

# EVALUATING THE EFFECTS OF MODERNIZATION ON KARATIG JEEPNEY IN THE CITY OF MALOLOS, BULACAN

Angely Revilla\*

Daryl Joe Garcia

Ma. Angela Brizuela

Dinna Heche Cardenas

Rica Mae Jamin

Gerilyn Estrella

Jasmin Angeles

*Richwell Colleges, Incorporated*

*\*angelesguerrarevilla@gmail.com*

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## ABSTRACT

This study delved into the implications of modernization on the *Karatig* Jeepney in Malolos, Bulacan, reflecting on the balance between technological progress and cultural preservation. With the Philippine government policies of modernizing public utility vehicles to improve environmental sustainability and public safety, traditional jeepneys, known for their cultural significance and as a primary mode of transportation face potential phase-out. With this, the researchers conducted the study to evaluate the impending effects of this jeepney modernization through determining the perceptions of *Karatig* jeepney drivers and commuters. Using the NVivo Analysis Software version 12 through the descriptive qualitative approach, the study carried out face to face interviews to gather insights into the effects of modernization. The findings highlighted a tension between embracing environmentally friendly transportation options and preserving the *Karatig* Jeepney's cultural and economic importance to the local community. The study revealed concerns over accessibility, fare increases, and the potential loss of a cultural icon, alongside acknowledgment of the environmental benefits of modernized vehicles. Recommendations are offered to balance modernization goals with the preservation of the *Karatig* Jeepney's heritage, suggesting avenues for sustainable integration and cultural valorization within the modernized public transportation framework.

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