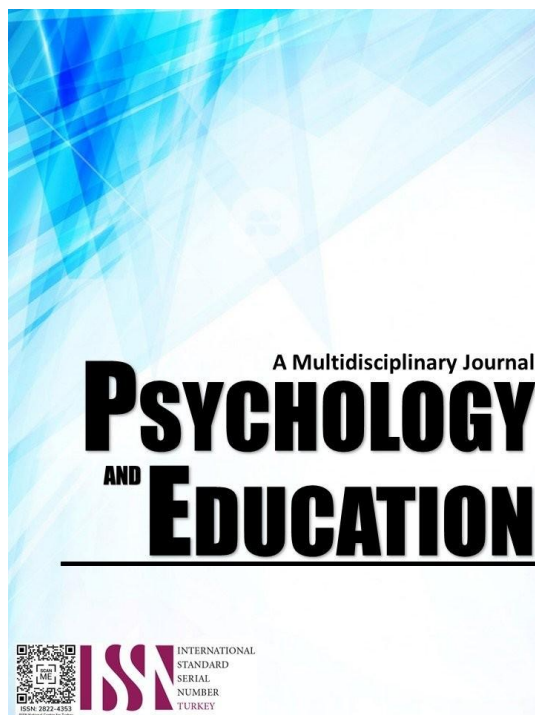


# **IMPACTS OF SHOWCASING FILIPINO CULTURE THROUGH MUSIC AS PERCEIVED BY SELECTED RESIDENTS OF GUMACA, QUEZON**



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## Impacts of Showcasing Filipino Culture through Music as Perceived by Selected Residents of Gumaca, Quezon

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### Abstract

This research study is entitled “Impacts of Showcasing Filipino culture through music as perceived by selected residents in Gumaca, Quezon”. A descriptive design was used by the researcher to identify what are the impacts of showcasing Filipino culture through music in terms of visualizing life and telling stories, helping people to understand country better, preserving cultural heritage and handling it to the next generation. A survey questionnaire was used as instrument for the gathering data needed in this study. This study selected 100 respondents who are residents in the poblacion barangays in Gumaca, Quezon using simple random sampling as technique in selecting its respondents. The researcher used Frequency, percentage, mean, ranking and Kruskal Wallis H-test for the statistical treatment of data. Based on the findings, most of the respondents ranges from 27 years old and above, Majority are females, The result of the study indicates that forty-nine percent of the respondents are student and most of the response of respondent to the type of artist they are listening to is PPOP groups with thirty-eight percent of the respondent. It also revealed that the average mean of 4.23 interpreted as strongly agree indicated most of the respondents strongly agreed on the impacts of showcasing Filipino culture through music in terms of Visualizing life and telling stories. Likewise, most of the respondents strongly agreed on the impacts of showcasing Filipino culture in terms of helping people to understand country better with an average mean of 4.25 interpreted as strongly agree. Moreover, last variable revealed the average mean of 4.25 interpreted as strongly agree, indicates that most of the respondents strongly agreed on the impacts of showcasing Filipino culture through music in terms of preserving cultural heritage and handling it to the next generation. Based from the result of the Kruskal Wallis H-Test the Null hypothesis of age and type of artist is rejected indicates that there is a significant difference on the perceived impacts of showcasing Filipino culture through music when the respondent are grouped according to profile, The null hypothesis of occupation and sex are accepted indicates that there is no significant difference on the perceived impacts of showcasing Filipino culture through music when respondents are grouped according to sex and occupation.

**Keywords:** *culture, music, residents, selected, showcasing, through*

### Introduction

Music has been used as a powerful medium for cultural expression and representation, serving as a window through which societies showcase their traditions, values, and identities. In the Philippines, a nation rich in cultural heritage and diversity, music plays a central role in conveying the essence of Filipino identity, history, and ethos. Within this context, Filipino artists have emerged as influential ambassadors of Philippine culture, utilizing their talents and platforms to amplify the nation's musical heritage both locally and internationally. From traditional folk melodies to modern interpretations, Filipino artists have continuously contributed to the preservation, evolution, and promotion of Filipino music, thereby shaping the collective consciousness of the Filipino people.

Gumaca, a municipality located in the province of Quezon, which serves as a microcosm of Philippine society, reflecting the intricate tapestry of Filipino culture. As such, exploring the perceptions of selected residents of Gumaca regarding the impacts of showcasing Filipino culture through music presents a compelling opportunity to delve into the dynamic interplay between artistry, identity, and community. Residents of Gumaca, Quezon, can hear Filipino artists through a variety of channels. Local and national radio stations play a wide range of Filipino music, from traditional to contemporary genres, making it accessible to many listeners. Television also serves as a significant medium, with music shows, variety programs, and dedicated music channels frequently featuring performances by Filipino artists. In recent years, online platforms like Spotify, YouTube, and Apple Music have become increasingly popular, providing easy access to a vast library of Filipino music. Social media further aids in discovering new artists and songs. Residents of Gumaca, Quezon, experience a rich variety of Filipino music, encompassing both traditional and contemporary genres. Traditional music includes folk songs, kundiman, harana, and rondalla ensembles, which highlight cultural customs and events. Contemporary music features Original Pilipino Music (OPM) with popular artists like Regine Velasquez and bands like Eraserheads, as well as genres such as pop, rock, hip-hop, R&B, and indie. Additionally, religious and devotional music, including church hymns and chorale music, is significant in the community. This diverse musical landscape allows residents to deeply engage with and appreciate Filipino culture.

Through quantitative inquiry and thematic analysis, this research endeavors to uncover the diverse viewpoints, attitudes, and insights of selected residents regarding the contributions of Filipino artists to the promotion and representation of Filipino culture through music. By examining these perceptions, this study aims to contribute to a deeper understanding of the socio-cultural dynamics surrounding music, identity, and community in the Philippines, with implications for cultural policy, artistic advocacy, and community development initiatives. In essence, this thesis endeavors to shed light on the enduring impacts of Filipino artists in showcasing Filipino culture through music, offering valuable insights into the intersections of art, culture, and society within the context of Gumaca,

Quezon, and beyond. The researcher observes the growing popularity of Filipino artist music and the researcher wants to know its impact to the residents in Gumaca Quezon.

## Research Questions

This study aimed to determine the impacts of showcasing Filipino culture through music as perceived by selected residents in Gumaca, Quezon. Specifically, it sought to answer the following questions;

1. What is the profile of the respondents in terms of;
  - 1.1 age;
  - 1.2 sex;
  - 1.3 occupation; and
  - 1.4 type of artist?
2. What are the impacts of showcasing Filipino culture through music in terms of;
  - 2.1 visualizing life and telling stories;
  - 2.2 helping people understand a country better; and
  - 2.3 preserving cultural heritage and handing it to next generation?
3. Is there any significant difference on the perceived impacts of Filipino artist in showcasing Filipino culture through music when the respondents are grouped according to profile?

## Methodology

### Research Design

This study used descriptive survey method to collect data for the impacts of Filipino artist in showcasing Filipino culture through music as perceived by selected residents in Gumaca, Quezon. The researcher used a made-questionnaire as an instrument. Based on the result the researcher will be able to determine the details of the study.

According to Dovetail Editorial (2023), seeks to systematically gather information to depict a phenomenon, situation, or group. It primarily focuses on answering questions such as what, when, where, and how related to the research problem, rather than exploring the reasons why.

### Instrument

The researcher used a research-made questionnaire as a research instrument. The survey questionnaire have two parts. Part I covered the general information of the respondents including the age, sex, occupation, and type of artist. Part II included the impacts of Showcasing Filipino culture through music using visualizing life and telling stories, helping people understand country better, and preserving cultural heritage and handling it to next generation. The questionnaire is a likert scale of, 5 – Strongly Agree (SA), 4 – Agree (A), 3 – Moderately Agree (MA), 2 – Disagree (D), 1 – Strongly Disagree (SD) for identifying the impacts of showcasing Filipino Culture through Music

A pilot testing using Cronbach's Alpha conducted to twelve (12) respondents from a barangay which is not the target of the study. This will determine the internal consistency of the research instrument. If the result is 0.70 and above it is acceptable.

The pilot testing using Cronbach's Alpha was conducted to twelve (12) respondents from barangay Villa Padua Gumaca Quezon which is not the target of the study. Based from the result of first indicator, Visualizing life and telling stories the internal consistency is 0.93 interpreted as excellent. The second indicator, Helping people to understand country better result to the internal consistency of 1.12 interpreted as excellent. Moreover the third indicator Preserving Cultural heritage and handling it to the next generation resulted the internal consistency of 1.10 interpreted as excellent

### Procedure

After completing the pilot test and before starting the main study, the researcher sent a formal letter to the barangay captains of the poblacion barangays in Gumaca, Quezon. Once approval was granted, the researcher proceeded to administer the questionnaire to the selected respondents.

During the questionnaire distribution, the researcher made sure to approach respondents during their free time to avoid causing any inconvenience. Respondents were given ample time to thoughtfully answer the questions. After collecting the completed questionnaires, the researcher gathered the data for scoring and prepared it for the statistical analysis required for the study.

The descriptive research design method using likert scale used in order to rate the impacts of Filipino artist in showcasing Filipino culture through music. Data gathered through "Simple random Sampling" both male and female residents in Gumaca, Quezon selected to fill the questionnaire. Data gathered through face-to-face survey following the protocols that the authorized person ordered to the researcher during gathering the data.

## Data Analysis

In this study, the researcher used statistical measures to treat the collected data. All the data were carefully read and examined for analysis. The researcher tallied and entered into a master list of the data collection sheet. Percentage and Frequency were used to interpret the profile of the respondents.

The computed mean was interpreted based on Likert Scale. To test the significant difference of three or more means, the researcher used the Kruskal-Wallis for non-parametric test.

## Results and Discussion

This section shows the presentation, analysis, and interpretation of the gathered data from the respondents. The data were presented in the tabular form followed by its descriptive analysis. The interpretation of the data were also provided to elaborate the data from the table.

Table 1. *Frequency and Percentage Distribution of the Respondents According Age*

Age	Frequency	Percentage (%)	Rank
12-17 years old	22	22	3
18-21 years old	18	18	4
22-26 years old	23	23	2
27 years old & above	37	37	1
TOTAL	100	100	

Table 1 shows the frequency and percentage distribution of respondents according to age. Among the total respondents, 22 or 22% were 12-17 years old, 18 or 18% were 18-21 years old, 23 or 23% were 22-26 years old and 37 individuals or 37% were 27 years old and above. It can be concluded that most of the respondents are 27 years old and above based on the highest frequency and percentage of respondents according to age.

Arnett (1995) found that different age groups connect with music and media in different ways. Young people, especially teenagers, are strongly influenced by popular media, which helps shape their sense of identity. This suggests that age affects how people view and engage with cultural music, like Filipino music, and helps explain why younger and older people might have different levels of appreciation for music.

Table 2. *Frequency and Percentage Distribution of the Respondents According to Sex*

Sex	Frequency	Percentage (%)	Rank
Male	45	45	2
Female	55	55	1
Total	100	100	

Table 2 presents the frequency and percentage distribution of respondents according to sex. Male respondents had a frequency of 45, which accounts for 45%, while female respondents had a frequency of 55, which accounts for 55%. It can be concluded that most of the respondents are female.

Faster Capital (N.D.) stated that gender representation in pop music has changed, with female artists moving beyond traditional stereotypes and objectification. They are now using their platforms to promote empowerment and equality. This shift can help us understand how different genders may respond to Filipino music, as women may experience a greater connection to music that emphasizes empowerment.

Table 3. *Frequency & Percentage Distribution of the Respondents According to Occupation*

Occupation	Frequency	Percentage (%)	Rank
Employed	24	24	2.5
Unemployed	24	24	2.5
Student	52	52	1
Total	100	100	

Table 3 displays the distribution of respondents according to their occupation. The data revealed that 24 or 24% of respondents are employed, 24 or 24% are unemployed, and 52 or 52 % are students. These results indicate that most of the respondents are students.

Table 4 displays the distribution of respondents according to the type of artist that the respondents are listening to. The data revealed that 27 or 27% of respondents listen to bands, 38 or 38 % are listening to PPOP groups, and 35 or 35% of the respondents are listening to solo artists. Thus, it is evident that most of the respondents are listening to PPOP groups.

Table 4. *Frequency and Percentage Distribution of the Respondents According to Type of Artist*

Type of Artist	Frequency	Percentage (%)	Rank
Band	27	27	3
PPOP Groups	38	38	1
Solo Artist	35	35	2
Total	100	100	

Camella (2024) emphasizes that P-pop artists act as cultural ambassadors, sharing Filipino traditions and values with audiences worldwide. Their success shows that listeners appreciate diversity, empowerment, and Filipino identity, which may explain why people are attracted to music with themes of empowerment and cultural pride.

Table 5. *Respondents Assessment on the Impacts of Showcasing Filipino Culture through Music as Perceived by Selected Residents of Gumaca, Quezon in terms of Visualizing Life and Telling Stories*

Indicators	Mean	Verbal Interpretation	Rank
1. felt transported to a different time or place when listening to music and watching videos by Filipino artists that portrays Filipino culture.	4.23	Strongly Agree	4
2. find Filipino artist music effectively conveys stories or narratives about Filipino life and culture.	4.26	Strongly Agree	2
3. find Filipino artist music has the potential to educate people about Filipino culture and traditions.	4.31	Strongly Agree	1
4. I find myself mentally feed by visualizing scenes or images I am related to when I listen to music by Filipino artist that showcases Filipino culture.	4.13	Agree	5
5. I become aware about Filipino culture because of Filipino artist's music	4.24	Strongly Agree	3
AVERAGE MEAN	4.23	Strongly Agree	

Legend: Strongly Disagree (1.0-1.80), Disagree (1.81-2.60), Moderately Agree (2.61-3.40), Agree (3.41-4.20), Strongly Agree (4.21-5.0)

Table 5 presents the impacts of showcasing Filipino culture through music as perceived by selected residents in Gumaca Quezon in terms of visualizing life and telling stories. The respondents strongly agree that they find Filipino artist music has the potential to educate people about Filipino culture and traditions evidenced by the highest mean of 4.31. However, with the lowest mean of 4.13, the respondents agree that they find themselves mentally fed by visualizing scenes or images they are related when they listen to music by Filipino artist that showcase Filipino culture. The average mean is 4.23, interpreted as “strongly agree”.

The findings emphasize important implications for promoting Filipino culture through music. First, since residents strongly agree that Filipino music educates them about culture and traditions, music could be used in educational programs to build cultural awareness. Second, while music also helps listeners visualize cultural stories, there is a need to enhance this aspect. By supporting artists and improving production, Filipino music could become even more captivating. Additionally, these perceptions demonstrate that Filipino music is a valuable component of cultural education and can be utilized to enhance cultural pride and knowledge in communities like Gumaca, Quezon.

Filipino pop music (Ppop) is gaining international popularity with its catchy tunes and relatable lyrics that reflect Filipino culture. Artists like Charice Pempengco and 4th Impact have achieved global recognition, emphasizing Filipino music as a cultural bridge that shares Filipino heritage worldwide (Faster Capital, N.D.). Locally, artists such as Diego Magallona also bring Filipino history and values to life in songs like Lakambini, which honors Filipino heroism and sacrifice (Magallona, 2018).

Table 6. *Respondents Assessment on the Impacts of Showcasing Filipino Culture through Music as Perceived by Selected Residents of Gumaca, Quezon in terms of Helping People to Understand Country Better*

Indicators	Mean	Verbal Interpretation	Rank
1. I become better in understanding of Filipino culture and traditions because of showcasing Filipino culture through music of Filipino artist.	4.22	Strongly Agree	5
2. I become aware of the ways Filipino music contributes to a deeper understanding of our country's traditions and values.	4.24	Strongly Agree	3.5
3. I become aware of specific Filipino artist or musical genres that particularly resonate with showcasing our culture because of Filipino artist	4.24	Strongly Agree	3.5
4. I become aware how Filipino artists serve as a bridge for cultural exchange and understanding between the Philippines and other countries.	4.28	Strongly Agree	1
5. I become aware on the importance of Filipino artists incorporating elements of our cultural heritage into their music.	4.25	Strongly Agree	2
AVERAGE MEAN	4.25	Strongly Agree	

Legend: Strongly Disagree (1.0-1.80), Disagree (1.81-2.60), Moderately Agree (2.61-3.40), Agree (3.41-4.20), Strongly Agree (4.21-5.0)



Table 6 exhibits the impacts of showcasing Filipino culture through music as perceived by selected residents in Gumaca Quezon in terms of helping people to understand country better. The respondents strongly agree that they become aware how Filipino artist serves as bridge for cultural exchange and understanding between the Philippines and other countries shown by the highest mean of 4.28. Meanwhile, the respondents strongly agree that they become better in understanding of Filipino culture and traditions because of showcasing Filipino culture through music of Filipino artist shown by the lowest mean of 4.22. The average mean is 4.25 interpreted as “strongly agree”.

The findings suggest that promoting Filipino culture through music has a positive impact on cultural awareness among residents in Gumaca, Quezon. The data revealed that Filipino artists serve as bridges for cultural exchange, and this indicates a strong support for promoting Filipino music as a tool for international understanding. This implies that initiatives aimed at promoting cultural diplomacy through music, such as international performances and collaborations, could effectively share Filipino heritage globally. Additionally, the slightly lower but still positive insight on understanding Filipino culture and traditions through music stresses music’s role in deepening local cultural pride and knowledge. These perceptions support the idea that promoting Filipino music not only strengthens cultural pride domestically but also serves as a valuable platform for building global awareness and appreciation of Filipino culture.

Lucrecia R. Kasilag, a notable national artist, integrated indigenous Filipino instruments into orchestral works, combining local and Western influences to promote Filipino music domestically and abroad (National Artist, 2018). Similarly, contemporary P-pop groups like ALAMAT and SB19 have been instrumental in showcasing Filipino culture globally. ALAMAT uses traditional instruments and references diverse Filipino languages, fostering cultural pride while appealing to a global audience (Bautista, 2021; Angan, 2023). SB19, recognized by the National Commission for Culture and the Arts (NCCA), also represents Filipino culture through international engagements, emphasizing the role of music in promoting cultural diplomacy (Rappler, 2021).

*Table 7. Respondents Assessment on the Impacts of Showcasing Filipino Culture through Music as Perceived by Selected Residents of Gumaca, Quezon in terms of Preserving Cultural Heritage and Handling it to the Next Generation*

<i>Indicators</i>	<i>Mean</i>	<i>Verbal Interpretation</i>	<i>Rank</i>
1. I become aware of the cultural practices and traditions that are important to preserve for future generations.	4.17	Agree	5
2. I become conscious of my role in safeguarding and passing on our cultural heritage to the next generation.	4.23	Strongly Agree	4
3. I become conscious of any adaptations occurring in our cultural traditions over time.	4.26	Strongly Agree	3
4. I become aware of how music can be used to preserve and share our culture because of Filipino artist	4.30	Strongly Agree	1
5. I become aware of my personal responsibility in ensuring that future generations have access to and appreciate our cultural heritage because of Filipino artist’s music.	4.27	Strongly Agree	2
<b>AVERAGE MEAN</b>	<b>4.25</b>	<b>Strongly Agree</b>	

*Legend: Strongly Disagree (1.0-1.80), Disagree (1.81-2.60), Moderately Agree (2.61-3.40), Agree (3.41-4.20), Strongly Agree (4.21-5.0)*

Table 7 demonstrates the impacts of showcasing Filipino culture through music as perceived by selected residents in Gumaca, Quezon in terms of preserving cultural heritage and handling it to the next generation. The respondents strongly agree that they become aware of how music can be used to preserve and share our culture because of Filipino artist demonstrated by the highest mean of 4.30. Furthermore, the respondents agree that they become aware of the cultural practices and traditions that are important to preserve for future generations demonstrated by the lowest mean of 4.17. The average mean is 4.25, interpreted as “strongly agree”.

The findings suggest that residents of Gumaca, Quezon, view music as a powerful tool for preserving Filipino culture. The residents strongly believe that music by Filipino artists contributes to the awareness of cultural values and supports passing these values to future generations. This reflects a strong belief in music's role in preserving cultural heritage. Although specific cultural practices scored a bit lower, the result still suggests that music could further emphasize traditions that need preservation.

The article by Faster Capital emphasizes the global rise of Filipino pop (P-pop) music, which mixes Tagalog and English. This combination helps Filipino artists share cultural values and reach a wide audience, bridging cultures and preserving language diversity. The University of the Philippines Diliman (2017) also supports this by discussing music workshops with the Ata people, which preserve traditional practices and help pass on cultural knowledge. Similarly, Pinay Wise (2024) article features the role of Filipino folk music in strengthening cultural connections and teaching heritage to younger generations. Moreover, these show that Filipino music is vital for preserving and sharing cultural heritage across generations.

Table 8 presents the summary table on the impacts of showcasing Filipino culture through music as perceived by selected resident in Gumaca Quezon. It revealed that the respondents strongly agree that showcasing Filipino culture through music has the most significant impact in both helping people to understand country and preserving cultural heritage and handling it to the next generation with both highest average mean of 4.25. Meanwhile, the respondents strongly agree that showcasing Filipino culture through music has the least impacts in visualizing life and telling stories evidenced by the lowest average mean of 4.23.

Table 8. *Summary Table on the Impacts of Showcasing Filipino Culture through Music as Perceived by Selected Residents of Gumaca Quezon*

<i>Impacts Of Showcasing Filipino Culture Through Music</i>	<i>Average Mean</i>	<i>Verbal Interpretation</i>	<i>Rank</i>
Visualizing life and telling stories	4.23	Strongly Agree	3
Helping people to understand country better	4.25	Strongly Agree	2.5
Preserving cultural heritage and handling it to the next generation	4.25	Strongly Agree	2.5
<b>Average Mean</b>	<b>4.24</b>	<b>Strongly agree</b>	

Legend: Strongly Disagree (1.0-1.80), Disagree (1.81-2.60), Moderately Agree (2.61-3.40), Agree (3.41-4.20), Strongly Agree (4.21-5.0)

Kasilag (2018) devoted herself to blending Filipino culture into music. By combining indigenous instruments with Western styles, she inspired Filipino composers to connect with their cultural roots, enhancing appreciation and preservation of Filipino heritage. Similarly, Bautista (2021) highlights that the P-pop group ALAMAT proudly uses Filipino themes, languages, and instruments in their songs and music videos. They aim to promote Filipino pride and address social issues like anti-Asian and Filipino discrimination.

Table 9. *Significant Difference on the Perceived Impacts of Showcasing Filipino Culture through Music when Respondents are Grouped According to Age*

<i>Groups</i>	<i>N</i>	<i>Median</i>	<i>df</i>	<i>H value</i>	<i>Critical Value</i>	<i>Significant Level</i>	<i>P- value</i>	<i>Decision</i>
12-17 y/o	22	4.43	3	10.222	7.815	0.05	0.017	Reject Ho
18-21 y/old	18	4.33						
22-26 y/old	23	4.33						
27y/old & above	37	4.13						

Table 9 establishes the significant differences on the perceived impacts of showcasing Filipino culture through music when respondents are grouped according to age. Since the H value of 10.222 is greater than the critical value of 7.815 and the p-value of 0.017 is less than 0.05 level of significance, the null hypothesis is rejected. This suggests that there is a significant difference in the responses of different age groups toward the perceived impacts of showcasing Filipino culture through music.

The findings reveal that people of different ages have distinct views on the impact of promoting Filipino culture through music. This suggests that age influences how cultural impacts are perceived, meaning different age groups might respond better to modified approaches. For example, younger people may prefer modern cultural expressions, while older generations might value traditional elements. This perception can help policymakers, educators, and marketers create strategies that appeal to each age group, preserving traditions while engaging all generations. It also suggests a need for further research to understand why these age-related differences in perception exist.

Bautista (2021) and Angan (2023) observed that Filipino music reflects cultural values and adapts to connect with diverse listeners. For instance, the group ALAMAT blends traditional sounds with modern themes, appealing to younger audiences while honoring Filipino identity. Similarly, Angan explains how the "Manila Sound" and Original Pilipino Music (OPM) have evolved to balance both traditional and modern values. This supports the findings that age influences cultural preferences, enabling targeted approaches to promote Filipino culture through music. Filipino music serves as both a reflection of identity and a bridge across generations.

Table 10. *Significant Difference on the Perceived Impacts of Showcasing Filipino Culture through Music when Respondents are Grouped According to Sex*

<i>Groups</i>	<i>N</i>	<i>Median</i>	<i>df</i>	<i>H value</i>	<i>Critical Value</i>	<i>Significant Level</i>	<i>P-value</i>	<i>Decision</i>
Male	45	4.20	1	0.566	3.841	0.05	0.452	Accept Ho
Female	55	4.33						

Table 10 shows the significant differences on the perceived impacts of showcasing Filipino culture through music when respondents are grouped according to sex. Since the H value of 0.566 is less than the critical value of 3.841 and the p-value of 0.452 is greater than 0.05 level of significance, it failed to reject the null hypothesis. This suggests that there is no significant difference in the responses of male and female respondents toward the perceived impacts of showcasing Filipino culture through music.

The findings show that men and women view the impact of showcasing Filipino culture through music in similar ways. This means that cultural programs and marketing efforts can appeal to both genders equally, without requiring a specific approach for men or women. Instead, resources could be focused on other factors that might have more diverse responses. Furthermore, this suggests that Filipino music unites people across genders, strengthening a shared sense of pride and national identity.

The Filipinas Heritage Library (2018) features that Filipino music has a wide range of traditions, bringing people from different backgrounds together. As Camella (2024) observed, P-pop's international popularity showcases Filipino culture and brings audiences together, regardless of gender. This universal appeal strengthens Filipino music's role in creating shared cultural pride and connecting people across different groups.

Table 11. *Significant difference on the Perceived Impacts of Showcasing Filipino Culture through Music when Respondents are Grouped According to Occupation*

Groups	N	Median	df	H value	Critical Value	Significant Level	P-value	Decision
Employed	2	4.23	2	0.643	5.991	0.05	0.725	Accept Ho
Unemployed	4	4.40						
Student	24	4.17						
	52							

Table 11 exhibits the significant differences on the perceived impacts of showcasing Filipino culture through music when respondents are grouped according to occupation. Since the H value of 0.643 is less than the critical value of 5.991 and the p-value of 0.725 is greater than 0.05 level of significance, it failed to reject the null hypothesis. This suggests that there is no significant difference in the responses of different occupation toward the perceived impacts of showcasing Filipino culture through music.

The findings show that people with various occupations have similar views on the impact of showcasing Filipino culture through music. This means cultural programs can be generally designed rather than modified to specific job groups. Marketing programs can also focus on shared interests, as occupation-based differences aren't significant. Resources could be better used to address factors where responses may vary more. Moreover, this emphasizes Filipino music's ability to encourage unity and strengthen national pride.

Frances Paloma-Garrido (2023) explains that music videos play an important role in promoting Filipino music globally. They add visual storytelling to songs and strengthen cultural pride by emphasizing Filipino identity, fashion, and traditions. This makes Filipino music relatable and inspiring to people from all backgrounds and professions, helping to unite and foster national pride across different groups.

Table 12. *Significant difference on the Perceived Impacts of Showcasing Filipino Culture through Music when Respondents are Grouped According to Type of Artist*

Groups	N	Median	df	H Value	Critical Value	Significant Level	P-value	Decision
Band	27	4.00	2	9.321	5.991	0.05	0.009	Reject Ho
PPOP Groups	38	4.70						
Solo Artist	35	4.00						

Table 12 establishes the significant differences on the perceived impacts of showcasing Filipino culture through music when respondents are grouped according to type of artist they listen to. Since the H value of 9.321 is greater than the critical value of 5.991 and the p-value of 0.009 is less than 0.05 level of significance, the null hypothesis is rejected. This suggests that there is a significant difference in the responses of respondents who listen to different type of artist toward the perceived impacts of showcasing Filipino culture through music.

The findings reveal important implications for promoting Filipino culture through music. First, cultural programs can be modified to meet the specific characteristics and audiences of different artist groups, making them more effective. Additionally, marketing strategies should be adjusted based on the types of artists that listeners prefer, helping marketers connect with fans and deepen their appreciation for Filipino culture. Lastly, there is a need for further research into how various musical styles affect audience perceptions, which can enhance the use of music as a tool for cultural education.

The blog by Faster Capital emphasizes how P-pop, with its mix of Western and Filipino influences, has brought Filipino culture to a global audience, with groups like SB19 and Bini acting as cultural ambassadors. Similarly, the Filipinas Heritage Library documents that traditional Filipino music, used in key life events, helps connect listeners to Filipino roots. These findings support the development of cultural programs to different music styles to enhance cultural appreciation.

## Conclusion

Based on the findings discussed in this research, the following conclusion were drawn:

Most of the respondents are twenty-seven years old and above. Female are dominant when it comes to sex. Majority of the respondents are student and most of the respondents are choose PPOP groups as type of artist they are listening to.

Residents of Gumaca, Quezon strongly agreed that showcasing Filipino culture through music has a significant impact in both Helping people to understand country better and preserving cultural heritage and handling it to the next generation

Gumaca residents have different perception about showcasing Filipino Culture through music as to age and type of artist but does not may vary according to sex and occupation.

Based on the findings and conclusion in this study, the recommendation of the researcher made help the following,

To the Community, they may promote Filipino culture through cultural programs that will meet the taste of the different audiences



preserving the Filipino culture.

To the Filipino artist, they may find ways and means on how to promote marketing strategies that suit the preference of the listeners, fans and audiences.

For the Future Researcher, they may conduct a parallel study into how various musical styles affect audience perception as well as other variables and concepts about music and Filipino culture.

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