

**COMMUNICATION NETWORK AND ENTERPRISE STATUS OF THE
SIMULA NG PANIBAGONG BUKAS MULTI-PURPOSE
COOPERATIVE IN PORAIS, SAN JOSE CITY,
NUEVA ECIJA**

AILEEN SHAYE CABIE FONTANILLA

**An undergraduate thesis submitted to the faculty of Department of
Development Communication, College of Arts and Sciences
Central Luzon State University, Science City of Munoz
Nueva Ecija, Philippines, in partial fulfilment
of the requirements for the degree**

BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION

JUNE 2019



Republic of the Philippines
CENTRAL LUZON STATE UNIVERSITY
Science City of Muñoz, Nueva Ecija

COLLEGE OF ARTS AND SCIENCES
Department of Development Communication

APPROVAL SHEET

This undergraduate thesis entitled COMMUNICATION NETWORK AND ENTERPRISE STATUS OF THE SIMULA NG PANIBAGONG BUKAS MULTIPURPOSE COOPERATIVE IN PORAIS, SAN JOS CITY, NUEVA ECIJA prepared, presented and submitted by AILEEN SHAYE C. FONTANILLA in partial fulfilment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.


LUZ A. JOVE

Adviser

01/30/19
Date Signed


JOCELYN R. DOLLENTE

Critic

01/30/19
Date Signed

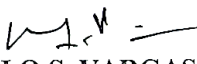

ANDREA MAY C. MALONZO

Research Coordinator

Department of Development Communication

01/30/19
Date Signed

Accepted as partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**


DANILO S. VARGAS

Department Chair

Department of Development Communication

01/30/19
Date Signed


RICH MILTON R. DULAY

Research Coordinator

College of Arts and Sciences

2/4/19
Date Signed


EVARISTO A. ABELLA

Dean

College of Arts and Sciences

2/6/19
Date Signed

TABLE OF CONTENTS

	PAGE
LIST OF TABLES	iv
LIST OF FIGURES	v
LIST OF APPENDICES	vi
ABSTRACT	vii
INTRODUCTION	1
Background	1
Statement of the Problems	3
Objectives of the Study	4
Assumption of the Study	4
Significance of the Study	4
Scope and Limitations	5
REVIEW OF RELATED LITERATURE AND STUDIES	6
Dairy Cooperative	6
Communication Enterprise	7
Communication Network	8
Network Ties	8
Demographic Factors Related to Organizational Performance	9
METHODOLOGY	10
Theoretical/Conceptual Framework of the Study	10
Operational Definition of Terms	13
Locale of the Study	16
Research Design	16
Research Instrument	16
Methods of Gathering Data	17
Methods of Data Analysis	17
RESULTS AND DISCUSSION	18
Membership of SIPBU-MPC	18
Organization and Management of SIPBU-MPC	19
Communication Networks of SIPBU-MPC Management	22
Policies, Projects and Activities (PPA) were Implemented by SIPBU-MPC	26

Communication Strategies of SIPBU-MPC for Its Internal and External Affairs	32
Status of SIPBU-MPC in the Last Six Years	36
SUMMARY, CONCLUSION, RECOMMENDATION	38
Summary	38
Conclusion	39
Recommendation	40
LITERATURE CITED	41
APPENDICES	43

LIST OF TABLES

TABLE		PAGE
1	Membership profile of SIPBU-MPC	19
2	Number of network nodes at management levels	24
3	Type and number of network ties at each level of SIPBU-MPC management	26
4	SIPBU-MPC Linkages	29
5	Problems/Challenges encountered by SIPBU-MPC and solutions applied	31
6	Communication Strategies of SIPBU-MPC for its internal affairs	34
7	Communication Strategies of SIPBU-MPC for its external affairs	36

LIST OF FIGURES

FIGURE		PAGE
1	Barnes' Social Network Theory model by Van Dijk	10
2	Chart outlining the focus of the case study	12
3	Organizational Structure of SIPBU-MPC	21
4	Figure 4. Assets and liabilities of SIBPU-MPC in the past six years (2011-2017)	37

LIST OF APPENDICES

APPENDIX		PAGE
1	Research Instrument 1	10
2	Research Instrument 2	12
3	Letter 1	21
4	Letter 2	37
5	Letter 3	54
6	Acknowledgment	55
7	Biographical Sketch	

ABSTRACT

FONTANILLA, AILEEN SHAYE, Department of Development Communication, Central Luzon State University, Science City of Munoz, Nueva Ecija, Philippines, June 2019. **COMMUNICATION NETWORK AND ENTERPRISE STATUS OF THE SIMULA NG PANIBAGONG BUKAS MULTIPURPOSE COOPERATIVE IN PORAIS, SAN JOSE CITY, NUEVA ECIJA.**

Adviser: PROF. LUZ A. JOVE

This study involving the Simula ng Panibagong Bukas Multipurpose Cooperative used the Social Network theory and aimed to explore the kind of communication networks in the organization and management of SIPBU-MPC and its current enterprise status.

Descriptive statistical analysis was used to analyse data. A total of 75 members served as respondents of the study. Communication network of the cooperative officers was examined while the organization and management structure, policies, projects and activities implemented, and the communication strategies for its internal and external affairs were described. Meanwhile, the assets and liabilities of the cooperative from 2011-2017 were determined. Likewise, secondary data were analysed to support primary data. The study was conducted in May to October 2018.

It is constituted with regular members, males who are middle-aged, high school graduates, earning around Php 15, 000, and holders of 3 head of milking buffaloes. It is organized with three levels of management. The management of SIPBU-MPC have 43 network nodes bonded by different network ties. SIPBU-MPC practiced communication through the use of different communication flows. In consideration with its assets, the

status of SIPBU-MPC became a small enterprise since 2012 and remained as is, with increasing assets.

LITERATURE CITED

- BANGKO SENTRAL NG PILIPINAS. Credit Surety Fund. Retrieved on October 1, 2018 from http://www.bsp.gov.ph/loans/loans_csf.asp
- BIG DOG AND LITTLE DOG'S PERFORMANCE JUXTAPOSITION. Organizations and the Performance. 2004. Retrieved on April 16, 2018 from <http://www.nwlink.com/~donclark/performance/organizational.html>
- CO-OPLAW.ORG. 2009. What is a Cooperative? Retrieved on March 19, 2018 From <http://www.cooplw.org/co-op-basics/what-are-cooperatives/>
- DEL ROSARIO, W. T. 2012. Sustainability of Philippine Carabao Center and Primary Cooperative Partnership on Carabao-based enterprise. Central Luzon State University. Science City of Munoz
- DELOS TRINOS, C. H. 2005. Communication Network and Extent Utilization of Tilapia Cage Farming Technology at the Magat Reservoir, Philippines
- HANKS, G. "The Structure of a Cooperative Organization." Small Business Chron.com. Retrieved on May 1, 2018 from <http://smallbusiness.chron.com/structure-cooperative-oraginazation67828.html>.
- MANAGEMENT STUDY GUIDE. Communication Flows in an Organization by Prachi Juneja. Retrieved on January 13, 2019 from <https://www.managementstudyguide.com/communication-flows.htm>
- MIXPH. Carabao Development Program by CDP. 2014. Retrieved on May 1, 2018 from <http://www.mixph.com/carabao-development-program-by-cdp/>
- MOONEY, L.A., KNOX, D., SCHACHT, C. 2007. Understanding Social Problems. Fifth Edition. Retrieved on May 1, 2018 from <https://lulima.hawaii.edu/access/content/user/kfrench/sociology/the%20three%20main%20sociological%20perspectives.pdf>
- OREGON STATE UNIVERSITY. Cooperative Management. 2014. Retrieved on May 1, 2018 from <https://oregonstate.edu/instruct/anth481/ectop/econom.html>
- PHILIPPINE CARABAO CENTER. Enterprise Development. Retrieved on March 18, 2018 from <http://www.pcc.gov.ph/enterprise-development/>
- PALACPAC, E. P. Spurring dairy buffalo development in the Philippines through

- cooperatives, negotiations, and networks. 2010. *Journal of Rural Cooperation*, Volume 38, Number 1. Retrieved on May 1, 2018 from <http://ageconsearch.umn.edu/record/163883>
- PUJARA, M. Marketing Problems and Issues of Farmers Groups and Cooperatives in Agriculture. 2016. Retrieved on April 29, 2018 from <https://www.linkedin.com/pulse/agriculture-marketing-mandeep-pujara>
- RA 7307. The Philippine Carabao Act of 1992.
- STUDY.COM. Communication Networks: Types and Examples. Retrieved on March 19, 2018 from <https://study.com/academy/lesson/communication-networks-typesexamples.html>
- SAMSOM AG. Retrieved on March 17, 2018 from <https://ww.samson.de/document/1155en.pdf>
- TAYLOR, D. 2017. Retrieved on march 17, 2018 from <https://bizfluent.com/list-7620661-different-types-communication-networks.html>
- UNITED STATES DEPARTMENT OF AGRICULTURE. Cooperatives in the Dairy Industry. Retrieved on May 1, 2018 from <https://www.rs.usda.gov/files/cir1-16.pdf>
- UNIVERSITY OF TWENTE. Communication Studies Theories. 2017. Retrieved on April 22, 2018 from https://www.utwente.nl/en/bms/communication-theories/sorted-bycluster/Organizational%20Communication/Network%20Theory%20analysisalso_within_organizations/
- VOSTRIKOVA, A. The Importance of Data on the Age and Sex Structure of the Population, Problems in Economics. 1970. 12:11, 27-39, DOI: 10.2753/PET1061-1991121127
- WIKIPEDIA. Structural Functionalism. Retrieved on April 29, 2018 from http://en.wikipedia.org/wiki/structural_functionalism