



**CONTRIBUTING FACTORS IN THE DECLINE OF SALAKOT-
MAKING TRADITIONS IN BALAYAN, BATANGAS: BASIS
FOR A PROPOSED MARKETING PROGRAM**

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ABSTRACT

This study examined the contributing factors behind the decline of salakot-making traditions in Balayan, Batangas, with the aim of developing a proposed marketing program to help preserve and sustain the craft. Salakot-making, once a vital source of livelihood and a symbol of cultural identity in Barangay Dalig, has significantly decreased in practice over the years. Guided by a quantitative research design, the study surveyed 27 identified salakot artisans from Barangay Dalig and Barangay San Piro to determine the economic, social, cultural, and modern influences affecting the continuity of the tradition. Descriptive statistics and ANOVA were used to interpret the data and examine differences in perceptions across demographic groups.

Findings revealed that most artisans belong to older age groups, highlighting a critical gap in generational transmission. Economic concerns emerged as a major contributor to the decline, particularly the high cost and limited supply of raw materials, coupled with weak market demand. Cultural factors also played a significant role, as respondents agreed that the cultural importance of salakot-making is slowly being forgotten and is no longer actively promoted in festivals or community events. Modern influences, such as shifting fashion trends, mass-produced alternatives, and minimal digital promotion, further reduced the visibility and relevance of the craft. Social factors, however, showed mixed perceptions, indicating that while individual interest remains, community involvement has weakened over time. ANOVA

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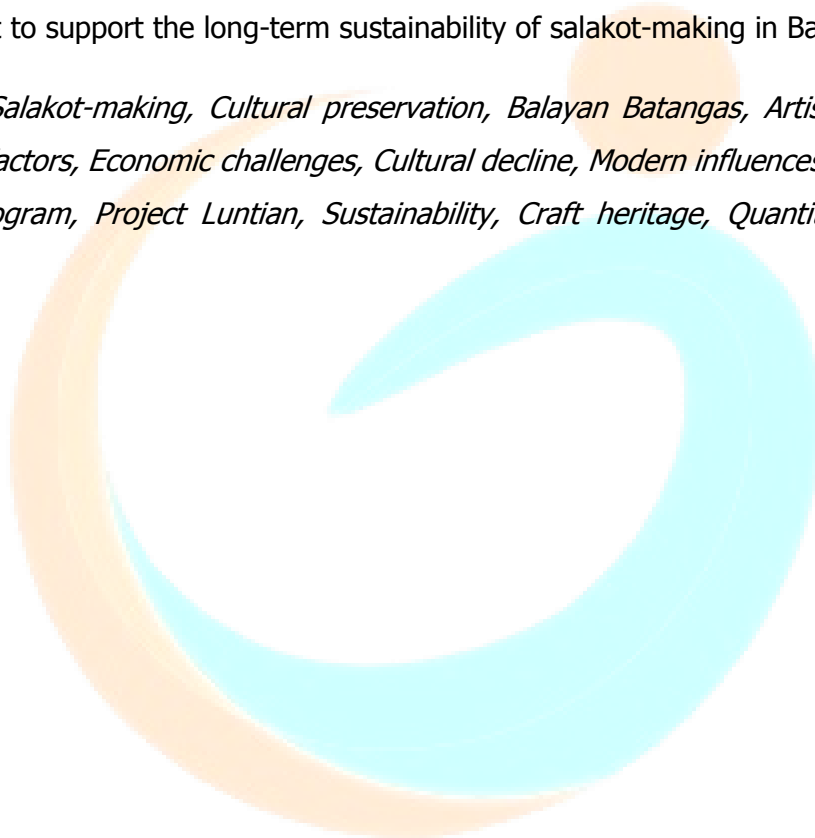
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results showed no significant differences in perceptions when grouped by age or educational attainment.

Based on these findings, the study developed Project Luntian, a proposed marketing program aimed at strengthening cultural appreciation, improving artisans' market access, and integrating both traditional craftsmanship and modern promotional strategies. The program highlights the importance of community participation, skill transmission, and digital empowerment to support the long-term sustainability of salakot-making in Balayan.

Keywords: *Salakot-making, Cultural preservation, Balayan Batangas, Artisanal traditions, Contributing factors, Economic challenges, Cultural decline, Modern influences, Social factors, Marketing program, Project Luntian, Sustainability, Craft heritage, Quantitative research, Artisans*



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