

## **Development and Evaluation of Communication Material to Promote Wood Carving in Paete, Laguna**

Jamila Aileen C. Castro, Belen Esther C. Martinez, Juan Carlo Mirabuna and Gerby R. Muya  
*Lyceum of the Philippines – Laguna*

### **ABSTRACT**

*This paper discusses the development and evaluation of a communication material to promote wood carving in Paete, Laguna. The researchers relied their framework on the Uses and Gratifications Theory and utilized ACACIA (attractiveness, comprehensibility, acceptability, self-involvement, and call to action) in the evaluation of the communication material that was produced. The communication material was evaluated with an adapted questionnaire. This paper also tackled about the process that the researchers underwent in order to produce a communication material; from the conceptualization, interviews, actual production, and post-production. The study proved that the communication material produced by the researchers was effective based on the evaluation; the given statements which measured the overall ACACIA aspects of the material reached the agree point scale. The researchers recommend future developers of communication materials such as this to consider the line of work of their target audience; it would be most effective to target audience who already have a history of wood carving, because such then, it would be easier to restore or to rekindle their work and the art of wood carving.*

*Keywords: wood carving, evaluation, development, communication, material*

### **INTRODUCTION**

Communication is essential in being an instrument to encourage people to make decisions for their own growth, escalate their involvement, make change and innovation as a basis of providing information, and be a source in spreading knowledge and skills. Communication channel, the bearer of messages that transmits the processing and understanding of words, is responsible in delivering them to the recipient. One good example of this is mass media (McGrath, 2003).

Communication plays an essential role in the promotion of a cultural heritage of a country. White, et al. (2008) stated that, “we see communication and culture as intimately related. Out of our communication come our cultures, and in our construction of cultures, we find a common sharing of meaning.”

With modern communication, one can employ strategies which would help uplift a declining industry. The traditional wood carving art that used to provide livelihood to thousands of people is slowly dying a silent death due to unregulated import of wooden items (Akmali, 2012).

The wood carving industry in Paete is a key factor in the livelihood of the residents as it is one of the main sources of jobs and income in the municipality. Through the instruction of veteran wood carvers, the skills and knowledge are passed to the interested youth for the continuation of the trade and the arts (Decena, 2016).

Philippine art is an important tool in examining cultural change, such as an important object of exchange and communication. If then, this communicative process will be regarded as whole; much information regarding social theories will be disseminated about development and change.

This study will help facilitate society members in dealing with challenges facing handicraft promotion. Specifically, stakeholders of handicraft businesses will get knowledge on strategies established for promoting wood carving businesses, factors hindering businesses in promoting their products. The study will facilitate a review upon measures taken for promoting wood carving products.

### **Theoretical framework**

The researchers used Elihu Katz, Jay Blumler, and Micheal Gurevitch's Uses and Gratification Theory as their theoretical framework which focuses on the audiences, most especially those who are actively exposed to media, that relies to it to gratify their personal needs (Littlejohn & Foss, 2008).

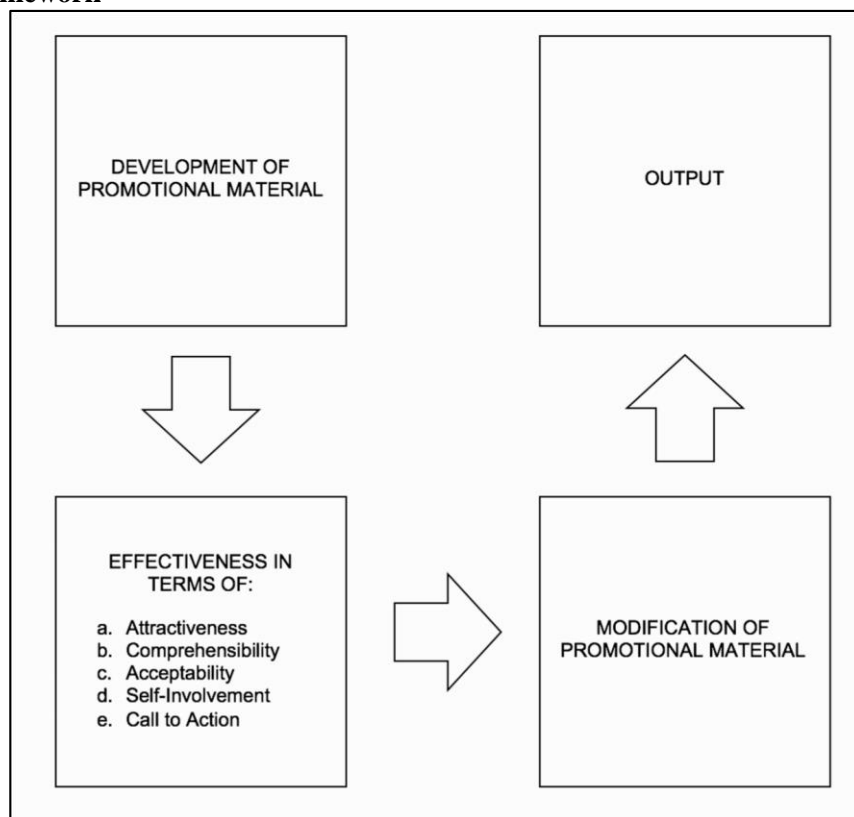
ACACIA (attractiveness, comprehensibility, acceptability, self-involvement and call to action) in the evaluation was used to assess the audience's perception on the evaluation of the communication tools provided, and to determine whether this tool gratifies the necessities of the respondents. This model claims that the respondents use the available communication tools to satisfy their different necessities in relation to promotions of industries.

The theory is somewhat anchored on the Social Marketing Theory which promotes socially valuable information and socially accepted behaviors. It tries to integrate marketing ideas, principles, tools, techniques and socially beneficial concepts to promote communication and benefit society.

It is a framework that may help in planning, designing, evaluating, and implementing social campaigns with information sharing as the major objective. Using creativity, information is packaged and distributed following a media plan so that maximum sharing and outcome is achievable.

Social marketing attempts to understand certain psychological and social factors which bring resistance to change in society, it increases the acceptability, practice, and response of any social idea for a target group. Social marketing's main objective is social intervention, which is the involvement of government and organization in social affairs.

### Conceptual framework



**Figure 1. Conceptual framework of the study**

The conceptual framework of the study revolves on what would be the perception of the respondents when exposed to the promotional material. The bases of the researchers are the objectives of the study which

will try to understand if the demographic profile like age, gender, educational attainment, has effects on how they perceive a promotional material, and from there will try to assess its effectiveness.

The concept of this research is based on the Uses and Gratification Theory. It aims to evaluate whether the communication material gratifies the need of consumers. The variables studied are: attractiveness, the element that pertains to the technical content of the material, such as visuals, color, and appearance; comprehensibility, an element which reveals if the message of the material is understandable and logical to the audience; acceptability, an element that reflects whether the messages imparted by the material are believable and do not include offensive, foul, and irrelevant content; self-involvement, the element that relates to the ability of the material to convince an individual to do something; and call to action, the element that concerns the persuasive ability of the content of the material evaluated.

The result would then be used for the development or a modification of a certain communication material. These factors will also determine the respondents' gratification of needs on promotional tools that will indicate their satisfaction on the communication tool showed to them. Attractiveness can be measured through the effectiveness of its physical appearance to the audience, while the rest can be measured through the effectiveness of its impact to the respondents (De Luna et al., 2015).

### **Objectives of the study**

The researchers sought to answer and assess the following objectives: 1) to develop a communication material to promote wood carving; and 2) assess the communication materials in terms of attractiveness, comprehensibility, acceptability, self-involvement, and call to action.

### **METHOD**

The descriptive research design was used in this study as it can best measure what the objectives aim to describe or measure data of which can be generated by use of a statistical tool. The study sought to evaluate the communication material in a pre-planned and structured design patterns and trends such as "wood carving in Paete, Laguna" in terms of the five parameters (attractiveness, comprehensibility, acceptability, self-involvement and call to action).

The researchers conducted the study among 35 respondents who are potential customers of Paete's wood carved products based in Batangas, Cavite, and Rizal where most of their costumers come from. In this research, the authors used stratified nonprobability sampling where the entire population is divided into subgroups or strata, followed by the selection of the final subject equally which depends on the judgment of the researchers in terms of selecting the units that will be studied. This study was conducted among different wood carving related businessmen and devotees in Batangas, Cavite, and Rizal. These provinces were chosen because they are the most accessible in terms of security and transportation.

Adapted questionnaire was sourced from other related studies, researches, published articles, journals, and other woodcraft related documents. One of these instruments is from an unpublished thesis entitled *Effectiveness of "It's More Fun in The Philippines" Official Online AVP* by de los Reyes et al. (2016).

The data for this study was collected using a survey questionnaire. The questionnaire underwent validation with the help of a statistician. After checking the questionnaire, the researchers accomplished the pre-testing with 30 respondents in order to check its reliability. Prior to reproduction, the material was pre-tested among other business establishments with the study respondents but from a place not covered by the study.

All data gathered were encoded, tabulated, interpreted, and analyzed using different statistical tools. Weighted mean was used to determine the level of awareness of the respondents and the evaluation of the communication material to promote wood carving in Paete, Laguna. The given scale was used to interpret the result of the data gathered: 1.00–1.49 = *strongly disagree*; 1.50–2.49 = *disagree*; 2.50–3.49 = *agree*; 3.50–4.00 = *strongly agree*.

The respondents were given informed consent attached to the survey questionnaire to prove their willingness to participate in the study and were justified that it is only for academic purposes and that the

personal information of the respondents will be kept confidential. The first part of the form consists of the name of the researchers, title, and the purpose of the study and survey, it also contains statements saying that there will be no risk, benefits, and reimbursements in participating in this study. The researchers respect whether or not the decision of the participants would be to answer the survey questionnaire or not.

## **RESULTS AND DISCUSSION**

### *Development of communication material to promote wood carving in Paete, Laguna*

The development of the communication material started with the consultation of suitable individuals which could provide the researchers with insight on what kind of material is effective in order to promote wood carving in Paete. The panelists' comments were also taken into consideration that only one material should be produced for the researchers to focus on its development and suitability and seek advice from experts in the field whether what material could be highly effective.

Pre-surveys and interviews were conducted among the people in Paete, respectively those whose industries are related to wood carving; the initial result of the survey revealed that the most suitable material to be used is video, because according to the woodworkers, it is appealing in audio visual matters, as compared to print materials which only appeal to visuals depending on the lay-out.

The researchers also sought the advice of the renowned sculpture, Luis Ac-Ac, on what could be the possible medium to promote Paete's main industry. He mentioned that videos would indeed be effective as it is accessible through various means, such as computers and mobile phone, which is advantageous if one is trying to promote a material, as compared to print materials which would require the researchers to hand it out to people one by one without the assurance of them being able to grasp the whole essence of the material.

After these insights were taken into consideration, the researchers proceeded with the shoot, but without storyboard, the first taping day was difficult. The researchers were able to shoot raw materials that would establish the community profile of Paete, Laguna, such as the different wood carving products, the people in Paete, the establishment and its heritage. The researchers were able to acquire raw materials but were not cognizant enough on how to weave these materials in order to create a promotional video that will entice people and promote woodcarving.

### *Evaluation of communication material*

The given statements which measure the attractiveness of the material all reached the *agree* point scale. The respondents mostly answered that the video presentation is appropriate and convincing to the eyes, it also has the highest value among the statements declared.

The measurement of how the respondents perceived the video according to attractiveness is shown in Table 1. Furthermore, the statement which garnered the highest result pertains to attractiveness in terms of the people seen in the video. This showed that respondents had the perception that whole elements of the video were a characteristic that was observable in the advertisement.

Table 1. Evaluation of communication material in terms of attractiveness

Attractiveness	Weighted mean	Verbal Interpretation
The people seen in the video are appropriate and convincing to the eyes.	3.65	Strongly Agree
The video presentation is catchy and interesting.	3.47	Agree
The music used in the video advertisement is appropriate to the theme.	3.38	Agree

The graphics used in the video advertisement go well with the text.	3.35	Agree
Composite Mean	3.46	Agree

*Legend: 1.00-1.49 = Strongly Disagree; 1.50-2.49 = Disagree; 2.50-3.49 = Agree; 3.50-4.00 = Strongly Agree*

The result of how the respondents understood the video content is reflected in Table 2. In total, the video material is comprehensible to the respondents as it got an average of 3.39 (*agree*). Most of them *strongly agreed* that the message of the advertisement is precise and easy to understand with a weighted mean of 3.59 and that the content explained what the video advertisement offers with a weighted mean of 3.56.

On the other hand, mostly *agreed* that the message of the advertisement is precise and easy to understand with a weighted mean of 3.24 and that that the text used in the video advertisement is readable with a weighted mean of 3.15.

Table 2. Evaluation of communication material in terms of comprehensibility

Comprehensibility	Weighted mean	Verbal Interpretation
The message of the advertisement is precise and easy to understand.	3.59	Strongly Agree
The content explained what the video advertisements offers.	3.56	Strongly Agree
The information is well organized.	3.24	Agree
The text used in the video advertisement is readable.	3.15	Agree
Composite Mean	3.39	Agree

*Legend: 1.00-1.49 = Strongly Disagree; 1.50-2.49 = Disagree; 2.50-3.49 = Agree; 3.50-4.00 = Strongly Agree*

The composite mean in Table 3 equates 3.60 with a verbal interpretation equivalent to *strongly agree*, with statements one, two, and four having the *strongly agree* answer and statement three which only garnered a weighted mean of 3.32; thus, having only the verbal interpretation of *agree*.

Table 3. Evaluation of communication material in terms of acceptability

Acceptability	Weighted mean	Verbal Interpretation
The video advertisement does not contain inappropriate elements or scenes.	3.76	Strongly Agree
The advertisement gives correct statements.	3.71	Strongly Agree
The text written in the video advertisement does not contain any offensive words.	3.59	Strongly Agree
The advertisement is free from any grammatical and technical errors.	3.32	Agree
Composite Mean	3.60	Strongly Agree

*Legend: 1.00-1.49 = Strongly Disagree; 1.50-2.49 = Disagree; 2.50-3.49 = Agree; 3.50-4.00 = Strongly Agree*

The overall verbal interpretation for statements in Table 4 equated to *strongly agree*, with only the last statement having a 3.47 weighted mean, just short of 0.03 points in order to also have a *strongly agree* verbal interpretation. Self-involvement can be observed as effective with respect to the video material.

Table 4. Evaluation of communication material in terms of self-involvement

Self-involvement	Weighted mean	Verbal Interpretation
After seeing the video advertisement, I feel like I want to watch it again.	3.71	Strongly Agree
I'd like to know more information about wood carving in Paete.	3.56	Strongly Agree
I can relate about the experiences presented in the video.	3.50	Strongly Agree
The advertisement convinced me to explore the wood carving status in the Philippines.	3.47	Agree
<b>Composite Mean</b>	<b>3.56</b>	<b>Strongly Agree</b>

*Legend: 1.00-1.49 = Strongly Disagree; 1.50-2.49 = Disagree; 2.50-3.49 = Agree; 3.50-4.00 = Strongly Agree*

The evaluation of the communication material in terms of call to action as seen in Table 5 equated only to a verbal interpretation of *agree*, with the lowest composite mean as compared to the previous tables, equating only to a 3.18 average. Statements in Table 6 are those of which involving various activities that engage people to practice wood carving.

Table 5. Evaluation of communication material in terms of call to action

Call to action	Weighted mean	Verbal Interpretation
I would like to recommend the video advertisement to my relatives and friends.	3.38	Agree
I would like to share the video in my social media account.	3.35	Agree
I would like to participate in activities promoting wood carving.	3.24	Agree
I would like to learn to carve wood.	2.74	Agree
<b>Composite Mean</b>	<b>3.18</b>	<b>Agree</b>

*Legend: 1.00-1.49 = Strongly Disagree; 1.50-2.49 = Disagree; 2.50-3.49 = Agree; 3.50-4.00 = Strongly Agree*

All the given statements which measure the five parameters in the assessment of the material reached the *agree* point scale. Table 6 shows the measurement of how the respondents perceived the video according to ACACIA.

Table 6. Evaluation of communication material in terms of ACACIA

Call to action	Weighted mean	Verbal Interpretation
----------------	---------------	-----------------------

---

Attractiveness	3.46	Agree
Comprehensibility	3.39	Agree
Acceptability	3.60	Strongly Agree
Self-involvement	3.56	Strongly Agree
Call to action	3.18	Agree

---

*Legend: 1.00-1.49 = Strongly Disagree; 1.50-2.49 = Disagree; 2.50-3.49 = Agree; 3.50-4.00 = Strongly Agree*

## CONCLUSION AND RECOMMENDATIONS

The researchers conclude that among the ACACIA, the respondents are least likely to respond to call to action, since majority of the people are already engaged in a certain field other than wood carving, they find it time-consuming to learn its art and just leaves the art and enterprise of wood carving to people or families who already practice it.

Under call to action, most respondents disapproved in liking to learn to carve wood probably because most of them were businessmen and religious people who are busy with their own careers and have no time to learn. Also, most of them were senior aged businessmen, priests, nuns, and other church-related personalities who, aside from being occupied, are already too weak to move. So, they prefer to just watch the promotional material and see it being effective in terms of its acceptability.

The material is most effective in terms of acceptability, in which questions revolve around the appropriateness of the video. In this section, most of the respondents *agree* that the material does not contain any inappropriate element or scene which makes it more suitable to a wider range of audience's age.

The video was uploaded in Facebook and as of now, it has approximately 21,000 views and 540+ shares and counting, majority of shares are from the municipality of Paete, Laguna and some of the captions state that they are proud to be from Paete. Hence, self-involvement could also be observed not just among those who formally answered the survey but also among those people who watched the video in a different medium, specifically social media, its impact resonated positively, oftentimes evoking emotions from people who shared it that they are proud to be from families of wood carvers.

### Recommendations

The video material is highly recommended to promote wood carving because some comments were: *"Bigla akong nag-time travel sa aking childhood days. Malinaw na bumalik ang mga alaala habang pinapanood ko si Tatay na nag-uukit. Ngayon ko naintindihan, ako na pala noon ang kanyang inuukit para sa aking kinabukasan. "I am proud of my hometown!"* by Pedmark Madridejos. *"Blessing talaga ang talent, kaya 'wag itong sayangin"* by Jaime Mondelo. There were also moments during data gathering in Cavite, Batangas, and even in Rizal where the respondents said that they have seen the material online prior to answering the survey.

It can also be recommended to be adapted by the Tourism Office of Paete as it can boost the Paeteños' willingness and strengthen the promotion of the industry more. One of the known artists in the town, Otep Bañez, said, *"Iyan ang pampabuhay (ng industriya)."*

The researchers would also like to recommend to future developers of communication materials such as this that they should consider the line of work of their target audience. It would be most effective to target audience who already has a history in wood carving, because then, it would be easier to restore or to rekindle their work and the art of wood carving. It could be fairly difficult because majority of these people are already engaged in jobs which compensate a higher amount compared to wood carving but the way a material is presented to them could be a key to restore them back to the art of their heritage.

Future researchers may also focus on how to improve the material more. Also, it will be useful to check if the material became an instrument to increase the revenue of the town after it attracted more customers to patronize products in the town.

### REFERENCES

- Akmali, M. (2012). Valley's Valued Woodcarving Art Dying Silent Death. Retrieved November 2017 from <http://www.jammu-kashmir.com/archives/archives2012/kashmir20120413d.html> Bagabaldo, Rojilyn. (2018). Interview. Paete, Laguna Mayor. 3 May 2018.
- De los Reyes, N., Marasigan, C., and Pineda., P. (2016). Effectiveness of "It's More Fun in The Philippines" Official Online AVP. *Unpublished undergraduate research*. College of Arts and Sciences, Lyceum of the Philippines-Laguna.
- De Luna, E. G., Dimapilis, J. C., Gonzales, K. C. A., and Dimaculangan, G. A. (2015). Evaluation of *Voyage: The official student publication of Lyceum of the Philippines university- Laguna. Unpublished undergraduate research*. College of Arts and Sciences, Lyceum of the Philippines-Laguna.
- Decena, F. (2016). Paete wood carving capital and its masters. Retrieved April 2018 from <https://www.ironwulf.net/2016/05/24/laguna-paete-woodcarving-capital-masters/>.
- Littlejohn, S. W. and Foss, K. (2008). *Theories on Human Communication*. Thomson Higher Education. Belmont, California, USA.
- McGrath, J. (2003). Communication for social change on-line forum: Our challenges and possibilities. *South Asia Partnerships Canada (SAP)*. Retrieved November 2017 from [www.action.web.ca/home/sap/issues.html](http://www.action.web.ca/home/sap/issues.html).
- White, A. R., et al. (2008). Why a New Communication Research Publication in Africa? In *African Communication Research* 'Vol 1, No 1, Faculty of Social Sciences and Communication, St. Augustine University, Tanzania.