

**COMMUNICATION FACTORS AFFECTING THE RICE FARMERS
PERCEPTION TOWARDS RICE TRANSPLANTING
MECHANIZATION IN CATALANACAN,
SCIENCE CITY OF MUÑOZ,
NUEVA ECIJA**

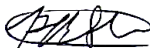
An Undergraduate Thesis Presented to the
Faculty of the Department of Communication and Development Studies
Central Luzon State University

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Development Communication

By
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APPROVAL SHEET


This undergraduate thesis entitled "**COMMUNICATION FACTORS AFFECTING THE RICE FARMERS PERCEPTION TOWARDS RICE TRANSPLANTING MECHANIZATION IN CATALANACAN, SCIENCE CITY OF MUNOZ, NUEVA ECIJA,**" prepared and submitted by **CHRISTELLE KAYE R. LANSANGAN, MIKE DAENIEL R. TALPLACIDO, & GENE ROSE T. IBARRA** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:



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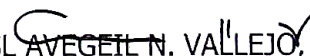
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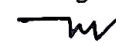

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THESIS ABSTRACT

1. Title: COMMUNICATION FACTORS AFFECTING THE RICE FARMERS PERCEPTION TOWARDS RICE TRANSPLANTING MECHANIZATION IN CATALANACAN, SCIENCE CITY OF MUNOZ, NUEVA ECIJA

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7. Abstract:

7.1 Rationale/Background

In the Philippines, agriculture is one of the most vital sectors of the economy as it is one of the primary sources of income for about 24.27% of Filipino workers. Back in the day, planting rice was done through manual planting where farmers needed to bend over in muddy fields, it was backbreaking work and time-consuming. Thereafter, rice transplanter, a new innovation has been created to address the issue regarding the backbreaking and time-consuming planting of rice. Generally, innovation takes time to be fully accepted and implemented by the community. Thus, it was not a surprise that rice transplanter is still not accepted and fully implemented by the rice farmers.

7.2 Summary

This study's main focus is to determine the communication factors affecting the rice farmers' perception towards rice transplanter in Catalanacan, Science of Muñoz, Nueva Ecija. Specifically, this study aims to answer the following:

1. Who are the rice farmers of Catalanacan, Science City of Munoz, Nueva Ecija in terms of:? a. Age; b. Sex assigned at birth; c. Educational attainment; d. Civil

Status; e. Years of experience in farming; and f. The size of the rice field being managed

2. What are the communication factors affecting the rice farmers in terms of:
 - a. Source; b. Message; and c. Channels
3. What are the attitudes of the rice farmers towards using mechanized methods for rice transplanting?
4. What are the subjective norms do rice farmers have towards using mechanized methods for rice transplanting?
5. What perceived behavioral control do rice farmers have towards using mechanized methods for rice transplanting?
6. How do the communication factors affect rice farmers' attitude, subjective norm, and perceived behavioral control?
7. How do the rice farmer's attitude, subjective norm, and perceived behavioral control affect their perceived behavioral intentions towards using mechanized methods for rice transplanting?

This study approached descriptive and correlational research and was limited only to 186 respondents - rice farmers in Catalanacan, Science City of Muñoz. It used simple random sampling in determining the respondents and utilized the quantitative research method for the data gathering through printed survey questionnaires. Also, the study only lasted throughout the 2nd semester and mid-year of academic year 2022-2023, and 1st semester of the academic year 2023-2024.

7.3 Major Findings

The findings of this study stated that there is a significant relationship between communication factors and attitude to the intent of the rice farmers to use mechanized methods for rice transplanting; and there is no significant relationship between communication factors, subjective norms, and perceived behavioral control to the intent of the rice farmers to use mechanized methods for rice transplanting.

7.4 Conclusions

The findings revealed that the majority of the respondents were aged 51 to 60 years old, and the majority were male; they had attained high school level of education and were married with at least 21 to 30 years of experience in farming rice crops and were managing 1 to 2 hectares of rice field which implies that the majority of the respondents were small-scale rice farmers.

Moreover, social media is the most efficient platform as the source of information, and the contents were mostly the benefits of using rice transplanter,

and it also contains information on when to plant during the rainy and dry season. The messages were appropriate and conveyed all the facts about farming. Facebook, YouTube, and TikTok were the most efficient virtual channels. The training and seminar, printed materials, and virtual platforms were the preferred channels by the respondents. In simpler terms, it indicates that the communication factors play a significant role in shaping farmers' attitude, subjective norm, and perceived behavioral control, which signifies that it strongly influences their perceived behavioral intentions to use the mechanized methods for rice transplanting. These results underscore the importance of effective communication strategies in promoting the acceptance and utilization of mechanized agricultural practices among farmers.

In line with the hypotheses of this study it is concluded that there is indeed a significant relationship between the communication factors such as the source, message, and channel of the information that the respondents received regarding rice transplanter and their attitude to their intent to use mechanized methods for rice transplanting; and there is no significant relationship between communication factors, subjective norms, and perceived behavioral control of the respondents. Therefore, the hypotheses will be accepted based on the results of this study.

7.5 Recommendations

Based on the conclusions drawn from the research findings, several recommendations emerged by the researchers to enhance the dissemination of information about rice transplanters among rice farmers in Catalanacan, Science City of Munoz:

1. Establish targeted and user-friendly social media promotions about rice transplanter and other agricultural technologies reconsidering that the majority of the respondents in this study are aged 51 to 60 years old and above.
2. Develop and distribute informative printed materials that comprehensively cover the advantages of utilizing rice transplanters;
3. Conduct tailored training programs and seminars to the rice farmers that tackle specific needs and challenges faced by small-scale farmers and efficient use of rice transplanter.
4. Encourage the rice farmers in the area to participate in training programs and seminars regarding rice transplanter and other agricultural technology.
5. Include several barangays as the setting of the study to gather more significant data about the communication factors that affect the perception of the farmers about rice transplanter and other agricultural technology.

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LIST OF ABBREVIATIONS

IEC : Information, Education, and Communication

ERC : Ethical Research Committee

SDG : Sustainable Development Goals

PhilRice : Philippine Rice Research Institute

DA : Department of Agriculture

IRRI : International Rice Research Institute

RCEF : Rice Competitiveness Enhancement Fund

PhilMech : Philippine Center for Postharvest Development and Mechanization

TPB : Theory of Planned Behavior

DPA : Data Privacy Act

ICT : Information and Communication Technology

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