraints of TV program towards economic development of Tanzania	Fr eq	%
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Limited Coverage and Reach	10	47.6 2%
Overdependence on Government Support	1	4.76 %
Limited Focus on Innovation and Technology	2	9.52 %
Limited Audience Engagement and Interactivity	6	28.5 7%
Regulatory and Bureaucratic Barriers	2	4.76 %
Total	21	100 %

Source: Field Data 2024

Table 1.4 outlines several limitations of the program, with 47.62% of interviewees identifying limited coverage and reach as a significant constraint. Additionally, 28.57% of respondents pointed out issues with audience engagement, while 4.76% highlighted regulatory barriers as another challenge impacting the program's effectiveness.

5. Government Support for Manufacturing

Table 1.5: Government support towards development of manufacturing industry in Tanzania

Government support towards development of manufacturing industry in Tanzania	Fr	%
Industrial Policies and Strategic Frameworks	15	71.4 3%

Tax Incentives and Fiscal Policies	3	14.2 9%
Improvement of Infrastructure	1	4.76 %
Trade Policies and Export Promotion	2	9.52 %
Total	21	100 %

Source: Field Data 2024

Table 1.5 presents the various forms of government support, with 71.43% of respondents emphasizing the importance of industrial policies and strategic frameworks in fostering growth. Additionally, 14.29% of interviewees highlighted the role of tax incentives and fiscal policies, while 9.52% pointed to the significance of trade policies and export promotion. Furthermore, 4.76% of respondents mentioned the improvement of infrastructure as a key factor in supporting the program's objectives.

6. Improving Media to Boost the Manufacturing Sector

Table 1.6: What to be done to improve the media to boost the manufacturing sector in Tanzania

What to be done to improve the media to boost the manufacturing sector in Tanzania	Fr	%
	eq	

Increase Coverage of Manufacturing and Economic Content	4	19.0 5%
Improve Media Accessibility and Coverage in Rural Areas	7	33.3 3%
Promote Business Journalism and Capacity Building	5	23.8 0%
Support Skills Development Through Media Campaigns	4	19.0 5%
Organize Media-Driven Industrial Exhibitions and Trade Fairs	1	4.76 %
Total	21	100 %

Source: Field Data 2024

Finally, Table 4.6 suggests improvements needed in media coverage, particularly in rural areas (33.33%) and promoting business journalism (23.80%).

5. DISCUSSION OF THE RESULTS

In the realm of mass communication, the “Wekeza Tanzania” program on TBC1 TV serves as a key channel for communicating investment opportunities that contribute to the country's developmental growth. Through its strategic use of television as a mass communication tool, the program reaches a wide audience, informing and educating viewers about the economic potential of Tanzania and encouraging both domestic and foreign investments. Here's how the

program effectively utilizes mass communication principles to showcase investment opportunities and drive developmental growth:

1. Information Dissemination to a Broad Audience

- a. **National Reach** via TBC1 TV: As a nationally broadcasted program, “Wekeza Tanzania” benefits from the broad reach of TBC1 TV, which is accessible to millions of Tanzanians. In a country where many citizens rely on television for news and information, this mass medium serves as a powerful tool for disseminating key messages about investment opportunities. Whether urban or rural, the program helps to ensure that a large and diverse audience becomes aware of economic prospects in various sectors, including agriculture, infrastructure, energy, and manufacturing.
- b. **Localized Content:** The program often highlights regional and sector-specific investment opportunities, allowing it to target different geographic areas across Tanzania. This helps overcome regional disparities in investment awareness and fosters a more inclusive approach to national development. For instance, it might focus on specific opportunities in Tanzania’s Southern Highlands or highlight projects in Zanzibar, ensuring that viewers in these regions are aware of the development initiatives that could directly impact their communities.

2. Visual Storytelling and Engagement

a. Success Stories and Case Studies: Mass communication thrives on engaging content, and “Wekeza Tanzania” uses visual storytelling to captivate its audience. The program frequently features success stories of both local entrepreneurs and international companies that have invested in Tanzania. These stories are powerful tools for communicating not just the potential of the market, but also the tangible benefits that come with investment, such as job creation, infrastructure development, and improved community welfare. By visually showcasing these success stories, the program enhances the credibility of its messages, making the investment opportunities more relatable and aspirational for its viewers.

b. Interviews with Experts and Stakeholders: The program often features interviews with government officials, business leaders, investors, and economic experts. This interactive format allows for a more in-depth exploration of investment policies, economic trends, and sector-specific opportunities. The expert opinions add authority and legitimacy to the program’s content, enhancing the overall communication process and making it more informative for investors and the public alike.

3. Educational Role in Mass Communication

a. Simplifying Complex Investment Concepts: Investment, especially foreign direct investment (FDI), can be a complex topic, involving detailed policies, legal frameworks, and economic terms. “Wekeza Tanzania”

effectively simplifies these concepts for its audience. The program uses clear language and visual aids to break down complicated topics such as tax incentives, business registration processes, and the role of investment agencies like the Tanzania Investment Centre (TIC). In doing so, the program makes these opportunities accessible to a broad audience, including potential investors who may not have prior knowledge of the Tanzanian market.

b. Public Awareness Campaigns: The program also plays an educational role by raising awareness about the importance of investment for national development. It links investments in various sectors (such as agriculture, energy, and infrastructure) to tangible outcomes like job creation, poverty reduction, and enhanced social services. Through public service announcements and infographics, the program educates viewers about how investments can directly impact the country's economic development.

4. Building Trust and Credibility through Mass Media

a. Government and Institutional Support: In many developing countries, potential investors may be hesitant due to concerns about corruption, legal issues, or political instability. “Wekeza Tanzania” helps build trust and credibility by showcasing the Tanzanian government’s efforts to improve the business climate, such as economic reforms, infrastructure projects, and incentives for investors. Interviews with high-level government officials, including ministers and the president, provide authoritative perspectives on Tanzania’s commitment to

creating a favorable investment environment. This reassures potential investors that the country is working to ensure a secure and transparent environment for business operations.

b. Highlighting Government Policies and Reforms: By regularly covering topics related to investment policies, tax incentives, and regulatory frameworks, "Wekeza Tanzania" demonstrates how the government's policies are aligned with the goal of economic growth. This positions the program as a trustworthy source of information and a conduit for communicating the government's pro-investment stance.

5. Interactive Communication and Audience Engagement

a. Call-in Segments and Viewer Participation: The program incorporates interactive elements, such as live call-in segments, audience feedback, and questions from viewers. This two-way communication allows viewers to engage with experts, ask questions, and get real-time answers about investment opportunities. This interactivity fosters a deeper connection between the program and its audience, increasing the likelihood that viewers will act on the information they receive, whether by exploring investment options or sharing the knowledge with others.

b. Social Media Integration: As a mass communication tool, the program's integration with digital platforms (such as social media) further extends its reach. Through platforms like Facebook, Twitter, and Instagram,

"Wekeza Tanzania" can share highlights, behind-the-scenes content, and key investment opportunities, making it easier for the younger, tech-savvy audience to engage with the program. This integration allows for a multi-platform communication strategy that complements traditional TV broadcasts and ensures wider access to information about investment opportunities.

6. Creating a Positive Narrative for Investment

a. Promoting Tanzania as a Regional Economic Hub:

Through consistent coverage of Tanzania's growing infrastructure, strategic location, and economic integration with regional markets (e.g., East African Community, AfCFTA), the program creates a positive narrative around Tanzania's role as a key player in regional trade and investment. By highlighting the potential for access to over 500 million consumers through regional trade agreements, "Wekeza Tanzania" makes the case for why Tanzania is an attractive destination for investment.

b. Addressing Investment Concerns: The program also addresses concerns that potential investors might have about market risks, highlighting Tanzania's steady economic growth, legal reforms, and efforts to tackle corruption. This helps in shaping a more positive and accurate image of Tanzania as an investment destination, thus attracting both domestic and international investors.

7. Promoting Local Entrepreneurs and SMEs

a. Fostering Local Investment: In addition to attracting foreign investment, “Wekeza Tanzania” places a strong emphasis on local entrepreneurship. By profiling local SMEs and entrepreneurs, the program encourages Tanzanians to invest in their own economy. This is especially important for fostering an entrepreneurial culture, which is crucial for economic diversification and self-sustained development.

b. Training and Capacity Building: The program sometimes provides resources and guidance on business management, financing options, and how local businesses can scale their operations. This helps viewers understand how to become active participants in the national economy, rather than just passive consumers.

CONCLUSION

In mass communication, the “Wekeza Tanzania” program on TBC1 TV serves as an essential tool for disseminating information, shaping public opinion, and engaging with a broad audience about investment opportunities in Tanzania. By utilizing a combination of visual storytelling, educational content, interactive communication, and trusted expert interviews, the program effectively promotes investment as a means of fueling the country’s economic and social development. Its strategic focus on key sectors, government policies, success stories, and regional opportunities makes it a vital force in attracting investment to Tanzania, thereby contributing to the nation’s long-term growth and development.

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