



History and Cultural Innovation (HCI)

ISSN: 3064-805X (ONLINE)

VOLUME 3 ISSUE 1 (2026)

PUBLISHED BY
E-PALLI PUBLISHERS, DELAWARE, USA

A Survey of Socio-Cultural Values Reflected in the Agrimat Magsingal Festival of Ilocos Sur, Philippines

Jhanelyn P. Tabudlo^{1*}, Dian Antonette N. Reantillo², Romeo A. Abucay³

Article Information

Received: December 04, 2025

Accepted: March 20, 2026

Published: May 07, 2026

Keywords

Agrimat Magsingal Festival, Civic Engagement, Cultural Continuity, Festival Management, Ilocano Traditions, Socio-Cultural Values, Transmission

ABSTRACT

This study aims to determine how the Agrimat Magsingal Festival or Town Fiesta in Magsingal, Ilocos Sur, reflects social and cultural values. The 120 locals who watched the festival filled-out a researcher-validated questionnaire evaluating social and cultural value using a descriptive survey design. The Agrimat Magsingal festival preserves and transmits Ilocano customs, agricultural beliefs, traditional arts, and cultural knowledge to future generations while it also encourages local cooperation, a sense of belongingness, volunteerism, and civic engagement. The results show high perceived social value with an overall weighted mean of 4.28 (Strongly Agree), top social items included strengthened community cooperation and mutual help (WM = 4.49, Strongly Agree), increased sense of belonging (WM = 4.47, Strongly Agree), and intergenerational interaction and respect (WM = 4.33, Strongly Agree). Areas with slightly lower social agreement were promotion of social inclusion (WM = 4.14, Agree), leadership accountability during planning (WM = 4.17, Agree), and public order/safety (WM = 4.16, Agree). Cultural values also scored highly with an overall weighted mean of 4.39 (Strongly Agree); highest cultural items were preservation of Ilocano customs (WM = 4.59, Strongly Agree) and reinforcement of agricultural beliefs and values (WM = 4.50, Strongly Agree), while items with relatively lower cultural agreement included revival of rarely practiced traditions (WM = 4.29, Strongly Agree) and cultural narratives deepening sense of place (WM = 4.28, Strongly Agree), which show that locals perceive Festival as a powerful tool for social unity and cultural continuity. The study shows that there is potential for improvement as there are some factors obtained comparatively lower approval, including the revival of rarely practiced traditions, event safety, leadership transparency in planning, and participation of marginalized populations. The study suggests additional accessibility and inclusion measures, the creation of a public Festival Advisory Committee, the establishment of safety and crowd-management procedures, targeted programs to revive traditions, heritage showcases, and youth apprenticeship programs, as well as regular post-festival monitoring to guide ongoing improvement. Overall, the findings are intended to help community organizations, schools, local government, and cultural stakeholders on how to use the festival to improve community development and preserve cultural identity.

INTRODUCTION

A festival is a public or private gathering that is arranged to commemorate, appreciate, or promote a specific artistic, religious, social, or cultural endeavor. (Riera, 2024). Festivals are social and cultural gatherings that unite people to appreciate and celebrate various forms of art, music, food, and culture (Riera, 2024). Festivals are like “Symbol”, it should be well recognized and properly promoted to attract not just local and national but also international tourists. It brings pride to Filipinos, showcase not just culture, talents and community unity. It is often held on a regular, or annual basis, and typically only lasts for a few days to several weeks.

According to UNESCO (2003), intangible cultural heritage is defined as “practices representations, expressions, knowledge, skills, instruments, objects, artefacts and cultural spaces recognized by communities, groups and individuals as part of their cultural heritage.” This directly relates to festivals which are venues for social and performative transmissions of cultural Values of certain communities.

Festivals serve as spaces where communities actively practice and transmit their cultural identity. According to Artuk and Lerski (2021), “intangible cultural heritage” consist of traditions, practices and knowledge passed down through oral traditions, performing arts, social behaviors and landscape connections”. Cultural festivals, honoring customs, history and identity, commemorating spiritual practices and beliefs, commemorating seasons, harvests, and ties to the land, community celebrations “ (Refae, S. 2024), is relevance to festivals serves several sociocultural functions as an agricultural and cultural celebrations.

Stated by Falassi (1987), a festival is a social phenomenon that occurs in almost every human civilization. The lively variety and compelling vibrancy of its dynamic performance and aesthetic elements, the indications of fundamental importance behind them, its historical origins, and the participation of the “natives” have always captured the interest of both men of letters and casual tourists. Falassi additionally defined that festivals in the social sciences

¹ University of Northern Philippines, Tamag, Vigan City, Philippines

² Mariano Marcos State University, Laoag City, Philippines

³ Associate Professor, Mariano Marcos State University, Philippines

* Corresponding author's e-mail: Jhanelyn.tabudlo@unp.edu.ph

have simply rooted in everyday conversation, where the term encompasses a variety of highly diverse celebrations, both private and public, sacred and profane, promoting tradition and bringing about innovation, expressing nostalgic comebacks, offering the expressive means for the preservation of the most traditional folk customs, and honoring the highly unconventional and speculative avant-gardes of the elite fine arts.

A festival is a day of festivities or celebration. The Philippines is not an exception to the numerous festivals observed around the globe. In the Philippines, festivals are frequently observed by a province, town, or municipality (Doi.Mendelu.Cz n.d. 2023). The researcher sees festival as a way to teach others, especially the next or the future generation, about history, identity, and values within the area and its residence, and it's also another strategy to draw tourists to a province, town, or municipality. Therefore, a festival influences values of certain locations.

The Town of Magsingal was founded in the year 1676 under orders of captain Juan De Salcedo of the Spanish Army which has a unique and rich historical origin based on Atty. Gelacio U. Usita's book. At present Magsingal is one of the Municipality of Ilocos Sur in District I, it is also known for its Agrimat Magsingal Festival or Town fiesta held every year of 1st - 2nd week of April, which were celebrated by the people and visitors in the community. This Festival portray not just the religion, practices, norms and even attitudes of the people in the municipality. There are many activities and ideas celebrated by its residence, some focus on food associated with harvests such as in farming corn and tobaccos and fishing which are blended with the festivals. It also creates more opportunity for people to earn a living for it and the celebrations offers a sense of belongingness for religion, social, and cultural.

Festivals in the Philippines commonly celebrate in multiple and different social functions: The Agrimat Magsingal Festival is no exception. Emerging from agrarian calendars and Catholic feast-day observances of residents, it links agricultural cycles such like planting, harvesting, fishing, and thanksgiving with spiritual petitions for bounty and protection to our fishers and farmers. As such, the festival acts as a cultural medium through which values related to labor, gratitude, reciprocity, and religiosity are enacted in different activities or programs held in the area. Observing how these values appear in festival such as, prayers, processions, agricultural implements, produce displays and products like "One Town, One Product" (OTOP), and performances such like dances, songs, dramatizations or sarzuela allows for a textured understanding of what the community cherishes and seeks to sustain.

Being a one of the residents of the Municipality of Magsingal. The researcher personally witnessed how Agrimat Magsingal Festivals made the town become famous with a one-of-a-kind and exciting celebration of their activities in their festivities every year. It features concerts where they invite Filipino-celebrity singers and actors and perform agricultural celebrations on

each barangays showcasing their livelihood, artistry and craftsmanship. To some extent, this pushed the researcher to make a further investigation on the said topic. The researcher believes that festivals really contribute to the promotion of socio-cultural values of the residents, which contribute to community pride, preserve Ilocano customs and traditions, strengthen the community, and reflect community identity in the area.

Moreover, the researcher believes that this survey will benefit the local government unit, students, institutions, stakeholders and other private sectors as it will give them ideas on the degree of social and cultural values reflected on Festivals specifically on Agrimat Magsingal Festival of Town Fiesta. This study aims to present the individual participation of the respondents, specifically focuses on two significant value domains: cultural values and social values. The study intends to: 1) Assess the degree to which festival events and participant experiences exhibit social by asking locals to rate their agreement with statements regarding these characteristics on a five-point Likert scale using a standardized survey instrument. 2) To research the ways in which the festival transmits cultural values, how it exists, and how it fosters local identity, 3) and proposed a recommendation.

The Agrimat Magsingal Festival of Ilocos Sur, Philippines, signifies an energetic interaction of shared identity, livelihood, religion, and history. The festival, which has originated in long-established agricultural practices and local traditions, has developed into an annual cultural celebration that celebrates and strengthens the social unity of Magsingal and its surrounding barangays. This study, "A Survey of Socio-Cultural Values Reflected in the Agrimat Magsingal Festival of Ilocos Sur, Philippines," looked at how ritual, performance, material culture, and daily participation are used in the festival to share, preserve, and manage community values. The study aims to contribute to wider discussions on the continuity of culture, developing one's identity, and rural development in the Philippine context by documenting the variety of meanings embedded in festival celebrations.

MATERIALS AND METHODS

This study used a descriptive research design to describe and analyze the level of agreement of the residents in Magsingal on their Socio Cultural Values Reflected in the Agrimat Magsingal Festival of Ilocos Sur, Philippines. This design was appropriate since it focuses on quantifying opinions and behaviors and is a scientific method that involves observing and describing the behavior of a subject without influencing it in any way. Martyn Shuttleworth (Sep 26, 2008). Descriptive Research Design. Retrieved Feb 12, 2026 from Explorable.com: <https://explorable.com/descriptive-research-design>. The descriptive research design was used in this study as it can best measure what the objectives want to describe or measure data of which can be generated by use of statistical tools.

The respondents of this study are the 120 residents of Magsingal, Ilocos Sur who're participants on the Agrimat

Magsingal Festival or Town Fiesta.

In this research, stratified sampling is used for identifying the population from which a sample should be taken, in general it is used to obtain a representative of a good sample (Etikan, 2017). The group's stratified sampling is not uniform by dividing the entire population into different strata or subgroups and then randomly picking the final subjects in proportion, the author used stratified non-probability sampling, which depends on the researcher's judgment when choosing the units to be studied. Along the use of this sampling method, subjects were only those residents in the Magsingal Ilocos Sur and those who are available during the time of distribution and willing to participate in the study.

All respondents participated voluntarily. They received an explanation on the intention of the study, an assurance of confidentiality, and confirmation that their participation would not have any effect in anyway. Research ethics, such as informed consent and data protection, were strictly observed too (Bryman, 2016).

The main instrument used to gather data was the Survey Questionnaire on a Survey of Socio Cultural Values Reflected in the Agrimat Magsingal Festival of Ilocos Sur, Philippines on which related to the research. This study aims to explore the socio-cultural values embedded in the Agrimat Magsingal Festival of Magsingal, Ilocos Sur and how these values shape the community today and, in the years ahead, developed by the researcher and validated by an expert. The questionnaire consisted of two main parts. The first part of the questionnaire is the Section A covers the information about Social

values focusing on community cooperation and mutual help, residents' sense of belonging, opportunities for intergenerational interaction and respect, volunteerism and civic engagement, air treatment and social inclusion of marginalized groups, networks that support local livelihoods, reinforces norms about responsibility and maintaining public order and communal safety ,the second part which is Section B deals with Cultural Values are preserves traditional Ilocano customs and practices, performances and rituals, local language, transmission of cultural knowledge, cultural continuity and community pride and positive external perceptions.

Each item on the questionnaire was rated on a 5-point Likert scale (5- Strongly Agree ,4-Agree, 3-Neutral, 2-Disagree, and 1-Strongly Disagree). Rensis Likert created the Likert's scale in 1932 to assess people's opinions regarding anything (Bertram, 2006). It indicates the degree to which people agree or disagree with the topic. At first, there were five options or points on the scale. The research additionally uses other variations on the scale with three, four, six, seven, nine, or more. The difference between the different versions is that although using more than six points may make the response process challenging for the participants, using fewer than five points may help the younger participants respond (Johns, 2010).

The data gathered was encoded, tabulated interpreted and analyzed using Mean or Weighted Mean. The given scale was used to interpret the result of the data gathered: 4.21-5.00 Strongly Agree (SD) ; 3.41- 4.20 Agree (A); 2.61-3.40 Neutral (N) ; 1.81-2.60 Disagree (DA); 1.00-1.80 Strongly Disagree (SDA)

Table 1: The norm for interpretation is as follows in a tabular manner

Scale	Item Description	Range	Overall Descriptive Rating
5	Strongly Agree	4.21-5.00	Strongly Agree
4	Agree	3.41-4.20	Agree
3	Neutral	2.61-3.40	Neutral
2	Disagree	1.81-2.60	Disagree
1	Strongly Disagree	1.00-1.80	Strongly Disagree

RESULTS AND DISCUSSION

This section presents and interprets the result of the study on the survey of Socio-Cultural Values reflected in Agrimat Magsingal Festival. The purpose of this discussion is to provide a clear understanding of how the

respondents agree on how Agrimat Magsingal Festivals reflect the social and cultural values of the residence. The result will also reflect how the Municipality of Magsingal's program and activities on Town Fiesta or Festival affect the socio-cultural of the place.

Table 2: Section A: Social Values

Indicators	Weighted Mean	Interpretation
1. The Agrimat Magsingal Festival strengthens community cooperation and mutual help.	4.49	Strongly Agree
2. Participation in the festival increases residents' sense of belonging to the town.	4.47	Strongly Agree
3. The festival creates opportunities for intergenerational interaction and respect.	4.33	Strongly Agree
4. The festival encourages volunteerism and civic engagement among locals.	4.31	Strongly Agree
5. Activities during the festival promote fair treatment and social inclusion of marginalized groups.	4.14	Agree
6. The festival fosters networks that support local livelihoods (e.g., sharing resources, referrals).	4.25	Strongly Agree

7. The festival helps resolve local conflicts by bringing people together in shared activities.	4.27	Strongly Agree
8. The festival reinforces norms about responsibility toward family and neighbors.	4.23	Strongly Agree
9. Local leadership becomes more accountable and visible during festival planning and execution.	4.17	Agree
10. The festival contributes to maintaining public order and communal safety during events.	4.16	Agree
Overall	4.28	Strongly Agree

Table 2 presents the Social Values reflected in Agrimat Magsingal Festival or Town Fiesta in Magsingal, Ilocos Sur. It has a composite mean of 4.28 which means that the residents Strongly Agreed on these factors. It also shows the festival is especially effective at building unity and improve identity and connections among the residents. This also indicates that it motivates civic participation.

Based on the result, the community respondents strongly agreed that the Agrimat Magsingal Festival strengthens community cooperation and mutual help which got the highest weighted mean of 4.49, followed by the Participation in the festival increases residents' sense of belonging to the town which got a weighted mean of 4.47 and interpretation of strongly agree. Third on the highest interpretation is the festival creates opportunities for intergenerational interaction and respect which is strongly agreed by the respondents and got a weighted mean of 3.33.

Apparently, the result shows that the respondents really thought of Agrimat Magsingal Festival or Town Fiesta as a great tool to strengthens community cooperation and mutual help and at the same time it increases resident's sense of belonging to the town.

In this table, it can also be noted that the statement activities during the festival promote fair treatment and social inclusion of marginalized groups was among the least recognized Social Values reflected in Agrimat

Magsingal Festival with a weighted mean of 4.14 and verbal interpretation of Agree while the festival contributes to maintaining public order and communal safety during events weighted mean of 4.16 as well. Lastly, local leadership becomes more accountable and visible during festival planning and execution got the weighted mean of 4.17 as interpreted as Agree. Almost these factors seemed to have a little difference from each other. These only suggests that some of the residents feel there is room for improvement in those factors, like in inclusion, leadership transparency and event safety management.

Table 3 presents the Cultural Values reflected in Agrimat Magsingal Festival in Magsingal, Ilocos Sur revealing a composite mean of 4.39, interpreted as Strongly Agree.

In this table, the Agrimat Magsingal Festival preserves traditional Ilocano customs and practices has the highest weighted mean of 4.59 which means respondents strongly agreed that it not only showcase the unique traditions but also preserves the practices and customs of the residents through town Festival held annually. Second, the festival reinforces local beliefs and values related to agriculture and harvest which got a weighted mean of 4.50 and interpreted as strongly agreed. Kulkarni and Bhopatkar (2013) concluded "Festivals have played a role in the growth of cultural tourism by drawing tourists to local events that foster cross-cultural interactions between visitors and locals."

Table 3: Section B: Cultural Values

Indicators	Weighted Mean	Interpretation
1. The Agrimat Magsingal Festival preserves traditional Ilocano customs and practices.	4.59	Strongly Agree
2. Festival performances and rituals strengthen local language use and pride in heritage.	4.38	Strongly Agree
3. The festival promotes the transmission of cultural knowledge to younger generations.	4.44	Strongly Agree
4. The festival showcases traditional arts (music, dance, crafts) that reflect community identity.	4.40	Strongly Agree
5. The festival reinforces local beliefs and values related to agriculture and harvest.	4.50	Strongly Agree
6. Food, costume, and craft displays during the festival accurately represent local cultural expressions.	4.33	Strongly Agree
7. The festival supports cultural continuity by reviving rarely practiced traditions.	4.29	Strongly Agree
8. Cultural narratives shared at the festival (stories, legends, histories) deepen residents' sense of place.	4.28	Strongly Agree
9. The festival encourages respect for sacred or historical sites linked to local culture.	4.34	Strongly Agree
10. The festival contributes to community pride and positive external perceptions of local culture.	4.38	Strongly Agree
Overall	4.39	Strongly Agree

In the search of more references and resources about the municipality, the researcher ask the librarian in the Munisipyo (Municipal Hall) about facts or information, they said that Agrimat festivals became our practice or tradition we celebrate every summer in the year where locals and visitors patronize the fiesta, but there's no written document why we started this celebration, we only have books and programs which shows the activities held by the Municipality from 1973 to present. These books are just like a yearbook consists of many unique events and people or organization that had been part of the Agrimat Festivals with different themes every year.

The festival promotes the transmission of cultural knowledge to younger generations, and the festival showcases traditional arts (music, dance, crafts) that reflects community identity with a weighted mean of 4.44 and 4.40 which interpreted as Strongly Agree. While the festival contributes to community pride and positive external perceptions of local culture and Festival performances and rituals strengthen local language use and pride in heritage with a weighted mean of 4.38. It only concludes that the Agrimat Magsingal Festival effectively transmits cultural knowledge to younger generations and showcase traditional arts, music, dance, and crafts that expresses community identity and foster community pride and enhances positive perceptions of local cultures while strengthening local pride heritage of the residents. However, residents strongly agreed on cultural narratives shared at the festival (stories, legends, histories) deepen residents' sense of place with a weighted average of 4.28, the festival supports cultural continuity by reviving rarely practiced traditions with the weighted average of 4.29, and food, costume, and craft displays during the festival accurately represent local cultural expressions weighted mean of 4.33 got the lowest results. Based on the result, all these factors are cultural values reflected in Agrimat Magsingal Festival or town Fiesta too but I think less felt by the respondents. As the researcher talked to the respondents while answering the Survey Questionnaire, during the festival though it's a 1-2 week celebration where different activities and programs is being held every day, the programs and activities already blend with technology and modernity as to follow trends, so though the celebration showcase practices, customs and tradition of the local it also shows how culture evolves and adapts to changes specially with the impact of Globalization to local cultures.

CONCLUSION

Agrimat Magsingal Festival or Town Fiesta had been mainly participated by the local as audience which means they patronize their own cultural activities and programs held by the municipal. The Agrimat Magsingal Festival in Magsingal, Ilocos Sur, is a strong reflection of both social and cultural values, according to a study of 120 locals. The composite means for social and cultural values were 4.28 and 4.39, respectively. The festival, according to the locals, builds community pride and positive public opinion while

preserving and transmitting Ilocano customs, agricultural beliefs, traditional arts, and cultural knowledge to future generations. It also promotes cultural interaction, volunteerism, and civic engagement. However, some factors got less favorable rating or comparatively low rating, indicating the possibility of development, especially the social inclusion of marginalized groups, leadership accountability in planning, event safety, real representation of food, costumes, and crafts, and revival of rarely practiced traditions.

To address these gaps, the municipality should improve public order through the development of a standardized safety and crowd-management plan with volunteer training, increase leadership transparency by forming a public Festival Advisory Committee and holding open planning meetings, and strengthen inclusion and accessibility through specific education and participatory roles for marginalized groups. Implement programs that bring back rarely used traditions, organize heritage showcases with educational resources, and incorporate festival modules into school curricula in addition to training or small grants for young cultural practitioners to strengthen cultural continuity, give time and promotional importance to traditional programs or activities to balance modernization and entertainment with heritage preservation. Regularly monitor inclusiveness, cultural transmission, and economic benefits through a brief post-festival survey, using the results to set specific annual targets and publicly report progress.

REFERENCES

- Aktürk, G., & Lerski, M. (2021). Intangible cultural heritage: a benefit to climate-displaced and host communities. *Journal of Environmental Studies and Sciences*, 11(3), 305-315.
- Bertram, D. (2006). *Likert scales: CPSC 681—Topic report. Poincaré*, 1–11. Retrieved from <http://poincare.matf.bg.ac.rs/~kristina/topic-danelikert.pdf>
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press. <https://ktpu.kpi.ua/wp-content/uploads/2014/02/social-research-methods-alan-bryman.pdf>
- Doi.mendelu.cz. (n.d.). *Historical evolution of festivals in Guimaras Island, Philippines: Its implication to tourism industry growth*. https://doi.mendelu.cz/artkey/doi-990003-4000_historical-evolution-of-festivals-in-guimaras-island-philippines-its-implication-to-tourism-industry-growth.php
- Etikan, I. (2017). Sampling and sampling methods. *Biometrics & Biostatistics International Journal*, 5(6). <https://doi.org/10.15406/bbij.2017.05.00149>
- Falassi, A. (Ed.). (1987). *Time out of time: Essays on the festival*. University of New Mexico Press.
- Johns, R. (2010). *Likert items and scales*. UK Data Service. https://dam.ukdataservice.ac.uk/media/262829/discover_likertfactsheet.pdf
- Kulkarni, S., & Bhopatkar, A. (2013). *The impact of festivals in promoting cultural tourism: A case study of Ganesh Utsav in*

- Pune City, Maharashtra*. Retrieved from <http://rtd7.org>
- Luna, A. M. (2015). *A festival's impact: The case of the Bañamos Festival*. Researchers World. <https://www.researchersworld.com/index.php/rworld/article/view/554>
- Riera, C. (2024, May 28). *What is a festival and what types of festivals are there?* Meetmaps Blog. <https://blog.meetmaps.com/en/what-is-a-festival-and-what-types-of-festivals-are-there/>
- Refae, S. (2024). *Preserving intangible heritage: A framework for assessing and safeguarding cultural practices in Alula, Saudi Arabia*. Historical and Cultural Innovations. <https://journals.e-palli.com/home/index.php/hci/article/view/2529/1297>
- Shuttleworth, M. (n.d.). *Descriptive research design—Observing a phenomenon*. Explorable. <https://explorable.com/descriptive-research-design>
- UNESCO. (2003). *Convention for the safeguarding of the intangible cultural heritage*. <https://ich.unesco.org/doc/src/00003-EN.pdf>