

**Extent of Information Dissemination and Awareness of Traffic Rules and
Regulation among Tricycle Drivers in San Jose City**

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ABSTRACT

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San Jose is a growing city. The changes are visually evident. Traffic lights, LED billboards, and new road routes were added to the city. Along with the new administration is the new city ordinance. With a city that changes its traffic system overtime, a corresponding study should be conducted every period of time for assessment.

This study aimed to determine the extent of information dissemination and awareness of traffic rules and regulations among the tricycle drivers of San Jose City. The researcher used descriptive type of research. During data collection, the researcher assigned facilitators to assist in the dissemination of questionnaires. The questionnaires were based from the current city ordinance of San Jose and information from the Public Information Office of San Jose. Draw lots was conducted to determine which barangay will receive the questionnaires. Data collection ended as soon as the facilitators gathered 360 respondents.

Findings show that most respondents were 43-47 years old and has spent 1-10 years in driving tricycles. Television was the most used medium in disseminating information, while group discussion is least. Older respondents know less traffic signs and symbols than the younger drivers.

BIOGRAPHICAL SKETCH

The researcher is Ryan Jacob Go Pascua, 22 years old. He is currently living in Brig. Abad 1st, San Jose City, Nueva Ecija. He was born on the 5th of February, 1997 in Targa, Tarlac. He grew up from a Christian, Chinese-Filipino family. He is the eldest son among the two children of Mr. Renato G. Pascua and Mrs. Rowena Go Pascua. He took his elementary education in Bethel Ministries and his secondary education in Bethel High School. He is now studying in Central Luzon State University (CLSU) and taking a Bachelor of Science in Development Communication (BSDC).

The researcher has a big interest in music, movies, graphic design and computer games. He learned playing various musical instruments since his elementary days through the internet. The piano was one of his first instruments. Sci-fi is his favorite movie genre. Lucy, The Fourth Kind, and I Origins are his favorite movies. His desire for graphic design was later realized while he was taking his bachelor's degree. BS Development Communication opened opportunities for him to discover his strength in lay-outing and video editing. On his free time, he plays DOTA and Overwatch.

Being involved in his local church in San Jose, the researcher didn't participate much in extracurricular activities. He is part of a teen information center in San Jose and an anti-trafficking advocacy, iAct Movement, in Cabanatuan. The researcher looks forward to pursue graphic design or multimedia arts after receiving his bachelor's degree.

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INTRODUCTION

Background of the Study

San Jose City is a 4-hour trip from Santiago City, located 140 km north of the city. Conversely, it is a 3-1/2-hour drive from Marikina or a good-one-hour ride from Cabanatuan City. Since the city is located along the Marikina Highway system, all modes of transportation going to Cagayan passes through the city. Transportation services include the major bus companies of Bulwag Transit, Golden Bee Liner, Partas Bus Co., and other passing by buses like Victory Liner, Florida Bus, AutoFlora, Neltunao Liner, and other minor transport carriers.

Perpendicular to the above-mentioned highway system is provincial roads linking the city to the province of Pangasinan in the west and the province of Anpro and parts of Quezon in the east. These roads are generally accessible to mini-buses and passenger jeeps. A ride on a tricycle will cost a single passenger fifteen pesos.

San Jose City is currently governed by a new administration. Under the term of Mayor Mario "Koko" Salvador, San Jose was finally called as "Bagong San Jose" (New San Jose). Changes of the city were very evident, from government building facades to traffic lights and LED billboards. New ordinances and new traffic rules and regulations were implemented.

Traffic is a passage of people and vehicles along routes of transportation (American Heritage Dictionary, 2017). In San Jose, roads consist of pedestrians, herded animals, and vehicles like motorbikes, tricycles, and cars. Because of the diversity and population of those who use these roads, there is a need for order.

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