



**PERCEPTION OF COLLEGE STUDENTS OF
BATANGAS STATE UNIVERSITY ON THE EFFECTS OF
FOREIGN CULTURE TO THE TRADITIONAL
CULTURES IN THE PHILIPPINES**

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December 2019

EXECUTIVE SUMMARY

Title : **PERCEPTION OF COLLEGE STUDENTS OF BATANGAS STATE UNIVERSITY ON THE EFFECTS OF FOREIGN CULTURE TO THE TRADITIONAL CULTURES IN THE PHILIPPINES**

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Year : 2019

SUMMARY

Being a human, living, preserving and practicing the traditional cultures are important in their lives. It can help them to patronize their culture and bring it until the next generation, but colonization exist and some of their cultures adopted by the Filipino and until know are existing. This study was undertaken to assess the perception of Filipino youths on the effects of foreign culture to the traditional cultures in the Philippines and to answer the statement of the problems like what is the traditional cultures in the Philippines and what are the effects of foreign culture to the perception of the students. At the same time to know the different foreign cultures arises in the Philippines. Also they want to know if there is a significant relationship between the effects of foreign culture to the perception of the students to the traditional cultures in the Philippines and to provide proposed plan of action that will help the others.

Keywords: Traditional Cultures, Philippines, Foreign cultures



ACKNOWLEDGEMENT

First and foremost, the researchers want to sincerely gratitude for being a part in the process of the study. First, thanks to our Almighty God for giving the knowledge, understanding and wisdom to be able to come up with a successful study. Also for guiding and bless each member of the research.

The researchers also want to thank their parents for motivating, giving advice and pushing them to finish the research. Thank them also for understanding their time while the research is still processing.

The researchers also wanted to give a sincerely honor to dear instructor who guide, facilitate, and encourage them not to give up Mrs. Michelle Del Rosario for teaching the researchers in the questionnaires.

The researchers are extremely grateful to the respondents in their research which is the all the section of First year college students. The researchers appreciate their participation and cooperation while having their survey-questionnaires.

The researchers thank the presence of all who lend their help to finish the study.

DEDICATION

We dedicated this study for our parents, teachers and co-students

This research was dedicated for our parents who serve as our strength to do this study, they always support and motivate us while doing this study and believe to our abilities to do this study without any doubt nor hesitation.

We also dedicated this to the teachers who never stop believing on us that we can accomplish and successfully done this study specifically to Mrs. Jocelyn Banaybanay. She did not give up and loose hope that we can accomplish this research

Lastly this study was dedicated to the students for them to know the effects of foreign culture to their perception on the traditional cultures in the Philippines



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CHAPTER I

The Problem


INTRODUCTION

One of the most important parts in a human is to live and practice their traditional cultures. It can help them to be a good citizen for others and get respect from them. Residence will recognize through their culture and traditions but adopting different culture from other countries can bring predicaments that can messed up the institution and its scope. It can change the beliefs and practices of a one state that can lead to confusions of others.

As stated by Alberto and Favila (2012) culture is communally shared system of communicative practices unique to the community and enduring over time. One's cultural identity is not stagnant but rather varying, flexible, and developing through time. It contributes to their wellbeing, giving them a deep sense of security and belongingness. The culture of the Philippines comprises a blend culture from native Filipinos and Spaniards. Before Spaniards colonize Philippines, the native Filipinos live in normal life they wore

kangan, bahag and putong for boys and tapis together saya for girls, they also wore ornaments made from gold and silvers as for them to become more appealing and then time passed by when the Spaniards came those cultures changes it became more descent than before and some traditional culture exist like Catholicism, fiestas, religious ceremonies and others. Since the colonizers won and successfully overpower the country, Filipinos truly adapt their cultures. For instances, before the Spaniards came Filipinos' religion was Muslim religion since there's a Spanish colonizers it was interchanged into Christianity. In today's generation, the most domineering religion is now Christianity. It happened because they can easily adapt and have the ability to become flexible to the changes in the country. With this regard, Spanish cultures become part of the Filipino cultures which can be practiced today.

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Foreign cultures reign from their origins and some defeaters. Several foreign cultures give a constructive advantage in our society and some are not. The habit of watching Korean dramas that are singing and performing, Korean songs and dances, learning Hangul, wearing Korean outfits and many other cultures such as Japanese culture adopted by the Filipino citizens especially the Filipino Youths. Adapting different foreign culture is arising as times goes by. The millennial are the one who are prone in adapting the other country's culture. Foreign cultures in the Philippines have garnered interests from Filipinos particularly the youth. The youths tend to manifest the presence of existing foreign cultures with aligned of viewing the traditional cultures in the Philippines. Foreign cultures are the main focus of every youth in today's generation. They spend money to support and provision of the existing materials which probably can sustain and satisfy their needs and wants without knowing the counter part of doing it. With this regard, those

cultures that the millennial manifests today bring a huge impact on the students view the nature of their own traditional culture.

In view of the foregoing, the researchers need to know the perception of Filipino youths on foreign culture. This study will focus on the cultures that embraced by the college students from Korea and its effect in the cultures of the Philippines.

Statement of the Problem

To know the perception of Filipino youths on the effects of foreign culture to the traditional culture in the Philippines, the researchers conducted some questions to guide the study.

1. What is the traditional culture in the Philippines?
2. What are the effects of foreign culture to the perceptions of students?
3. What are the diverse foreign practices in the Philippines?
4. Is there a significant relationship between the perception of college students to the traditional culture and effects of foreign culture?
5. What is your proposed plan of action for this study?

Significance of the Study

This study entitled “PERCEPTION OF COLLEGE STUDENTS OF BATANGAS STATE UNIVERSITY ON THE EFFECTS OF FOREIGN CULTURE TO THE TRADITIONAL CULTURES IN THE PHILIPPINES” was able to assess all the different perception of college students on the effects of foreign culture and its effects to the traditional culture in the Philippines.

For the students, they will be able to know the importance of knowing the significant relationship between other foreign culture to the traditional culture in the country. They will be able to assess themselves on how foreign cultures affect their perception on viewing the nature of their own culture

For the teachers, they will have the idea on how their students viewed the traditional culture in the Philippines as they adapt and facilitate the different foreign cultures arises in the country. They will be also knowledgeable on how those foreign cultures give impacts in their students.

For the parents, they will have the knowledge about how that foreign culture gives effects on their child. They can also be aware on how foreign cultures change the life of their child and how it affects their child’s personality. Parents can be open minded on the different native culture that should be manifested until today’s generation.

For the Future Researchers, this will be one of the problems that they may continue in studying. More researchers may be suggested to further investigate the arising problem.

Scope, Delimitation and Limitation of the Study

This study focused only on the perception of Filipino youths on the effects of foreign culture to the traditional culture in the Philippines. Music, language and clothing are some of the cultures in foreign which will be the main focus of this study. Other cultures from other countries such as food, beliefs, religion and others will be not included. The respondents of this study comprised only on the First year students of Batangas State University- Balayan Campus. The information that will be gather by the researchers are only limited to this problem. This study will be conducted from September to December 2019.

CHAPTER II

REVIEW OF LITERATURE

This chapter discusses the related literature in the study. It contains certain studies focusing on the interpersonal skills. The previous studies included in this chapter can support the contents of this study.

CONCEPTUAL LITERATURE

Multicultural experience refers to those experiences gained through individuals' contact with other cultures. Different cultures can improve creative performance-and also how multicultural experiences influenced this performance through changes in individual's physiological mechanisms. Multicultural experience refers to all direct and indirect experiences gained by individuals when they communicate or connect with members or elements of other cultures (Leung, 2008; Aytug et al., 2018). Due to the diversity of cultures, multicultural experience should include not only the experience brought by exposure to cultures of different countries, but also the experience brought by exposure to cultures of different

nations and regions. Chang et al. (2017) suggested that multicultural experiences not only provide individuals with opportunities to learn new concepts and knowledge, but often require the establishment of innovative frameworks, which help to solve the incongruity when the idea of new learning is incompatible with individuals' prior knowledge structures (Chang et al., 2017). Studies also have shown that exposure to working groups that include members of multiple cultures or contacting a diverse range of perspectives generated by groups, are positively correlated with the development of creative potential (Guimerà et al., 2005; Kurpis and Hunter, 2016; Sparkman et al., 2016).

Smith (2018) When doing business around the world, learning and honoring the way people in other countries greet one another, or give gifts, or even gesture, drink, and speak, is just the tip of a cultural iceberg. But understanding the values that lie beneath those behaviors — the attitudes, beliefs, ideologies, and philosophical or spiritual perspectives — can enable you to negotiate the iceberg rather than plow into it.

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Spacey (2018) explained that traditional cultures are those share experiences that are transferred from generation to generation. They can exist at the level of a nation of community and can transcend borders. Traditional cultures can easily adopt of other people by entering one's culture to know what traditional culture is it. He listed 16 examples of traditional cultures. First, Norms knows as informal unwritten rules that govern social behaviours. Second, Language pertains to new

words and convention being added on a going basis but is primarily an element of culture that people first learn from their parents. Third, Festivals are traditional events that celebrate culture, belief or change of season. Next, Pastimes which pertains to things that people do for enjoyment such as sports, hobbies and recreation. And then, Food wherein it is the cultivation, selection, preparation and appreciation of food passes from one generation to the next. It seconded by Fashion, which is tends to change quickly such that many cultures have transitioned to a model whereby daily clothing is provided by die global fashion industry. Then, Architecture is the preservation of historical structures and the use of traditional materials. Following, Craft which are the productions of things in a traditional way as trade domestic worker hobby. Ninth is the traditional economy which pertains to the production, distribution and economic exchange. Tenth is the lifestyle which pertains to the way of living on a day basis in areas such as work relaxation. Next to it is the belief which is the way of rationally interpret life including religion, philosophy, narrative, symbols, Ideas and values. Then, Knowledge which pertains to any persuasive that survives across multiple generations can be considered a tradition. Following is the art which pertains to expression of human creative imagination. Lastly is the Music which includes musical notation, theory, elements, instruments, styles and folk.

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Falae (2018) stated the difference between tradition and culture which culture is a more general term that is seen as a whole and that describes human

behaviour, as well as character of people who have been raised with particular cultural beliefs. Tradition which is more specific term that used to describe an even to ritual that is practice by very individuals in a certain occasion.

Zimmermann (2017) explained that culture is the characteristics and knowledge of particular group of people, encompassing language, religion, cuisine, social habits, music and arts. Foreign culture generally refers to the societal norms of countries in Far East Asia including China, Japan, Vietnam, North Korea, South Korea and the Indian subcontinent. According to the book pathways to Asians civilizations trading that origins and spread of rice and rice cultures By Dorian Fuller, Foreign culture there is less of a distinction between secular society and religious philosophy than there is in the west.

Cristina De Rossi (2017) believed that the culture encompasses religion, food, what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong, how we sit at the table and how we communicate.

Agoncillo (2010) Cultures in the Filipino people have many common traits. Perhaps the most important trait of the Filipinos is their hospitality. They welcome visitors, whether Filipinos or non-Filipinos, with open arms and warm hearts. Visitors are given the best in the house and they would go to the extent of incurring debts to make their visitors contented, happy, and comfortable. Filipino hospitality is unequalled and known the world over.

RESEARCH LITERATURE

According to the study of Tobias, Ralf Alonzo, Patricia Jade O. Poñgol, Eunice H. Cabantug and Eloise E. Limotin, (2012) entitled “Ang Makulay na Pagbabalakayo: A Phenomenological Study on the Lives of Filipino Costume Players as the Japanese Popular Culture Invades the Country” Filipino teenagers fancy the Japanese cosplay so much. It revealed that Filipino youths listed down their experiences, influence and reason for doing cosplay and Filipino youth cosplayers like to re-enact the characters of the imaginative animation which help them to develop their self-confidents, creativity, bravery, and interpersonal skills. The effects of that cosplay become beneficial to them as they enhance their personalities with the help of those foreign cultures. Though, this event really affects the perceptions of the youth in terms of viewing the true essence of their own native traditions and practices.

The study of MABC Bravo (2012) entitled “Japanese Cultural Influence in the Philippines through Anime’s Popularity and Pervasiveness” the Filipino cosplay features a family bonding component in which families cosplay together

and family members attend cosplay conventions to support their relatives. Also this study revealed that Japanese cosplay in the Philippines have garnered interests from Filipinos particularly the youth, that even though Japan has a “dark past” due to its war controversies, the Filipinos still show their love and interest for the culture of their past colonizers.

In the study of Museus, Samuel D. Maramba, Dina C. (2011) entitled "The Impact of culture Filipino American student sense of belonging" the influence of cultural factors on Filipino American students' sense of belonging in college. The authors utilized structural equation modeling techniques to analyze a single-institution sample of 143 Filipino American undergraduates and estimate the impact of pressure to commit "cultural suicide," connections to cultural heritage, and ease of cultural adjustment on those students' sense of belonging to their campus cultures.

According to the study of Carlo Jejomar Pascual Palad Sanchez (2016) entitled “K-fashion and Technology-driven Globalization in the Philippine Setting” K-fashion is a manifestation of technology-driven globalization. Popular culture, of which K-pop would be a good example, is a manifestation of this process. It is likewise fueled by technology, by the internet, by online means of acquiring data, In the Philippine setting, technology-driven globalization manifests in popular culture only indirectly. This process of interaction and integration can be visibly seen in the more wearable and more tangible products of K-fashion,

Filipinos can instead use their resources to shop for clothes, in both physical stalls and online stores.

According to the study of Imelda (2013) entitled “ The Bayanihan Spirit” the balayanihan spirit is still alive, there are still people in rural areas that transfer their house into another place and people still help. The bayanihan spirit lives on among Filipinos even in modern days and has demonstrated in many forms such as when rural calamities or disasters strike. Filipino will go out of their way to help their kababayans in need. The bayanihan spirit, one of the many beautiful things that Filipinos own and can be proud of.

In the work of Brandon Chase Lantrip (2017) entitled “ The Chinese Cultural Influence on Filipino Cuisine” the Chinese culture influence upon the Philippines with the primary focused being on Filipino cuisine. It examines how the Chinese culture influence not only contributed to the development of Philippine cuisine, but how chinese culture has also influenced the everyday life and culture of the Philippines through language and customary practices for over millennium. The first section of the paper analyzes the cultural connection between China and Philippines. The second section illustrate the Chinese language influence and its effect upon Filipino cuisine and culture. The third section explores the contested origins of one of the most recognized dishes within Filipino cuisine. The final section explore how Chinese food items and their cultural significant have been infused into Filipino culture by a Filipino cuisine

The chinese cultural influence upon the Philippines is much larger than just cuisine. The chinese cultural influence upon Filipino cuisine, the literature reviewed illustrates how the chinese also influenced the pre-hispanic culture of the Philippines via food, spiritually, social practices and folklore.

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SYNTHESIS

A work of Tobias, Ralf Alonzo, Patricia Jade O. Poñgol, Eunice H. Cabantug and Eloise E. Limotin, (2012) proved that cosplay is one of the cultures in other country which today's generation easily adapt it. The youths tend to manifest the presence of existing foreign cultures with aligned of viewing the traditional cultures in the Philippines. This study supported the current study in such a way that it both covers the primary problem of the study. Both study focuses on the adaptation of Filipino youths on the arising different foreign cultures in the Philippines as those cultures affects their various perceptions in life.

In the work of MABC Bravo (2012) stated that Filipinos truly patronize the different cultures from other countries. As their study revealed, their family unified through the use Filipino coslay which formaly originated form the tradition of Japan. They enjoy family moments as they cultured the traditions of other countries, with this, the perception of each members affects in terms of giving attentions to

their own traditional cultures. This result peaks that the latter study was somewhat supported the current study in a way that it both point out the effects of foreign cultures to the traditional cultures in the Philippines.

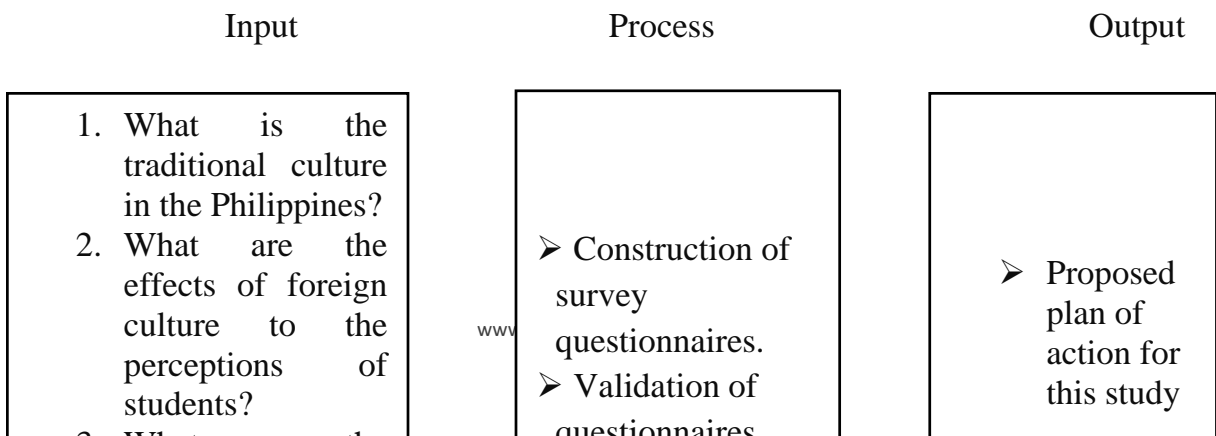
The study of Museus, Samuel D. Maramba, Dina C. (2011) proved that students tend to find their sense of belongingness with the influence of cultural factors of American country. The study revealed the impact of pressure to commit "cultural suicide," connections to cultural heritage, and ease of cultural adjustment on those students' sense of belonging to their campus cultures. This study supported the current study in way that it both tackles the effects of diverse foreign culture to every Filipino.

In the work of Carlo Jejomar Pascual Palad Sanchez (2016) stated that Filipino people are fond of being innovative in terms of technology, also Filipino being globalize because they manifest different kind of culture like Korea, they easily adopt what is trend nowadays, and they can easily understand the terms and how technology and other culture have.

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CONCEPTUAL FRAMEWORK



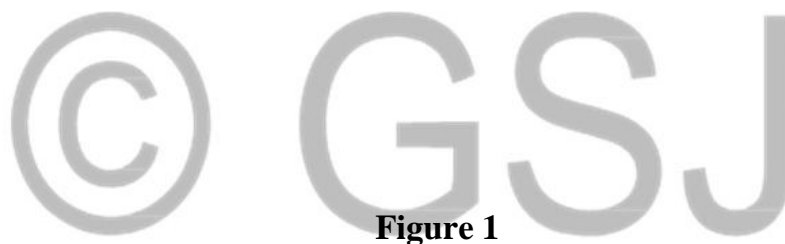


Figure 1

Figure 1 indicates the input, process and output. Inputs show the statement of the problem in the study. Process indicates the procedure needed to be taken in order to gain the accurate information in the study. While the output shows the proposed plan of action in the study.

HYPOTHESIS OF THE STUDY

HO: There is no significant relationship between the perceptions of students on the effects of foreign culture to the traditional cultures in the Philippines

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DEFINITION OF TERMS

The following terms which are listed below are defined conceptually for the better understanding the content of the study.

Bahag. (Conceptually) It is a loincloth that was commonly used throughout the Philippines before the arrival of European colonizers.

Cosplay. (Conceptually) A portmanteau of the words costume play, is a performance art in which participants called cosplayers wear costumes and fashion accessories to represent a character.

Colonizers. (Conceptually) It is a person who helps take control of an area or a country that is not their own.

Foreign. (Conceptually) It is situated outside a place or country especially situated outside one's own country foreign cities.

Kangan. (Conceptually) It is an hindi film depicting the places in India.

Millennial. (Conceptually) A person reaching young adulthood in the early 21st.

Ornaments. (Conceptually) It is an plants which pertains to ornamental plants.

Practitioner. (Conceptually) It is an expert who uses that knowledge as part of a profession.

Predicaments. (Conceptually) A situation, especially an unpleasant, troublesome, or trying one, from which extrication is difficult.

Putong. (Conceptually) It is a ceremony occasionally performed in the Province of Marinduque, in which visitors are honoured and welcomed.

Stagnant. (Conceptually) Having no current or flow and often having an unpleasant smell as a consequence.

CHAPTER III

RESEARCH METHODS AND PROCEDURES

This chapter presents the research method used in the study. It contains the survey design that will apply on the study, the population and sample that is essential in obtaining data, the instrumentation, variables present in the study, and the statistical treatment of data. This chapter focuses on how the researchers will

acquire data, the procedures and methods that will use to answer the statement of the problem of the study.

Research Design

The study entitled “Perception of the College in the Effective of Foreign Culture to the Traditional Cultures in the Philippines” is a kind of quantitative research. A quantitative research is a systematic empirical investigation of a quantitative phenomena and properties. It aims to develop a hypothesis pertaining to a phenomena. The researchers use the correlational study which is under of a quantitative research. It refers to a relationship between two variables.

Subject of the Study

The repondents of this study will be mainly focused on the 1st year students of Batangas State University- Balayan Campus. Explicity, the researchers will be selecting respondents by means of having its 20% to its total population with a thought that they can perceive the objectives of the study through their experiences since all of them are experiencing the effects of foreign culture. The sampling technique that the researchers will utilize is the random sampling wherein the respondents were being chosen randomly as the researchers distribute the instrument.

Data Gathering Instrument

Questionnaire

The researchers will use self-administered questionnaire to obtain relevant data needed in the study

Construction of the Questionnaire. the researchers have gathered different information in order for them to create the questionnaires. Through different study they had come with a self-made questionnaire wherein they will be the one who create the survey questionnaires. The questionnaire constructed and formulated by the means of self-designed questionnaire. The researchers were the one constructed the questionnaire that were going to use in gathering the appropriate data needed in the study.

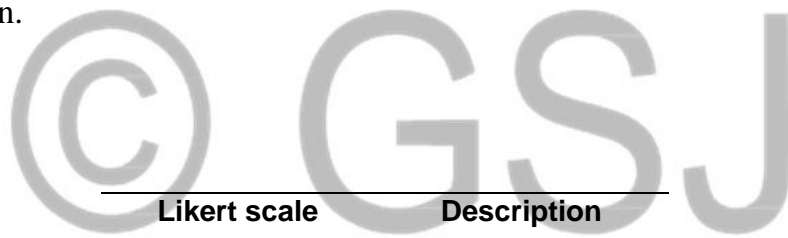
Validation of the Questionnaire. After the researchers have constructed their questionnaire. They proceed to the validation of the paper in order to test the liability of the content. They had validated the self-made questionnaire to their instructor of the research paper. Then, their survey questionnaires was also validated by Mrs Michelle M. Del Rosario, one of the experts in this field of study. It is need to be done in able to come up a realistic and strength data that supported the entire study.

Administration of the Questionnaire. The self-made questionnaire was already validated by the different experts. The researchers distributed the survey questionnaires to the First year students of Batangas State University-Balayan Campus. They had disseminated the questionnaire based on the availability of the respondents. The self-designed questionnaires were administered to the target respondents through the use of random sampling distribution.

Scoring of the Respondense. The questionnaire was consisting of likert-scale questionnaire wherein the survey was consisted of set of answers in different question. With this, the researchers were able to easily gathered the needed information.

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Likert scale	Description
1.00-1.80	Strongly Disagree
1.81-2.60	Disagree
2.61-3.40	Agree
3.41-4	Strongly Agree

Data Gathering Procedure

The researchers distributed the constructed questionnaire to the respondents. The questionnaires were validated by the different experts in this field. The information that will be gathered throughout the survey was treated them confidentially.

Statistical Treatment of Data

To develop the data, it takes into process order to obtain the necessary results. The researchers will exploit various essential tools to attain the main objectives of the study. The researchers will utilize the weighted mean to perceive the perception of the students to the effects of foreign cultures on the traditional cultures in the Philippines. It is also used in clarifying the effects of foreign culture to the traditional culture. To identify the significant relationship the perceptions of students on the effects of foreign culture to the traditional cultures in the Philippines, researchers will apply T-test which is commonly used when comparisons are to be made between two or more groups of respondents in terms of variable being analyse. These subsequent tools are being employed to execute the development of data needed in the study

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1. Weighted mean

$$WM = \frac{(no.of\ responses)(Weight_1) + (no.of\ responses)(Weight_2) + \dots + (no.of\ responses)(Weight_n)}{total\ no.of\ respondents}$$

2. T-test Formula

$$t = r \sqrt{\frac{n-2}{1-r^2}}$$

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CHAPTER IV

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter describes the analysis of data followed by a discussion of the research findings. Data were gathered to identify, describe and explore the relationship between the perceptions of Filipino youths on the effects of foreign culture to the traditional culture in the Philippines.

I. The traditional cultures in the Philippines

Table 1

The traditional cultures in the Philippines

Item	Weighted mean	Interpretation
1. Patronize OPM songs	3.4	Strongly Agree
2. Play kundiman songs	2.4	Disagree
3. Wear bahag or kangan	2.4	Disagree
4. Wear simple cloths	3.4	Strongly Agree
5. Communicating with others with the	3.45	Strongly Agree

use of tagalog language		
6. Learn other dialect such as Cebuano, Visaya and other	3	Agree
7. Saying “po” and “opo”	3.57	Strongly Agree
8. Showing the attitude of doing “mano” to the elders	3.6	Strongly Agree
9. Shows bayanihan all the time	4	Strongly Agree
10. Eating adobo	3.52	Strongly Agree

Table 1 indicates that most of the students agreed that they shows bayanihan all the times as part of their traditional cultures in the Philippines with a total weighted mean of 4. This is followed by the indication gathering with the mean score of 3.6 which most of the respondents agreed that they have shown the tradition of doing mano to their elders. Most of the participants agreed that they always saying po and opo to the elders gathering with an average score of 3.57. Next indicator gathers with the mean average of 3.52 which most of the respondents agreed that they are eating adobo as also one of their traditional cultures in the country. The next indication which most of the students agreed that they have communicate with others through the use of tagalog language with the average mean of 4.45. Most of the participant agreed that they have patronized the Official

Pilipino Music or OPM song and usually wear simple cloths which gathered with the same mean score of 3.4. The next indicator shows that most of the students agreed that they have fun learning dialect language such as Visaya, Cebuano and others. The last indicators gathering with same mean average score of 2.3 shows that most of the participants disagreed that they are wearing kangan and bahag aand playing kundiman songs.

The result was supported by the study of Imelda 2013 in a way that it both reveals that bayanihan is still practices by the Filipino even in today's generation. The bayanihan concept are still being practiced. It was demonstrated to help each neighbourhood in every town.



II. The effects of foreign culture to the perception of the students

Table 2

Item	Weighted mean	Interpretation
1. I become globalized because of the foreign culture	3.25	Agree
2. I prefer to patronize foreign culture rather than my own culture	2.7	Agree
3. I manage to change of lifestyle because of foreign culture	2.85	Agree
4. I become fluent both English and Filipino languages	3.05	Agree
5. I have become dress globally even during ordinary days	3.07	Agree
6. I have become global citizen which thinks and act globally	3.12	Agree
7. I tends to forgot my own culture	2.37	Disagree
8. I eat a lot foreign dishes rather my own country's product	2.62	Agree
9. I can easily communicate with anyone because I have learned different foreign languages	2.85	Agree

10. I encountered difficulties in communicating with my fellowmen because of the influence of foreign languages	2.87	Agree
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Table 2 reveals that most of the participants agreed that they had become globalize because of the foreign cultures gathering with the highest mean score of 3.25. This is followed by the indicator which most of the students answered the questionnaires agreed that they have become global citizen which thinks and act globally with mean average of 3.12. And also most of the respondents agreed that have become dress globally even during ordinary days with the mean score of 3.07. Next to this is gathered with the mean average score of 3.05 reveals that respondents agreed that they become fluent both English and Filipino languages. It is seconded by the indicator in which most of the students agreed that they encountered difficulties in communicating with my fellowmen because of the influence of foreign languages gathering with the mean score of 2.87. The next indicator have the same computed mean score of 2.85 in which they manage to change of lifestyle because of foreign culture and they can easily communicate with anyone because they have learned different foreign languages. This is followed by the indicator in which they agreed that they prefer to patronize foreign culture rather than my own culture gathering with the mean average score of 2.7. In addition to

this, most of the participants agreed that they eat a lot foreign dishes rather my own country's product. However, the last indicator states that most of the students disagreed that they tend to forgot their own culture because of the foreign culture arises in the Philippines which gathers with the average mean score of 2.37.

The result was supported by the study of Carlo Jejomar Pascual Palad Sanchez (2016) wherein it both reveals that individual becomes more globalize into the present. Globalization manifests in popular culture as the result of the study of Sanchez and Pascual 2016. Both study indicates that different cultures arises in a certain country gives an effect to the people around it. They tends to become more globalize.



III. The different foreign cultures in the Philippines

Table 3

Item	Weighted mean	Interpretation
1. Eating pancit and shanghai	3.62	SA
2. Wearing dresses and high heels	2.85	A
3. Watching Korean Dramas	3	A

4. Celebrating New Years	3.52	SA
5. Eating in a fast food chain such as KFC and mcdonalds	3.33	SA
6. Making and eating Kimchi	2.52	A
7. Buying anime and manga stuff	2.35	D
8. Eating cury and ramen	2.95	A
9. Using katana as a sword	2.55	A
10. Using English language or other foreign languages	3.02	A

The table 3 shows that most of the respondents agreed that they were eating pancit and shanghai as one of the foreign culture that they have adapted gathering with a weighted mean of 3.62. This is followed by the indicator in which most of the students agreed that they have celebrated New Years gathering with a weighted mean of 3.52. Next to this indicator gained with the average of 3.33 which most of the participants agreed that they eating in a fast food chain such as Kentucky Fried Chicken and McDonalds. Most of the respondents agreed that they were fond of using English language or other foreign languages which gathered with a mean score of 3.02. The next indicator states that most of the respondents also agreed that they were fond of watching Korean Dramas or telenovelas with a computed

weighted mean score of 3. This was seconded by the indicator in which most of the students also agreed that they were loving of eating cury and ramen which gathered with the mean core of 2.95. The indicator which gathered with a mean score of 2.85 also states that most of the students agreed that they are wearing dresses and high heels. Next to this indicator, it gathered with the mean average score of 2.52 also revealed that most of the participants agreed that they are making and eating Kimchi. The last indicator gained the average mean score of 2.35 which most of the participants also agreed that they were buying anime and manga stuff.

The result was supported by the study of of Brandon Chase Lantrip (2017) in away that it both corresponds that Chinese cultures such as eating chinese foods is manifested by the Filipino. Those Chinese cultures highly influence the Filipino in terms of Filipino food cuisine such as pancit and shanghai. It is still manifested by the Filipino even in today's generation.

Foreign Cultures in the Philippines

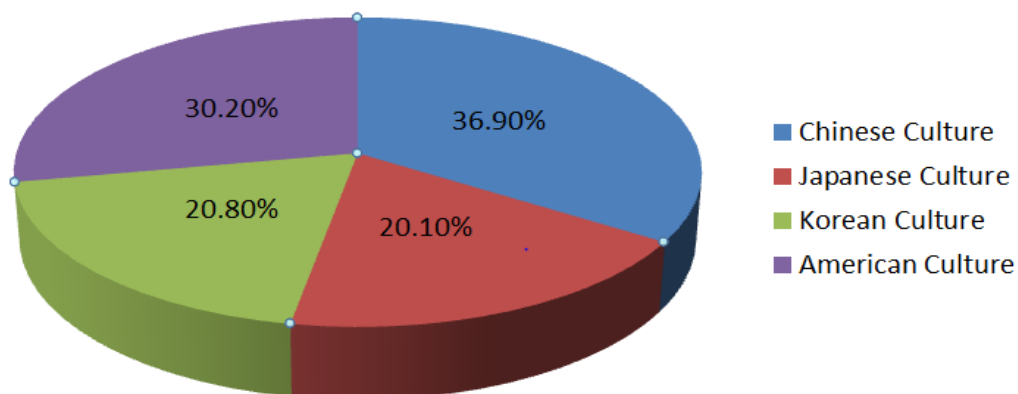


Figure 2

This figure shows the different foreign cultures arise in the Philippines. It revealed that Chinese cultures got the highest percentage among them all which states that most of the respondents are adapting the Chinese cultures in the country. Those Chinese cultures which are practices by the students are eating pancit and shanghai and celebrating new year which gathered with a computed percentage of 36.90%. Second to this are the cultures from America which are wearing high heels and dresses and eating in a fast food chain such as KFC and McDonalds which have a percentage of 30.20%. Next is the Korean cultures present in the country, it stated that making and eating kimchi and watching Korean dramas also adapted by the students with a 20.80%. The last culture present in the country is the Japanese which also seen that most of the students also adapt the culture of Japan which are eating cury and ramen and buying manga stuff with a total percentage of 20.10%.



Table 4

Significance of the Relationship between the perceptions of students on the effects of foreign culture to the traditional cultures in the Philippines

Variable	Computed r value	VI	Computed value	Critical value	Decision	Interpretation
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The perceptions of students on the effects of foreign culture to the traditional cultures in the Philippines	-0.9567	Negative High correlation	-5.6970	3.182	Failed to Reject Ho	Not Significant
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The table 4 shows that the relationship between perceptions of students on the effects of foreign culture to the traditional cultures in the Philippines is presented. It can be observed that the computed r value falls under the category of negative high correlation and using the formulation correlated t-test, it can be noted that a significant relationship was not observed.

The result was supported by the study of Museus, Samuel D. Maramba, Dina C. (2011) wherein it both reveals that there is no significant relationship between the perception of the college students to the effects of Foreign cultures to the traditional cultures in the Philippine. However the existence of foreign culture provide an adverse effects to the perception of the stududents. Although there are

still some point which signifies that foreign cultures provides an effect to every individual in viewing their own cultures.

Table 5

Proposed Plan of Action

Activity	Strategy	Timeline	Expected Outcome
Create an awareness activity	Create a symposium discussing the importance of preserving the own culture	January 10-14, 2020	Students were able to know how to preserve their own culture
Formulate an exhibit	The exhibit were comprised of different activity that shows the Philippine culture	January 15, 2020	Students can gained knowledge on the different cultures in the Philippines
Make a poster making contest	This activity serves as the way on how the participants viewed their own culture	January 18-19, 2020	Students can be artistically define and view the traditional cultures
Create an advocacy	This activity the importance of preserving the	January 22-23, 2020	Students were able to comprehend the significance of

	own culture even if there are more foreign culture arises in the Philippines		traditional cultures
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CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATION

Derivation of conclusions will be tackled in this final chapter based on the result and discussion. Gathered details will be delved further and analysis will be discussed in the part of the conclusion. As for the conclusion wind up, recommendations will be given for different beneficiaries with the relation in all section of first year students of Batangas State University- Balayan Campus.

Summary

This study was undertaken to know the perception of Filipino youths on the effects of foreign culture to the traditional culture in the Philippines.

6. What are the traditional cultures in the Philippines?
7. What are the effects of foreign culture to the perceptions of students?
8. What are the diverse foreign practices arises in the Philippines?
9. Is there a significant relationship between the perception of college students to the traditional culture and effects of foreign culture?
10. What is your proposed plan of action for this study?



Findings

Upon collecting the necessary data, the researchers came up with the following findings:

1.1 Become globalized because of the foreign culture

Students agreed that they tend to become globalize because of the foreign culture with a weighted mean of 4 as they adapt the different foreign culture such as eating pancit and shanghai with a mean average score of 3.62.

1.2 Prefer to patronize foreign culture rather than my own culture

Students agreed that they prefer to patronize foreign culture rather than my own culture with a mean score of 2.7 as they manage to Celebrating New Years as one of the Chinese culture with a mean score of 3.52.

1.3 Manage to change of lifestyle because of foreign culture

Students agreed that they manage to change of lifestyle because of foreign culture with a mean score of 2.85 as they change their clothes with a mean score of 3.

1.4 Become fluent both English and Filipino languages

Students agreed that they become fluent both English and Filipino languages with a mean score of 3.05 as they use the English language or other foreign languages with a mean score of 3.02.

1.5 Have become dress globally even during ordinary days

Students agreed that they have become dress globally even during ordinary days with the score of 3.07 as they wear dresses and high heels in the culture of America with a mean score of 2.85.

1.6 Have become global citizen who thinks and act globally

Students agreed that they have become global citizen which thinks and act globally with the weighted score of 3.12 as they use English language or other foreign languages with a mean score of 2.85.

30

1.7 Eat a lot foreign dishes rather my own country's product

Students agreed that they eat a lot foreign dishes rather my own country's product with a mean score of 2.62 as they eat in a fast food chain such as KFC and mcdonalds with a mean score of 3.33.



Conclusions

Upon collecting and interpreting the necessary data, the researchers came up with the following conclusions:

1. There are many traditional cultures in the Philippines. These are the bayanihan, eating adobo, saying po and opo, doing mano to the elders,

communicating with others through the use of tagalog and dialect languages, playing OPM and kundiman songs and wearing simple cloths.

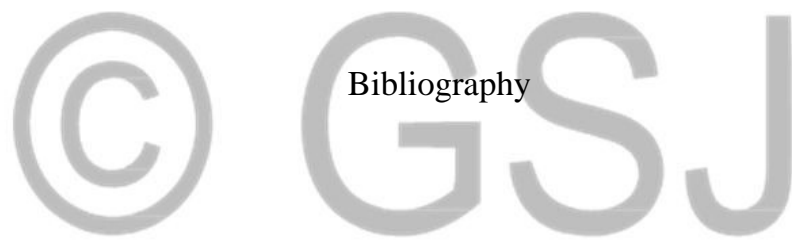
2. There are several effects of arsing foreign culture to the perception of the students to the traditional cultures in the Philippines. Students are more likely to become globalize which leads for them to become a global citizen.
3. There are different foreign culture arises in the Philippines. These are the cultures form China, Japan, Korea and Japan. Chinese cultures have become been adapted by the students in these generation.
4. The relationship between the two variables is not significant. However, a relation can be observed to those variables.



Recommendations

Upon the analysis, discussion and interpretation done, the researchers were able to formulate the following recommendations.

1. For the students, continuously practicing their own culture even though there is numerous foreign cultures arising in the country. They should not neglect their own culture and should be preserved it as they adapt different foreign cultures
2. For the community, maintain the presence of their own traditional cultures as they manifest and capture it to be able to pass the traditional cultures to the next generation.
3. For the future researchers, improve the questionnaires and have more respondents to be able to gather more information about the study. They should also enhance the proposed plan of action to formerly solved the problem.



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Name: _____ (optional)_____

Section: _____

Direction: Please indicate the corresponding answer in every statement by putting a check inside the box. Strongly Agree (4), Agree (3), Disagree (2) and Strongly Disagree (1).\

1. In your perception, what are the traditional cultures in the Philippines?

STATEMENTS	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
11. Patronize OPM songs				
12. Play kundiman songs				
13. Wear bahag or kangan				
14. Wear simple clothings				
15. Communicating with others with the use of tagalog language				
16. Learn other dialect such as Cebuano, Visaya and other				
17. Saying “po” and “opo”				
18. Showing the attitude of doing “mano” to the elders				
19. Shows bayanihan all the time				
20. Eating adobo				

2. In your perception, what are the effects of foreign culture to your perception as a student?

STATEMENTS	Strongly Agree(4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
11. I become globalized because of the foreign culture				
12. I prefer to patronize foreign culture rather than my own culture				
13. I manage to change of lifestyle because of foreign culture				
14. I become fluent both English and Filipino languages				
15. I have become dress globally even during ordinary days				
16. I have become global citizen which thinks and act globally				
17. I tends to forgot the own culture				
18. I eat a lot foreign dishes rather my own country's product				
19. I can easily communicate with anyone because I have learned different foreign languages				

20. I encountered difficulties in communicating with my fellowmen because of the influence of foreign languages				
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3. In your perception, what are the different foreign cultures in the Philippines?

STATEMENTS	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
11. Eating pancit and shanghai				
12. Wearing dresses and high heels				
13. Watching Korean Dramas				
14. Celebrating New Years				
15. Eating in a fast food chain such as KFC and mcdonalds				
16. Making and eating Kimchi				
17. Buying anime and manga stuff				
18. Eating cury and ramen				
19. Using katana as a sword				
20. Using English language or other foreign languages				

