

SIGNIFICANCE OF THE CONDUCT OF TRADITIONAL PARADE OF KING AND QUEEN IN THE PHILIPPINES THROUGH POPULARITY CONTEST

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Abstract

This study aimed to determine the significance of the conduct of traditional parade of King and Queen in the Philippines through popularity contest as perceived by the parents, AB students, and student leaders of students of North Luzon Philippines State College. This study used the descriptive-survey and qualitative method of research wherein the respondents were interviewed with supplemental information required by the questionnaire. The conclusions of this study were: Traditional folk activities like the crowning and parade of kings and queens during special occasions in schools and barangay fiestas are imbedded as part of the Filipino cultural heritage. Changes may be effected when they are presented today, but not to totally eradicate them from the roster of activities during said occasions. The activity is still an acceptable reality and many people still support this tradition. There shall be clear grounds set between the sponsoring organization and the parents of the candidates in popularity contest so that better understanding and mutual cooperation will exist between and among them. There shall be tangible projects to be put up after the coronation and parade of the king and queen to fully materialize and concretize the projected proceeds of the popularity contest.

Keywords: *Traditional Parade, King and Queen, Popularity Contest, Philippines*

Introduction:

The highlight of the yearly celebration of many schools and barangays or villages in the Philippines is the crowning of the King and Queen. The selection of the King and Queen is done through a popularity contest where the candidates must solicit money from donors or benefactors, usually their relatives and friends. The solicited money is cast and counted during the canvassing and the male and female candidates who get the most money raised will be declared King and Queen respectively.

The proceeds of the popularity contest are usually budgeted for the prizes in various projects of the organizers. In school, they used for intramural games and academic contests. Whatever amount is left from the gross proceeds is allotted for tangible projects.

There are some members of the academic community and residents in different barangays who suggested that popularity contest should no longer practiced because of the difficulty of convincing contestants to participate. Others are complaining that they have a hard time soliciting money to financially back them up for the contest.

This study aimed to determine the significance of the conduct of traditional parade of King and Queen through popularity contest as perceived by parents, AB students and student leaders of North Luzon Philippines State College in Candon City, Ilocos Sur, Philippines on the.

This study was conducted during the 1st semester of School year 2012-2013. The respondents answered the questionnaire of the study and were interviewed to find out their opinions or views about the significance of the said popularity contest.

Statement of the Problem:

The researcher aimed to determine the significance of the conduct of traditional parade of King and Queen which is celebrated in many schools and barangays of the country.

Specifically, it sought to answer the following:

- What is the profile of the parent- respondents in terms of their age, sex, educational attainment, religion, source of income, and average monthly income?
- What is the profile of the student leader-respondents in terms of their age, sex, year level, religion, source of allowance, and average weekly allowance?
- What is the level of perception of the three groups of respondents on the significance of the tradition parade of King and Queen along social, historical, and economic?
- What are the opinions or views of the respondents on the conduct of traditional parade of King and Queen in schools and barangays or villages through popularity contest?

Methods/Materials and Methods:**Research Design**

This study used the descriptive-survey and qualitative method of research with supplemental information required by the questionnaire as the main tool in gathering data.

Population and Sample

The population of this study consists of the 40 parents of the students of North Luzon Philippines State College selected randomly, 57 Bachelor of Arts (AB) students who enrolled when this study was conducted (25 from 3rd year and 31 from the 4th year level), and student leaders, the

presidents of the nine (9) departmental or program organizations namely: Bachelor of Arts (AB); Bachelor of Elementary Education (BEED); Bachelor of Secondary Education (BSE); Bachelor of Science in Criminology (BSC); Bachelor of Science in Business Administration (BSBA); Bachelor of Science in Computer Science (BSCS); and the College of Health Sciences (CHS).

Population of the Study

Respondents	Population
1. Parents	40
2. Student-Leaders	9
3. 3 rd Year AB Students	25
4. 4 th Year AB Students	31
TOTAL	105

Statistical Treatment of Data

In treating the data gathered, the researchers used the following statistical tools:

Frequency Count and Percentage. In this study, this was used to determine the actual number and percentage of the respondents in dealing with their profile.

Weighted Mean. This was used to determine the level of significance of the Traditional Parade of King and Queen along social, historical and economic aspects.

The following scale is used to determine the respondents' descriptive ratings:

Scale	Range of Points	Descriptive Rating
5	4.21 – 5.00	Strongly Agree (SA)
4	3.41 – 4.20	Agree (A)
3	2.61 – 3.40	Moderately Agree(MA)
2	1.81 – 2.60	Slightly Agree (SA)
1	1.00 – 1.80	Not Agree (NA)

Findings:

The findings of this study are as follows:

Table 1. Profile of the parent-respondents

Age Bracket	f	%
30 years old and below	5	12.50
31 – 40	7	17.50
41 – 50	18	45.00
51 years old and above	10	25.00
TOTAL	40	100.00
Sex		
Male	14	35.00
Female	26	65.00
TOTAL	40	100.00
Educational Attainment		
Master's Degree Holder	2	5.00
College Graduate	3	7.50

College Undergraduate	13	32.50
Vocational Graduate	2	5.00
High School Graduate	13	32.50
High School Undergraduate	5	12.50
Elementary Graduate	2	5.00
TOTAL	40	100.00
Religion		
Roman Catholic	26	65.00
7 th Day Adventist	2	5.00
Baptist	4	10.00
Iglesia Ni Cristo	5	12.50
Methodist	3	7.50
TOTAL	40	100.00
Source of Income		
Farming	20	50.00
Government Employee	1	2.50
Housekeeper	3	7.50
Laborer	2	5.00
Pensioner	2	5.00
Private Employee	1	2.50
Self-Employed	7	17.50
Store Owner	2	5.00
Teaching	2	5.00
TOTAL	40	100.00
Monthly Income		
P 20,000.00 – P 29,999.99	2	5.00
P 10,000.00 – P 19,999.99	8	20.00
Less than P 10,000.00	30	75.00
TOTAL	40	100.00

There are five or 12.50 percent parent-respondents who are 30 years old and below; seven or 17.50 percent belong to the age bracket of 31 – 40 years; 18 or 45.00 percent are 41 – 50 years old; and ten or 25.00 percent are 51 years old and above. There are 14 or 35.00 percent males and 26 or 65.00 percent females. Two or 5.00 percent are master's degree holders, vocational graduates and elementary graduates, respectively; three or 7.50 percent are college graduates; 13 or 32.50 percent are college undergraduates and high school graduates, respectively; and five or 12.50 percent are high school undergraduates. There are 26 or 65.00 percent who are members of the Roman Catholic Church; two or 5.00 percent are 7th Day Adventists; four or 10.00 percent are Baptists; five or 12.50 percent are members of Iglesia ni Cristo; and three or 7.50 percent are Methodists. There are 20 or 50.00 percent whose source of income is farming; one or 2.50 percent is a government and a private employee, respectively; three or 7.50 percent are housekeepers; two or 5.00 percent are laborers, pensioners, self-employed and in the teaching profession, respectively; and seven or 17.50 percent are store owners. Two or 5.00 percent have a monthly income of P 20,000.00 – P 29,999.99; eight or 20.00 percent have P10,000.00 – P19,999.99; and 30 or 75 percent have less than P 10,000.00 income in a month.

Table 2. Profile of the AB students and student leader-respondents

Age Bracket	Student Leaders		Student – Respondents	
	f	%	f	%
17 – 19	3	33.34	31	55.36
20 – 22	2	22.22	19	33.93
23 – 25	2	22.22	4	7.14
26 – 28	1	11.11	2	3.57
29 - older	1	11.11	-	-
TOTAL	9	100.00	56	100.00
Sex				
Male	5	55.56	26	46.43
Female	4	44.44	30	53.57
TOTAL	9	100.00	56	100.00
Year Level				
1 st Year	1	11.11	-	-
2 nd Year	2	22.22	-	-
3 rd Year	5	55.56	25	44.64
4 th Year	1	11.11	31	55.36
TOTAL	9	100.00	56	100.00
Religion				
Roman Catholic	5	55.56	40	71.43
Jehovah's witness	1	11.11	-	-
Iglesia Ni Cristo	-	-	3	5.36
Methodist	1	11.11	2	3.57
Later Day Saints	1	11.11	-	-
Pentecostal	1	11.11	3	5.36
7th Day Adventist	-	-	2	3.57
Aglipayan	-	-	1	1.79
Ang Dating Daan	-	-	1	1.79
Assemblies of God	-	-	1	1.79
Baptist	-	-	2	3.57
Born Again Christian	-	-	1	1.79
TOTAL	9	100.00	56	100.00
Source of Daily Allowance				
Parents	6	66.67	41	73.21
Parents and Relatives	1	11.11	2	3.57
Relatives	1	11.11	8	14.29
Sister	1	11.11	-	-
Spouse	6	66.67	-	-
Self-Supporting	-	-	4	7.14
Honorarium	-	-	1	1.79
TOTAL	9	100.00	56	100.00
Weekly Allowance				
Less than P500.00	6	66.67	26	46.43
500.00 – 599.99	3	33.33	22	39.29
600.00 – 699.99	-	-	3	5.36
700.00 – 799.99	-	-	3	5.36
800.00 – 899.99	-	-	-	-
900.00 – 999.99	-	-	-	-
1,000.00 or more	-	-	1	1.79
TOTAL	9	100.00	56	100.00

Student leader-respondents

There are three or 33.34 percent student leader-respondents who belong to the age bracket of 17 – 19; two or 22.22 percent are 20 – 22 years old and 23-25 years old respectively; one is 26 – 28

years old and 29 years and older respectively. Five or 55.56 percent are males and four or 44.44 percent are females. Only one or 11.11 percent who is in the 1st year and 4th year levels, respectively; two or 22.22 percent are in the 2nd year level; and five or 55.56 percent are in the 3rd year level. Five or 55.56 percent Catholics; one or 11.11 percent is a Jehovah's Witness, Methodist, Mormon and Pentecostal, respectively. Six or 66.67 percent whose source of daily allowance are their parents, one is from relatives, sister and spouse respectively. Six or 66.67 percent whose weekly allowance in school is less than 500.00 pesos; and three or 33.33 percent have 500.00 – 599.99 pesos weekly allowance.

Student-respondents

There are 31 or 55.36 percent AB student-respondents who are 17 – 19 years old; 19 or 33.93 percent are 20 – 22 years old; four or 7.14 percent are 23 – 25 years old and two or 3.57 percent are 26 years and older. 26 or 46.43 percent are males and 30 or 53.57 percent are females. 25 or 44.64 are in the 3rd year level and 32 or 55.36 are in the 4th year level. 40 or 71.43 percent are Catholics; three or 5.36 percent are Iglesia ni Cristo and Pentecostal, respectively; two or 3.57 percent are Methodists, 7th Day Adventists and Baptists, respectively; and one or 1.79 percent is a member of Aglipayan, Ang Dating Daan, Assemblies of God and Born Again Christian, respectively. 41 or 73.21 percent whose source of daily allowance are from their parents, two or 3.57 are both from their parents and relatives, eight or 14.29 percent are from relatives, four or 7.14 percent are self – supporting and there is only one whose source of daily allowance is from honorarium. There are 26 or 46.43 percent whose weekly allowance in school is less than 500.00 pesos; three or 5.36 have weekly allowance of 600.00 – 699.99 pesos and 700.00 – 799.99 pesos, respectively; and only one or 1.79 percent has a weekly allowance of 1,000.00 pesos or more.

Table 3. Level of perception of the three groups of respondents on the historical, social and economic significance of the traditional parade of King and Queen through popularity contest.

Table 3.a Historical Significance

Historical Significance	Student Leaders		Students		Parents		As a Whole	
	ξ	DL	ξ	DL	ξ	DL	ξ	DL
1. Not related to History that interest the community	2.33	SI A	3.13	MA	3.23	MA	2.94	MA
2. Does not enlighten the students about their knowledge in history	2.00	SI A	2.96	MA	2.23	SI A	2.40	SI A
3. Does not give any educational value	2.44	SI A	3.12	MA	2.85	MA	2.80	MA
4. An old-fashioned out-dated activity	2.44	SI A	3.15	MA	4.36	SA	3.32	MA
5. Not worth remembering or reminiscing	2.00	SI A	3.11	MA	3.15	MA	2.75	MA
MEAN	2.24	SI A	3.09	MA	3.16	MA	2.84	MA

Legend:

Strongly Agree (SA)
Moderately Agree (MA)
Slightly Agree (SI A)

The student leader-respondents slightly agree that the traditional parade of King and Queen is not related to history that interests the community (ξ=2.33); does not enlighten the students about

their knowledge in history ($\xi=2.00$); does not give any educational value ($\xi=2.44$); is an old-fashioned outdated activity ($\xi=2.44$); and is not worth remembering or reminiscing ($\xi=2.00$). Meanwhile, the student-respondents moderately agree that the traditional parade of King and Queen is not related to history that interests the community ($\xi=3.13$); does not enlighten the students about their knowledge in history ($\xi=2.96$); does not give any educational value ($\xi=3.12$); is an old-fashioned outdated activity ($\xi=3.15$); and is not worth remembering or reminiscing ($\xi=3.11$).

However, the parent-respondents strongly agree that the traditional parade of King and Queen is an old-fashioned outdated activity ($\xi=4.36$); they moderately agree that it is not related to history that interests the community ($\xi=3.23$); does not give any educational value ($\xi=2.85$); and it is not worth remembering or reminiscing ($\xi=3.15$). However, they slightly agree that it does not enlighten the students about their knowledge in history ($\xi=2.23$).

As a whole, the three groups of respondents moderately agree that the traditional parade of king and queen has historical significance based from the computed mean value of 2.84.

Table 3.c Social Significance

Social Significance	Student Leaders		Students		Parents		As a Whole	
	ξ	DL	ξ	DL	ξ	DL	ξ	DL
1. The community people are not aware of the reason of conducting the parade of the king and queen	2.89	MA	3.14	MA	3.05	MA	3.08	MA
2. Not attractive to the community	2.00	SI A	2.80	MA	2.53	SI A	2.44	SI A
3. Does not give any educational value	2.78	MA	3.29	A	3.08	MA	3.05	MA
4. A showy display of garments, garland and ornaments	4.00	A	3.57	A	4.19	A	3.92	A
5. Required the invitation of social dignitaries; hence, the school is affected mostly in terms of reception and accommodation of guests	3.67	A	3.66	A	4.32	SA	3.88	A
MEAN	3.07	MA	3.29	MA	3.43	A	3.28	MA

Legend:

Strongly Agree (SA)
Agree (A)
Moderately Agree (MA)
Slightly Agree (SI A)

As shown from the table, the student leader-respondents agree that the traditional parade of King and Queen is just a showy display of garments, garland and ornaments ($\xi=4.00$) and that it required the invitation of social dignitaries; hence, the school is affected mostly in terms of reception and accommodation of guests ($\xi=3.67$). They moderately agree that the community people are not aware of the reason of conducting the parade of the king and queen ($\xi=2.89$), and that it does not give any educational value to the community ($\xi=2.78$). However, they slightly agree that the activity is not attractive to the community ($\xi=2.00$).

On the other hand, the student-respondents agree that the traditional parade of king and queen is just a showy display of garments, garland and ornaments ($\xi=3.57$); and that it required the invitation of social dignitaries; hence, the school is affected mostly in terms of reception and accommodation of guests ($\xi=3.66$). They moderately agree that it does not give any educational value to the community ($\xi=3.29$); that the community people are not aware of the reason of conducting the parade of the king and queen ($\xi=3.14$) and that it is not attractive to the community ($\xi=2.80$).

Further, The parent-respondents strongly agree that the traditional parade of King and Queen required the invitation of social dignitaries; hence, the school is affected mostly in terms of reception and accommodation of guests ($\xi=4.32$); they agree that is just a showy display of garments, garland and ornaments ($\xi=4.19$); they moderately agree that the community people are not aware of the reason of conducting the parade of the king and queen ($\xi=3.05$) and it does not give any educational value ($\xi=3.08$); while they slightly agree that the activity is not attractive to the community ($\xi=2.53$).

As a whole, the three groups of respondents moderately agree that the traditional parade of king and queen has a social significance based from the computed mean value of 3.28.

Table 3. c Economic Significance

Economic Significance	Student Leaders		Students		Parents		As a Whole	
	ξ	DL	ξ	DL	ξ	DL	ξ	DL
1. Very hard to solicit or find donors to support a candidate for the popularity contest	4.00	A	3.80	A	4.00	A	3.92	A
2. Waste of money and just make the family of the contestants become financially indebted	3.33	MA	3.82	A	4.14	A	3.76	A
3. Proceeds of the contest have no productive or concrete result	2.56	SI A	3.63	A	3.35	MA	3.18	MA
4. Only the rich ones are able to participate in the popularity contest	3.00	MA	3.51	A	3.12	MA	3.21	MA
5. Sponsoring organization spent much in the rentals of royal garments	3.89	A	3.82	A	4.18	A	3.96	A
MEAN	3.36	MA	3.72	A	3.76	A	3.61	A

Legend:

Agree (A)
Moderately Agree (MA)
Slightly Agree (SI A)

The student leader-respondents agree that it is very hard to solicit or find donors to support a candidate for the popularity contest ($\xi=4.00$); and that sponsoring organization spent much in the rentals of royal garments ($\xi=3.89$). They moderately agree that the activity is just a waste of money and just make the family of the contestants become financially indebted ($\xi=3.33$); and that only the rich ones are able to participate in the popularity contest ($\xi=3.00$). However, they slightly agree that the proceeds of the contest have no productive or concrete result ($\xi=2.56$).

On the other hand, the student-respondents agree that it is very hard to solicit or find donors to support a candidate for the popularity contest ($\xi=3.80$); the activity is a waste of money and just make the family of the contestants become financially indebted ($\xi=3.82$); the proceeds of the contest have no productive or concrete result ($\xi=3.63$); only the rich ones are able to participate in the popularity contest ($\xi=3.51$); and that the sponsoring organization spent much in the rentals of royal garments ($\xi=3.82$).

Further, the parent-respondents agree that it is very hard to solicit or find donors to support a candidate for the popularity contest ($\xi=4.00$); the activity is a waste of money and just make the family of the contestants become financially indebted ($\xi=4.14$), and that the sponsoring organization spent much in the rentals of royal garments ($\xi=4.18$). However, they moderately agree that the proceeds of the contest have no productive or concrete result ($\xi=3.35$); and that only the rich ones are able to participate in the popularity contest ($\xi=3.12$).

As a whole, the three groups of respondents agree that the traditional parade of king and queen has economic significance based from the computed mean value of 3.61.

Problem 4. What are the opinions or views of the respondents on the conduct of traditional parade of King and Queen in schools and barangays or villages through popularity contest?

Views of the respondents on the conduct of traditional parade of King and Queen through popularity contest.

- 1) I think the traditional popularity contest and the traditional parade of King and Queen through popularity contest do not give some significance to us. It is just one way of showcasing the pride of the school by means of the annual coronation and parade and just one way of entertaining the people or audience.
- 2) This parade of king and queen, even it is said to be old-fashioned; it gives significance to the community in reminiscing our history. This will make us proud that once we made history that has been part of our life.
- 3) Yes. The traditional parade of king and queen gives some significance to me as part of the community because it creates a way for the people / residents of our barangay to cooperate, but the proceeds of the popularity contest must really be productive so that the sponsors / residents shall be encouraged again to support the contest.
- 4) Sometimes, I don't see the essence of those glamorous parades because all you notice is their royal garments, without knowing the purpose of the said parade, surely you wouldn't understand, only if they will make it more simple, more information regarding the affair, I think it would be much better.
- 5) Having this kind of activity needs a lot of preparation, effort, time and also money. As my observation to this kind of act in every barangay / community it makes the people not that kind of hard but we all know money is very hard to find. Can we be assured that this money that will be solicited will 100% go on a said project? Instead of having that kind of coronation, why don't they just put all the solicited money for the project they want to establish? In my part having that parade of king and queen is irrelevant, it is not important because the money solicited will just go to the decorations, garlands and a lot more. So for me, it is not significant but to us we are looking for our enjoyment!! And that should not be! Just think all goods are increasing process.

- 6) As a student, I see it as a burden to some or shall I say most of the student / people because not all of us are rich, though it is a way of raising funds. In my own opinion, it is the easiest way to raise fund for putting up projects that everyone would be benefited.
- 7) The traditional parade of king and queen doesn't give much significance to an ordinary citizen of the community. Thus, it is just a waste of money. You spend so much time and money in renting costumes, ornaments, accessories and more, so, its better not have this kind of ceremony. We can celebrate the foundation day without this.
- 8) The traditional king and queen parade is very significant as part of the community because it is already a tradition of the Filipino people. It is part of our fiestas or any barangay affair that can show cooperation for the betterment of the society.
- 9) It is a tradition of the school to conduct a popularity contest, why should it be remove? And it is the highlight of our foundation day.
- 10) To be honest, it is very fun of conducting such activity in our community. Thus, they are telling that the proceedings of the money collected are for the betterment of the community. For me, it is just wasting money and time. Thus, the formation of parade of king and queen is abundant in terms of many things and most especially it may give happiness to the people.
- 11) I'm at the middle because sometimes I like this tradition, the parade of king and queen for some reasons but if the management did not comply with the proceeds of the money this is the time that I'm not in favor of the said tradition.
- 12) For this tradition, we need to accept the fact that this is already a part of our life, to be able for us to expose and to be known in our school and other places.

Conclusion:

The researcher made the following conclusion based from the findings of the study:

- 1) Though some respondents do not agree on the conduct of the traditional folk activities like the crowning and parade of kings and queens during special occasions in schools and barangay fiestas are imbedded as part of the Filipino cultural heritage. Changes may be effected when they are presented today, but not to totally eradicate them from the roster of activities during said celebrations.
- 2) The traditional parade of king and queen is still an acceptable reality and many people still support this tradition. There shall be clear grounds set between the sponsoring organization and the parents of the candidates in popularity contest so that better understanding and mutual cooperation will exist between and among them.
- 3) There shall be tangible projects to be put up after the coronation and parade of the king and queen to fully materialize and concretize the projected proceeds of the popularity contest. This way, the community people can also be benefited.