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RESEARCH ARTICLE

SOCIO-CULTURAL IMPACT OF SAMBUHOS FESTIVAL TO HONOR SAINT JOHN THE BAPTIST

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ABSTRACT

This study examined the socio-cultural impact of the Sambuhos Festival, celebrated in honor of Saint John the Baptist in Lian, Batangas. It focused on cultural preservation, community participation, social cohesion, and challenges encountered during the celebration. The study also examined whether respondents' perceptions of the festival's socio-cultural impact were significantly related to the challenges they experienced. The manuscript describes a researcher-made questionnaire as the main data-gathering instrument and reports the use of weighted mean, standard deviation, document analysis, and a test of relationship. Findings indicated that respondents generally agreed that the festival contributes positively to community life. The reported composite means were 3.46 (SD = 0.660) for the overall socio-cultural impact, 3.35 (SD = 0.634) for community participation, and 3.33 (SD = 0.629) for social cohesion. Respondents also agreed that the festival faces challenges, with a composite mean of 3.34 (SD = 0.640), including limited funding, uneven participation, organizational concerns, security, and insufficient institutional support. The manuscript reports a statistically significant relationship between perceptions of socio-cultural impact and challenges and states that the null hypothesis was rejected. The findings support continued documentation of the festival's history, wider community involvement, and stronger planning

and support to sustain its cultural and social value.

Keywords: *Sambuhos Festival, cultural preservation, community participation, social cohesion, socio-cultural impact*

INTRODUCTION

Festivals are living expressions of a community's history, beliefs, traditions, and shared identity. In the Philippines, religious celebrations often bring together devotion and cultural activities, providing opportunities for residents to participate, transmit traditions, and strengthen relationships. The Sambuhos Festival in Lian, Batangas, is celebrated in honor of Saint John the Baptist and is associated with water-dousing, processions, music, street dancing, and other communal activities.

Beyond its religious significance, the festival provides a setting in which cultural knowledge can be shared across generations and community members can build a sense of belonging. However, modernization, limited resources, uneven participation, and organizational difficulties may affect the continuity and implementation of local traditions. Examining these positive contributions and practical challenges can help the community identify ways to sustain the festival's heritage and social value.

This study therefore examined the origin of the Sambuhos Festival, respondents' perceptions of its socio-cultural impact in terms of cultural preservation, community participation, and social cohesion, the challenges encountered during the celebration, and the relationship between perceived impact and challenges. The findings are intended to inform community-based efforts to document and strengthen this local cultural tradition.

LITERATURE REVIEW

The related literature in the source manuscript emphasizes three interconnected dimensions. First, cultural preservation involves safeguarding living traditions, rituals, and

shared community memory so that they remain meaningful to younger generations. Festivals can support this process by presenting local history, religious practices, performances, and customs in a public and participatory setting. Second, community participation is more than attendance; it includes volunteering, planning, organizing, and sharing responsibility for cultural activities. Meaningful involvement can strengthen ownership and encourage residents to sustain local traditions. Third, social cohesion refers to connectedness, solidarity, trust, and cooperation among members of a community. Shared celebrations can create opportunities for interaction and collective identity across age groups and backgrounds.

The manuscript draws on literature concerning cultural heritage, community engagement, religious identity, and social capital. These perspectives provide a basis for examining how the Sambuhos Festival may contribute to cultural continuity and community relationships while recognizing that financial constraints, organizational issues, security concerns, and insufficient institutional support can limit its potential. The review supports the study's focus on cultural preservation, participation, social cohesion, and festival-related challenges.

RESEARCH QUESTIONS

The study sought to answer the following questions:

1. What is the origin of the Sambuhos Festival?
2. What are the respondents' perceptions of the socio-cultural impact of the Sambuhos Festival in terms of cultural preservation, community participation, and social cohesion?
3. What challenges are encountered by respondents in the celebration of the Sambuhos Festival?
4. Is there a significant relationship between respondents' perceptions of the festival's socio-cultural impact and the challenges encountered?
5. What socio-cultural values and community practices can be sustained or enhanced

through the festival based on the findings?

Null hypothesis: There is no significant relationship between respondents' perceptions of the socio-cultural impact of the Sambuhos Festival and the challenges encountered in its celebration.

METHODOLOGY

The study was conducted in Lian, Batangas, the locality associated with the annual Sambuhos Festival in honor of Saint John the Baptist. The source manuscript identifies a descriptive research design and describes the study as qualitative; however, it also reports questionnaire-based numerical ratings and statistical analyses. This article summarizes the methods and results as reported in the manuscript without resolving that methodological inconsistency.

The manuscript identifies residents, community leaders, festival organizers, and selected participants as intended respondents and describes purposive sampling. A researcher-made questionnaire was used, with items addressing perceptions of socio-cultural impact and challenges encountered during the celebration. The questionnaire was reviewed and revised with adviser input. The data-gathering procedure included securing permission, distributing and retrieving questionnaires, and organizing the responses for analysis. Document analysis was used to examine the festival's origin; weighted mean and standard deviation were used to summarize perceptions; and the manuscript reports a test of relationship for the association between perceptions of impact and challenges.

Ethical procedures described in the source include voluntary participation, informed consent, confidentiality, and review by the Institutional Ethics Review Committee of Dr. Francisco L. Calingasan Memorial Colleges Foundation, Inc. The source does not consistently describe the same respondent group across all sections; therefore, the population description should be checked against the final approved manuscript before submission.

FINDINGS

Origin and cultural background. The manuscript presents the Sambuhos Festival as a religious and cultural celebration honoring Saint John the Baptist and connects its water-dousing tradition with baptism, renewal, and local identity. The accompanying manual presents historical and folkloric information about Lian and its communities.

Overall socio-cultural impact. Respondents generally agreed that the Sambuhos Festival has a positive socio-cultural impact, with a reported composite mean of 3.46 and standard deviation of 0.660.

Cultural preservation. The source reports a composite mean of 3.46 (SD = 0.660) and interprets the responses as agreement that the festival helps maintain traditions and appreciation of local heritage. Note: the Chapter 5 summary labels this result as cultural preservation inconsistently in one sentence; the figure is reproduced as reported.

Community participation. Respondents agreed that the festival encourages community involvement, with a composite mean of 3.35 (SD = 0.634). The discussion describes participation through volunteering, joining activities, and contributing to the shared celebration.

Social cohesion. Respondents agreed that the festival supports unity and relationships among community members, with a composite mean of 3.33 (SD = 0.629). The highest individual item noted in the chapter was the belief that the festival strengthens unity among community members (WM = 3.57).

Challenges. Respondents agreed that challenges affect the celebration, with a composite mean of 3.34 (SD = 0.640). The challenges included limited financial resources (WM = 3.36), lack of participation by some community members (WM = 3.48), organizational and management issues (WM = 3.28), order and security concerns (WM = 3.26), and limited government or institutional support (WM = 3.32).

Relationship between perceived impact and challenges. The manuscript reports a p-value of 0.000 and states that the null hypothesis was rejected. In reporting, this should

conventionally be written as $p < .001$ rather than $p = .000$. The original statistical table and test details should be verified before publication, because the chapter's explanation of the test and the numerical reporting require editorial checking.

CONCLUSIONS

1. The Sambuhos Festival is presented as an important expression of the history, faith, traditions, and shared identity of the Lian community.
2. Respondents generally perceived the festival as contributing positively to cultural preservation, community participation, and social cohesion.
3. The celebration continues to face practical challenges, especially uneven community participation, limited funding, event organization, security, and institutional support.
4. The source manuscript reports a statistically significant relationship between perceptions of the festival's socio-cultural impact and challenges encountered; the underlying statistical output should be checked before final publication.
5. The proposed festival manual can serve as a supporting educational resource for documenting local history and encouraging appreciation of the festival's cultural values.

RECOMMENDATIONS

1. Local historians, schools, and cultural offices should document and share the festival's origin and traditions through educational materials, exhibits, and community programs.
2. Local government units and festival organizers should broaden participation by inviting residents, youth groups, schools, faith communities, and local organizations to help plan and implement activities.
3. Stakeholders should address resource and organizational challenges through realistic budgeting, clear role assignments, safety planning, and appropriate institutional

support.

4. Organizers should collect feedback after each celebration and use it to improve accessibility, community involvement, and the preservation of traditional elements.
5. The proposed Sambuhos Festival manual should be reviewed by local cultural stakeholders and used, where appropriate, as a learning resource to strengthen awareness of Lian's cultural heritage.

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