



## BENCHMARK SURVEY OF BARANGAY BAAY: A BASIS FOR EXTENSION PROGRAM

Jessie Paragas, Jessie Ian Paragas & Gerald Perado

Pangasinan State University

Lingayen Campus

**Abstract** – *This paper is a benchmark survey designed to determine linguistic problems and needs of Barangay Baay in the town of Lingayen, Pangasinan, Philippines.*

*It is hoped that through this paper, the Bachelor of Arts in English Language (ABEL) program of the Pangasinan State University shall set up an extension program in which the expertise of the faculty shall be utilized, the students shall be trained, and the target clientele shall be serviced.*

*The paper's descriptive research design has a total of 35 respondents composed of 28 males and 7 females who served the community either as elected barangay officials or appointed officers. The survey of needs shows that the respondents acknowledge some prevalent linguistic problems that affect the quality of their service to the community. Some of their prevalent linguistic problems relate to their comprehension of materials that they read and listen to, to their limited skills in speaking especially in official capacity, and to their weakness in writing officials documents of the barangay.*

*The paper recommends that the ABEL program of Pangasinan State University reach out to the respondents and address their needs.*

**Keywords** – *extension service, communication skills, linguistics*

### INTRODUCTION

Being the smallest unit of government, the barangay is the end-user of all governmental functions and services both from the national to the local level. The barangay's evolution from just a simple and small community of people into a well-defined and but complex miniature governmental society has been making it a rich area for research.

One rich research area relative to the barangay is the efficiency of communication being done by barangay officials and support personnel. The municipal or city local government units (LGUs) are tasked to ensure that efficient and effective information transfer are provided to the barangays under them (Boysillo, 2007). Also, information systems and resources have to be established to support accountable and transparent practice of governance. Furthermore, speedy and efficient enforcement of rules and delivery of accessible public services to the people could be set in place to ensure that constituents are properly serviced (House of Representatives, 2006).

Notwithstanding the ideals that are pictured for the barangay, the reality presents a scenario that is not without problems. In terms of competencies of elected barangay officials and their appointed counterparts in the

barangay council, there is little or no denial that great degree of improvements are needed. The communicative competencies are a crucial subject to be addressed because issues of various degrees are raised from all over the country (E-Government Master Plan," 2005). The gap between the ideal competencies and the actual skills exhibited by incumbent officials have to be narrowed down to lessen the great burden on the shoulders of these concerned people.

### OBJECTIVES OF THE STUDY

This paper zeroes in on one barangay in the municipality of Lingayen, Pangasinan. The name of the barangay is Baay, one of the 32 barangays of Lingayen located in the western section of the municipality. The study sought to (1) determine the linguistic problems besetting the officials and officers of the barangay, (2) determine the prevalence of their linguistic problems, and (3) determine the training needs appropriate for them.

### METHODOLOGY

This descriptive study uses simple statistical measures to process the data of the study. Simple frequency count, percentage, and the weighted mean bring out the numbers needed out of the 35 respondents

who are elected barangay officials and appointed officers. They were surveyed using a questionnaire to identify communicative problems that affect their job performance, the prevalence of those communicative problems, and their training needs.

The researchers asked permission from the university to conduct the study and established a connection with the barangay officials to request them for an agreement.

From the results, the study proposed that an extension project should be set up in the barangay.

### **RESULTS AND DISCUSSION**

The study looked into the profile of the respondents relative to their age, sex, civil status and educational attainment. The youngest respondent was aged 18 and the oldest was aged 59. There were 28 male respondents and 7 female respondents. Four of the respondents were single and the rest were married. Their educational attainment ranged from elementary graduate to college graduate.

The linguistic or communicative problems that the respondents faced were: lack of reading materials, incompetent of speaking, no instructional equipment, poor communication skills, poor in writing skills, lack of confidence in expression, literacy problem, poor reading habits, poor reading comprehension, and poor in grammar. Seven of these ten problems were considered moderately prevalent, two problems were considered by the respondents as fairly prevalent, and one was considered as highly prevalent, poor in writing skills.

It is evident that there is indeed linguistic or communicative gap between the expected skills for the leadership roles and the actual skills of the barangay leaders. This comes as no surprise especially in a developing country like the Philippines. Several studies have shown that there are issues and problems clamping on the majority of barangay officials and officers (Medina et al., 2007; Martin, Cabo & Nicolas, 2009; Gregorio, 2005; Bandalaria, 2007).

In other countries, a similar scenario is happening especially in Third World and developing countries like the Philippines. Attributed to communicative deficiencies of small-scale or barangay or village officials is their educational attainment. There is a relative strength of correlation between what educational level a person has achieved and his level of communication (Ndou, 2004; Kozma & Vota, 2004; Fang, 2002).

**Table 1.** Communicative problems of the respondents

<b>Problems</b>	<b>Mean</b>	<b>Description</b>	<b>Rank</b>
Lacking of reading materials	4.07	Moderately prevalent	3
Incompetent of speaking	3.87	Moderately prevalent	5
No instructional equipment	3.22	Fairly prevalent	9
Poor communication skills	4.11	Moderately prevalent	2
Poor in writing skills	4.22	Highly prevalent	1
Lack of confidence in expression	3.95	Moderately prevalent	4
Literacy problem	3.15	Fairly prevalent	10
Poor reading habits	3.78	Moderately prevalent	6
Poor reading comprehension	3.42	Moderately prevalent	8
Poor in grammar	3.69	Moderately prevalent	7

Santiago et al. (2011) studied the skills and constraints of 121 barangay treasurers and barangay secretaries relative to the performance of their duty. The constraints in their paper was more about the respondents' literacy in using computers, but even that could be related to language because language cannot be avoided when the issue is about computer literacy. The respondents from barangay Baay may claim to have the same ICT problems but the thing that is clear from their responses is the fact that their debacle is not on the technology of language but on the language itself.

De Torres & Del Rosario (2009) is also another study focused on the barangay. It is a study about the readiness of the barangays in one city in implementing a barangay level justice system. The study found out some communication problems of the barangay officials in expressing themselves. So the problem of the barangay officials of Baay is not exclusive to them. If a large-scale national study could be done about the linguistic competencies of barangay officials in the whole country, the results of the present study may be a reflection of the potential results of a larger study.

### **CONCLUSION AND RECOMMENDATION**

The barangay officials of Brgy. Baay, Lingayen, Pangasinan have communicative problems. The problems may not be serious but they still hamper the execution of performances expected of them. They acknowledged that they need intervention measures to alleviate their communication-related functions.

On the basis of the findings, the writers recommend that the Pangasinan State University reach out to barangay Baay officials in an extension project. Specifically, this study recommends that intervention programs about writing and speaking using the English language should be administered to the respondents with the aim of bridging the gap between what is expected of



them and what they can deliver given the current status of their communication skills.

#### REFERENCES

- Awhareno, U. S., & Nnadi, F. N. (2007). Constraints to Information and Communication Technology Utilization by Village Extension Agents in South-South Nigeria. *Nigerian Journal of Rural Sociology*, 17(1), 14-18. DOI: 10.22004/ag.econ.285286
- Bandalaria, M. (2007). Impact of ICTs on Open and Distance Learning in a Developing Country Setting: The Philippine experience. *International Review of Research in Open and Distance Learning*, 8(1). <https://doi.org/10.19173/irrodl.v8i1.334>.
- Boysillo, S. L. (2007). Governance of the Barangay Chairpersons in the Municipality of Ubay Bohol. *International Journal of Business and Management Studies*, 9(1), 1309-8047. <https://dergipark.org.tr/tr/download/article-file/440187>
- Congressional Policy and Budget Research Department, House of Representatives (2006), Facts and Figures. (11). [https://cpbrd.congress.gov.ph/images/PDF%20Attachments/Facts%20in%20Figures/FF2016-11\\_ICT.pdf](https://cpbrd.congress.gov.ph/images/PDF%20Attachments/Facts%20in%20Figures/FF2016-11_ICT.pdf)
- De Torres, J.E. & Del Rosario, M.N.J. (2009). Issues in the implementation of katarungang pambangay – Philippine local justice system: Input towards the development of E-pabangay. *International Journal of Managing Public Sector Information and Communication Technologies*, 10(4).
- “E-Government Master Plan,” iGovPhil Program, 27-May-2005. [Online]. Available: <http://i.gov.ph/e-government-master-plan-3/>.
- Fang, Z. (2002). E-Government in Digital Era : Concept, Practice, and Development. *International Journal of the Computer*, 10(2), 1-22. [http://www.ijcim.th.org/past\\_editions/2002V10N2/article1.pdf](http://www.ijcim.th.org/past_editions/2002V10N2/article1.pdf)
- Gregorio, J. (2005). Digital Marketing in the Philippines - 2005 Edition. <https://www.linkedin.com/pulse/digital-marketing-philippines-2005-edition-jomer-gregorio/?fbclid=IwAR0JW0sY32eKgpqI2ou43rPpEu2jgRXcIHqkRLTjEihh-krzAXkVE4MgCAI>
- Kozma, R. & Vota, W.S. (2004). ICT in Developing Countries: Policies, Implementation, and Impact. United Nations Educational, Scientific and Cultural Organization (UNESCO). DOI:10.1007/978-1-4614-3185-5\_72
- Martin, E., Cabo, W., & Nicolas, J. (2009). Electronic Connection to Access and Network Information and Knowledge for Governance Effectiveness and Sustainability. UNDP Philippines. <https://www.ombudsman.gov.ph/UNDP4/report-on-the-rapid-assessment-of-ict-utilization-for-participation-in-the-philippines/index.html>
- Medina, R., Separa L., Generales L., & Delos Reyes, S. (2007). Moving Towards Technology-Based LGUs: A Review of Computer Literacy of Mariveles Barangays. *International Journal of Sciences: Basic and Applied Research*, 33(1), 218-226. <https://gssrr.org/index.php/JournalOfBasicAndApplied/article/view/5760>
- Ndou, V. (2004). E – Government for Developing Countries: Opportunities and Challenges. *The Electronic Journal on Information Systems in Developing Countries*, 18(1), 1-24. <https://onlinelibrary.wiley.com/doi/pdf/10.1002/j.1681-4835.2004.tb00117.x>
- Santiago, C.S. et al. (2011). Access, Skills and Constraints of Barangay Officials towards the Use of Information and Communications Technology (ICT). *International Journal of Knowledge Content Development & Technology* 11(2).

**PLEASE INCLUDE CONTACT INFORMATION:**  
**NAME: JESSIE S. PARAGAS**  
**CONTACT NO: +639998899336**  
**EMAIL ADDRESS: JMIZPAH@YAHOO.COM**