

DESIGN OF COMMUNICATION MATERIALS AND THEIR
ACCEPTABILITY IN PROMOTING SOLID WASTE
MANAGEMENT IN BARANGAY SALAWAG,
CITY OF DASMARIÑAS, CAVITE

THESIS

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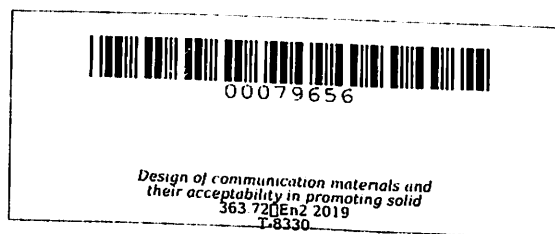
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**DESIGN OF COMMUNICATION MATERIALS AND THEIR ACCEPTABILITY
IN PROMOTING SOLID WASTE MANAGEMENT IN BARANGAY
SALAWAG, CITY OF DASMARIÑAS, CAVITE**

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ABSTRACT

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This study was conducted to design communication materials such as flyer, poster, and sticker that can be used to promote solid waste management in Brgy. Salawag, City of Dasmariñas, Cavite. Specifically, it aimed to: identify the participants' preferences in designing the communication materials in terms of content, layout, and accessibility; design communication materials to promote solid waste management; and determine the acceptability of the communication materials in promoting solid waste management in terms of content, layout, and accessibility.

The study used descriptive research design. It involved 38 participants for the benchmarking and 377 participants for the actual survey. The participants of this study were selected using purposive sampling technique and obtained the sample size using Slovin's formula. Frequency, percentage distribution, mean and standard deviation were used to present numerical data.

Meanwhile, based on the results, the participants preferred Filipino language, short but efficient message phrasing, simple presentation of information, serious and straightforward tagline in designing the flyer, poster, and sticker. Moreover, they wanted to see graphics such as photographs and clipart or illustration, as well as messages such as proper waste segregation techniques, waste policies, and short description of RA 9003 for the flyer and poster; while tagline, logo and contact number for the sticker.

They also preferred dark font colors, balanced graphics and text for the design's attractiveness, plain white or light colored backgrounds, equal graphics and text for the appearance while rectangular/square shape for the sticker in designing the communication materials. It was also revealed that the most used means of transportation was the jeepney and the frequently visited area in the barangay was the public market.

On the other hand, in the actual survey, the results show that the participants find the design of the flyer and poster as highly acceptable in terms of the content, layout, and accessibility, while the design of the sticker, also in terms of content, layout, and accessibility, as acceptable.

Thus, based on these results, the researchers recommend to adapt the designed communication materials and conduct other intensive forms of IEC campaigns in order to instill the importance of solid waste management within the barangay and even within the municipality. They also suggest to support the stricter and systematic solid waste management plan through sticker policies and projects.

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INTRODUCTION

“It’s high time for the Ecological Solid Waste Management Commission to go back to the barangays. Barangays are the primary parties to enforce segregation because it is where segregation at source takes place,” said Undersecretary Noel K. Felongco, Solid Waste Management, Local Government, and Indigenous People’s Concerns.

It is no secret that improper waste management is one of the serious social and environmental issues today. Mainly, this is the result of factors such as technological advancements, mass consumption of resources, changes in the society’s practices in consumption and improper waste disposal behavior.

According to the United Nations Environment Program (UNEP) in year 2009, wastes are substances or objects which are intended or required to be disposed of as per the provisions of national law.

Based on the estimations of World Bank (2012), world cities annually produce