

GEN Z PERSPECTIVE OF THE SALUBONG FESTIVAL: A PHENOMENOLOGICAL STUDY

Trisha Mae Gonzales*

Josh Marco Flores

Tricia Sacdalan

Nick Arben Sy

Daryl Joe Garcia

Richwell Colleges Incorporated
**trishamaegonzales21@gmail.com*

2024

ABSTRACT

The Philippines is renowned for its breathtaking beauty, boasting numerous islands, each with its distinct culture and captivating scenery (Jan, 2023). Apart from its scenic beaches, charming heritage towns, and hospitable residents, the nation is teeming with vibrant festivals. The plethora of Philippine festivals is a testament to the country's profound history, cultural diversity, and unwavering devotion, providing ample opportunities for participation and celebration (Lamudi, 2024). In the Municipality of Plaridel in the province of Bulacan there is *Salubong* Festival which holds significant cultural importance serving as a vital aspect of communal celebration and identity. However, with the advent of technology shaping the behaviors of Generation Z, understanding their perspectives and experiences regarding this festival becomes crucial. With this, the researchers aimed to determine the Generation Z's perspective of the *Salubong* Festival in Plaridel and to identify factors influencing their participation using the Qualitative Descriptive Approach. Employing the use of Reflexive Thematic Analysis (Clark & Braun, 2022), the researchers scientifically analyzed the perception of the key informants (N=19) through utilizing the NVIVO Software version 12. The findings revealed Generation Z's profound attachment to the festival, actively engaging in diverse roles such as dancers, musicians, and organizers. Their participation signifies a blend of preserving familial traditions while embracing innovative expressions, thus ensuring the festival's relevance amidst evolving cultural dynamics. Moreover, Generation Z perceives the *Salubong* Festival as a source of joy. Nevertheless, enhancing the *Salubong* Festival is recommended to augment its appeal and sustain Generation Z's involvement.

Keywords: *Salubong Festival, Festival Tourism, Philippine Tourism*
