

Thesis Proposals

**Analyzing the Role of *Atang*  
in the Community of Kaliddigan, Barangay Divisoria, Santiago City**

*Atang* is a set of natural, homegrown, or locally available foods offered to the dead during the Ilocano ritual called *pagluluwalo* to commemorate their birthday or death anniversary. It is a shared knowledge among the Kaliddigeños never to include mass-produced items in this sacred ritual, rejecting the standardized, often unhealthy alternatives that dominate modern diets. The deliberate choice to avoid commercially produced goods during this sacred ritual serves both as an agent of community building and cultural preservation of *pag-aatang* amidst modernization.

This research aims to answer the question, “How do Kaliddigeños foster social cohesion and cultural preservation of *pag-aatang* in their community in the face of modernization?”

Specifically, this paper will address the following research questions:

1. What are the natural, homegrown, or locally available foods served as *atang* in the *pagluluwalo* ritual of the Kaliddigeños?

2. What are the values manifested by Kaliddigeños in choosing natural foods over artificial ones as *atang* in the *pagluluwalo* ritual?
3. How do the Kaliddigeños cultivate intergenerational knowledge transfer of *pag-aatang* among the community members despite the increasing prevalence of food commodification?

#### Research Goals

1. To identify the specific foods being served by Kaliddigeños as *atang* in the *pagluluwalo* ritual.
2. To explore the meanings, reasons, or symbolic representations behind the choice of these foods as reflected in their values and beliefs as Ilocanos.
3. To analyze the sociocultural impact of *pag-aatang* in strengthening their bonds and identity as a community amidst modernization.

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## **Implications of *Patupat* Vendors' Strategies in Barangay Bannawag Norte on CICATO's Economic and Cultural Sustainability Plans**

*Patupat* is a well-known traditional Ilocanos delicacy, a rice cake wrapped in woven coconut leaves and then soaked in melting sugar. In Barangay Bannawag Norte, Santiago City, the residents have turned *patupat*-making into a business. It has become an important product in their barangay and the city, contributing to their livelihoods and local tourism.

This research aims to answer the question, “How do the strategies of *patupat* vendors in Barangay Bannawag Norte influence the City Information, Culture and the Arts, and Tourism Office (CICATO) in crafting plans for the economic and cultural sustainability of the *patupat* industry of Santiago City?”

Specifically, this paper will address the following research questions:

1. What strategies are employed by *patupat* vendors of Barangay Bannawag Norte for the production, distribution, and promotion of their *patupat*?
2. What strategies have led to high profitability for these businesses?
3. How do the strategies employed by *patupat* vendors contribute to the cultural and economic plans of the CICATO?

## Research Goals

1. To identify and categorize the key strategies used by *patupat* vendors of Barangay Bannawag Norte, from the production to the promotion of *patupat*.
2. To determine which strategies correlate with higher profitability by comparing financial data and assessing the impact of specific strategies.
3. To examine how the strategies of *patupat* vendors support the cultural and economic objectives of CICATO within the *patupat* industry of Santiago City.

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## **Exploring the Challenges of Balay na Santiago as a Museum and Logistical Venue**

Balay na Santiago is a *bahay-na-bato* museum located in the heart of Santiago City. This museum houses a variety of historical antiques, relics, and furniture. However, the museum does not only function as a repository of tangible cultural heritage but also as a dynamic hub, becoming a center for educational programs, training sessions, conferences, and other public engagements.

Considering that the museum houses important artifacts and that the structure itself is a built heritage, this research aims to answer the question, “How does Balay na Santiago function as a logistical venue for various events while protecting the artifacts and maintaining the architectural integrity of the structure?”

Specifically, this paper will address the following research questions:

1. What are the logistical and architectural challenges Balay na Santiago faces as a museum and event space?
2. What preservation methods are employed by the community and Local Government Unit of Santiago City to protect the structural integrity of Balay na Santiago, and how do these methods align with the conservation standards set by the National Commission for Culture and the Arts (NCCA)?
3. In what ways do these preservation efforts for Balay na Santiago enhance or limit its capacity to host diverse events and programs for the public?

## Research Goals

1. To identify the specific logistical and architectural challenges Balay na Santiago faces as a museum and event space.
2. To evaluate whether the preservation processes utilized to maintain the architectural integrity of the structure align with the national conservation standards.
3. To assess how the preservation efforts at Balay na Santiago affect its ability to support a wide range of public events and programs.

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## **Promoting and Preserving Santiago City's Arts and Culture through the Balamban TV**

One of the communication tools of the City Information, Culture and the Arts, and Tourism Office (CICATO) of Santiago City in promoting their arts and culture is the Balamban TV. It is an online video platform on Facebook showcasing Santiagueños' heritage pride. This platform serves as a digital archive of Santiago's rich cultural history, allowing both residents and visitors to explore the unique stories and practices that define the community.

This research aims to answer the question, "How does Balamban TV preserve and promote Santiago City's tangible and intangible cultural heritage?"

Specifically, this paper will address the following research questions:

1. What are the production techniques and storytelling methods used by CICATO in Balamban TV?
2. How effective is Balamban TV in promoting Santiago City's art and culture in terms of the number of its social media followers, reactions, and shares?
3. How does Balamban TV influence the viewers' understanding and appreciation of Santiago City's tangible and intangible cultural heritage?

## Research Goals

1. To identify the creative processes and narrative strategies employed by CICATO in Balamban TV.
2. To evaluate the effectiveness of Balamban TV in terms of its social media engagements.
3. To analyze how Balamban TV shapes viewers' perception and valuation of local traditions, products, rituals, and artistic expressions.

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## **Analyzing the Strategies of Palaneños in Sabutan Weaving for Cultural Preservation and Economic Sustainability**

In Palanan, Isabela, Palaneños make a livelihood through their weaving tradition of using Sabutan. This research proposal is a fusion based on the theses titled *Paunang Pag-aaral sa Preserbasyon ng Paghahabi ng Sabutan sa Komunidad ng Palanan* by Alexandra Monique Panaga in 2023 and *The Hablon Industry: The Case of Three Business Owners in Iloilo* by Jeby Marie Regula in 2024. This research is an in-depth continuation of Panaga's thesis focusing on Palaneño's strategies for Sabutan weaving while applying the framework used by Regula.

This research aims to answer the question, "How do the strategies employed by Palaneños in Sabutan weaving help to preserve their traditional weaving practices and promote economic sustainability?"

Specifically, this paper will address the following research questions:

1. What are the strategies employed by Palaneños in the production, distribution, and promotion of the Sabutan textiles?
2. Based on Rumelt's Strategy Evaluation, which strategies are strong and weak in terms of consistency, consonance, advantage, and feasibility?

3. How do Palaneños improve their strong strategies and develop their weak strategies in preserving their traditional weaving practices and promoting their economic sustainability?

#### Research Goals

1. To identify the strategies of Palaneños in the production, distribution, and promotion of the Sabutan textiles.
2. To evaluate whether these strategies are strong or weak using Rumelt's Strategy Evaluation.
3. To analyze the methods by which Palaneños enhance their successful strategies and address their weaker strategies to effectively preserve their traditional weaving practices while simultaneously boosting their economic viability.

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