

Whispers to Spotlight: Unveiling Agriculture and Arts Through Staging Bulungan as Calabanga's Intangible Cultural Heritage

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ABSTRACT

Bulungan is the bidding process in the buying and selling of fish products through whispering performed in the ports of San Miguel Bay in Sabang, Calabanga, Camarines Sur, Philippines. This presents a unique manifestation of intangible cultural heritage (ICH) that intertwines traditional practices with contemporary agricultural dynamics explored on this article through a stage play providing a spotlight for communities and learners of this generation to see through the dynamic interplay of arts and agriculture. Utilizing dramaturgy, content analysis, ethnographic observation, and interviews with local practitioners and actors, this research sought to reveal the deeper meanings and functions of bulungan within daily agricultural cycles and community life, particularly among fishing communities. Aimed at (1) discovering how dramatic performance can aid students in learning about and appreciating arts and agriculture; (2) ascertaining how stage play heightens awareness of one's cultural background and identity; and (3) exploring ways in which dramatic theatre might strengthen community and educational settings' social cohesiveness and encourage a stronger sense of shared values and traditions.

Bulungan serves as a cultural expression that reflects the social fabric and identity of these communities. Whispering, as a form of communication in negotiations, embodies the subtleties of local customs and the significance of oral traditions in commerce, which are vital components of ICH. By framing bulungan within the broader scope of sustainable agricultural practices and cultural identity preservation, the research presents new pathways for understanding its evolving role in contemporary Bicolano society. This critical analysis not only aims to preserve a significant cultural practice but also offers implications for modern arts, teaching learning paradigms and agricultural sustainability, suggesting that bulungan can serve as a model for integrating indigenous knowledge systems into future creative and ecological initiatives. The implications of this practice extend beyond mere economic transactions; they highlight the role of ICH in agricultural sustainability and community resilience.

Keywords: Bulungan, Calabanga's, intangible cultural heritage, sustainability

INTRODUCTION

Bulungan is the bidding process in the buying and selling of fish products through whispering performed in the ports of San Miguel Bay in Sabang, Calabanga, Camarines Sur, Philippines. The integration of traditional cultural practices like bulungan into contemporary sectors such as arts and agriculture offer unique perspectives on sustainability and community development. One such tradition, bulungan, is an oral communication practice applied to rural commerce of buying and selling fish through whispering [1]. In Bicol, particularly in Sabang, Calabanga, Camarines Sur, the practice of bulungan often serves as a vehicle for interpersonal and community exchanges, influencing daily life through social, and practical applications. Sarong Aldaw or "one day" is a regional phrase encapsulating daily rural life in the context of Bicolano communities [2]. The transformation of cultural practices into theatrical performances indicates profound insights into their relevance and adaptability in modern contexts, particularly in arts and agriculture. Recent studies emphasize the integration of rituals and indigenous knowledge into dramaturgical frameworks to

explore their socio-cultural implications. [3] discuss the potential of theatrical practices to reinterpret cultural traditions, using physical improvisations and narrative elements to connect deeply with the audience while respecting the origins of these rituals. Such performances often highlight agricultural and environmental themes, resonating with local communities by linking cultural identity with ecological awareness. Ecodramaturgy emphasizes the intersection of theater and ecological storytelling, wherein agricultural themes serve as the narrative core [4]. This approach not only educates audiences about sustainability but also reinvigorates traditional farming practices through a performative lens. For instance, integrating oral histories and agrarian folklore into stage plays fosters a renewed appreciation of heritage while promoting contemporary agricultural resilience. Additionally, theatrical syncretism, which blends indigenous rituals with modern dramaturgical techniques, provides a platform for exploring local heritage. Staging rituals within a theatrical context creates a “safe space” for cultural exchange and innovation, offering new ways to present traditional practices without misappropriation.

This method encourages the exploration of agriculture’s symbolic role in community sustenance while expanding the aesthetic boundaries of theater [5]. Understanding the implications of bulungan requires examining its intersections with the arts, as it reflects local traditions and agriculture, where it conveys unique ways of bidding process. Recent studies highlight the importance of preserving intangible cultural heritage, emphasizing its role in promoting cultural identity, economic resilience, and environmental awareness [6]. For example, [7] noted how oral traditions in agricultural communities often integrate indigenous ecological knowledge, which complements sustainable farming methods. In the context of the Philippines, the study of bulungan within Sarong Aldaw reveals how this traditional practice both shapes and is shaped by the creative and agricultural culture of the community. However, there remains a gap in systematically codifying its implications in these domains. This research aims to critically analyze bulungan from an “inside-out” perspective, foregrounding the lived experiences of practitioners while examining its broader cultural, artistic, and agrarian significance [8]. By doing so, this study contributes to ongoing discourse on the fusion of cultural heritage with modern frameworks of sustainability and community empowerment. Calabanga, a municipality rich in cultural heritage, is home to a numerous of traditions that reflect the history and identity of its community. These traditions, encompassing rituals, festivals, and everyday practices, are integral to the cultural fabric of the place. Staging these traditions through dramatic performances offers a dynamic approach to preserving and revitalizing cultural heritage [9]. Such performances not only provide a platform for cultural expression but also foster a deeper understanding and appreciation of local traditions among community members and beyond. This research aims to explore the process of staging Calabanga’s heritage and traditions, with a focus on obtaining the perspectives of stakeholders through both emic and etic lenses.

The emic perspective, representing the insider's view, emphasizes the subjective meanings and experiences of those within the culture. This perspective is crucial for capturing the authentic voices and interpretations of community members, including elders, local leaders, and participants in the traditions [10]. Conversely, the etic perspective provides an objective analysis from an outsider's viewpoint, offering broader insights into how these traditions are perceived and influenced by external factors such as globalization, modernization, and policy changes. Integrating both perspectives allows for a comprehensive understanding of how Calabanga’s traditions are maintained, adapted, and showcased through dramatic performances [11]. By examining the staging of Calabanga’s heritage through these dual lenses, this study seeks to illuminate the dynamic interplay between tradition and modernity. It aims to uncover the ways in which dramatic performances can serve as tools for cultural preservation, education, and social cohesion. Employing qualitative methods such as interviews, participant observations, and narrative analysis, this research will capture the nuanced perspectives of various stakeholders, providing a rich ethnographic account of Calabanga’s cultural practices [12]. The findings of this study contribute to the broader discourse on cultural preservation and the role of arts in community development with focus on agriculture. They will offer practical recommendations for leveraging dramatic theatre to sustain and celebrate local traditions, ensuring that the cultural heritage of Calabanga continues to thrive in an ever-changing world. This qualitative research inquiry explores arts and agricultural in bulungan practice in Sabang through the stage play Sarong Aldaw. Specifically, this research aims to: (1) Discover how dramatic performance can aid students in learning about and appreciating arts and agriculture; (2) Ascertain how stage play heightens awareness of one’s cultural background and identity; and (3) Explore ways in which dramatic theatre might strengthen community and educational settings' social cohesiveness and encourage a stronger sense of shared values and traditions.

LITERATURE REVIEW

The intersection of arts and agriculture offers a unique lens through which to understand stakeholders' perspectives on culture and tradition. This relationship is deeply rooted in the historical and cultural contexts of communities, where agricultural practices and artistic expressions often intertwine to reflect and preserve cultural heritage. Art has long been a medium through which agricultural heritage is expressed and preserved. The Hudson River School, a mid-19th-century American art movement, exemplifies how artists like Thomas Cole and Frederic Edwin Church captured the beauty of agricultural landscapes, thereby preserving the cultural identity and agricultural history of the Hudson River Valley [13]. This tradition continues today, with contemporary artists like Mikaela Perry and Ariel Zakari's son using their work to highlight the symbiotic relationship between art and agriculture. Perry's series "Memories in Bloom" serves as both a eulogy and a celebration of her family's farm, encapsulating the emotional landscape shaped by her connection to the land and its agricultural practices [13].

Similarly, Zakari's son's sculptures and paintings, inspired by her family's regenerative farming practices, depict the balance between human cultivation and biodiversity, using materials sourced from the land to connect viewers with the natural world [13]. The integration of arts and agriculture also plays a crucial role in community engagement and the preservation of cultural identity. In many communities, agricultural traditions are celebrated through various forms of artistic expression, including music, dance, and visual arts. For example, in Mexico, community food systems are transformed through cultural events that celebrate ancestral heritage, intertwining culinary preparations, agricultural traditions, and artisan-produced goods with artistic performances [14]. These events not only preserve cultural traditions but also foster a sense of community and shared identity among participants. The intersection of arts and agriculture extends beyond cultural preservation to include educational and economic implications. Integrating art into agricultural education can enhance students' understanding of agricultural practices and their cultural significance. For instance, the use of visual and performing arts in educational settings can make learning about agriculture more engaging and accessible, thereby fostering a deeper appreciation for cultural heritage [15].

Additionally, the economic benefits of this intersection are evident in the promotion of agritourism and the marketing of artisan-produced goods, which can provide sustainable income sources for rural communities [16]. Despite the numerous benefits, there are challenges associated with integrating arts and agriculture. One significant challenge is the potential for cultural commodification, where traditional practices are commercialized in ways that may dilute their cultural significance [17]. Additionally, the sustainability of such initiatives often depends on the availability of resources and support from both the community and external stakeholders. However, these challenges also present opportunities for innovation and collaboration. By leveraging the creative potential of the arts, communities can develop new ways to sustain and promote their agricultural heritage, ensuring its relevance for future generations [18]. The intersection of arts and agriculture provides a rich framework for understanding stakeholders' perspectives on culture and tradition. Through artistic expression, communities can preserve and celebrate their agricultural heritage, fostering a sense of identity and continuity. While challenges exist, the potential for educational, economic, and cultural benefits underscores the importance of this intersection in contemporary society. While there is substantial literature on the educational benefits of arts integration in general, specific studies focusing on dramatic performance as a tool for teaching arts and agriculture are limited. Research by [15] emphasizes the role of creative arts in enhancing student engagement and learning outcomes, yet it does not delve deeply into how dramatic performances specifically can aid in understanding agricultural practices. Similarly, [19] discusses the broader impacts of arts education but lacks a focused analysis on the intersection of drama and agriculture. This gap suggests a need for targeted research to understand how stage plays like "Sarong Aldaw" can effectively teach students about agricultural practices and foster an appreciation for the arts. The role of dramatic performance in heightening cultural awareness and identity is another area with limited exploration. Studies by [20] and [21] highlight the importance of cultural education in fostering a sense of identity and community. However, these studies often focus on more general forms of cultural expression and do not specifically address how stage plays can serve as a medium for cultural education. The unique practice of bulungan in Sabang, as depicted in "Sarong Aldaw," offers a rich context for exploring how dramatic performances can enhance cultural awareness and identity among participants and audiences.

This gap underscores the need for research that examines the specific mechanisms through which dramatic theatre can convey cultural narratives and foster a deeper connection to one's heritage. The potential of dramatic theatre to strengthen social cohesiveness in community and educational settings is an underexplored area. While there is evidence that arts-based initiatives can promote social cohesion [22], the specific impact of dramatic performances on community bonds and shared values remains unclear. Studies by [23] and [24] suggest that collective artistic activities can enhance social cohesion, but they do not provide detailed insights into how dramatic theatre, in particular, can achieve this. The practice of bulungan, with its communal and performative aspects, provides a unique case study for examining how stage plays can foster a sense of unity and shared purpose within communities. This gap highlights the need for research that investigates the social dynamics of dramatic performances and their role in promoting community cohesion. Another significant gap in the literature is the integration of indigenous knowledge systems into contemporary educational and artistic practices.

While there is growing recognition of the value of indigenous knowledge in sustainable development [25], there is limited research on how these knowledge systems can be effectively incorporated into dramatic performances and educational curricula. The practice of bulungan, as an indigenous cultural expression, offers a valuable opportunity to explore how traditional knowledge can be preserved and transmitted through the arts. This gap points to the need for research that bridges the fields of indigenous studies, arts education, and agricultural science to develop holistic approaches to cultural preservation and education. In summary, while there is a growing body of literature on the educational and social benefits of arts integration, significant gaps remain in understanding the specific impacts of dramatic performance on arts and agricultural education, cultural awareness, social cohesion, and the integration of indigenous knowledge systems. Addressing these gaps through targeted research on practices like bulungan in Sabang can provide valuable insights into the intersections of arts and agriculture and their potential to enrich educational and community experiences.

The exploration of traditions and culture for sustainability in heritage preservation involves various methodologies, including dramaturgy, ethnography, performance theory, and content analysis. These approaches provide comprehensive insights into cultural practices and their significance, contributing to the preservation and sustainability of cultural heritage. Dramaturgy, the art of dramatic composition and theatrical representation, plays a crucial role in heritage preservation. It involves the use of narrative and performance to convey cultural stories and traditions. Dramaturgy helps in creating engaging and immersive experiences that can educate and inspire audiences about cultural heritage. For instance, the Intramuros Project in the Philippines utilized dramaturgy to document and perform the heritage of Old Manila, highlighting the cultural and social values of the community [26]. This approach not only preserves cultural narratives but also fosters a deeper understanding and appreciation of heritage among audiences. Ethnography, a qualitative research method that involves immersive observation and participation, is essential for understanding cultural practices and their sustainability. Ethnographic research provides detailed insights into the daily lives and traditions of communities, capturing the nuances of cultural practices. Ethnography has evolved from studying "exotic" communities to analyzing diverse cultural settings, including urban environments and contemporary societies [27]. This method is particularly valuable in heritage preservation as it documents the lived experiences and practices of communities, ensuring that cultural knowledge is passed down to future generations. Moreover, performance theory examines the ways in which cultural practices are enacted and experienced as performances. This theory is instrumental in understanding how traditions are maintained, adapted, and communicated through performative acts. Ngũgĩ wa Thiong'o's work on orature, for example, explores the performative nature of oral traditions and their role in preserving cultural heritage [28]. Performance theory highlights the dynamic and interactive aspects of cultural practices, emphasizing the importance of participation and engagement in heritage preservation. Furthermore, content analysis is a research method used to systematically analyze textual, visual, or audio content. In the context of heritage preservation, content analysis helps in examining cultural artifacts, documents, and media to understand their significance and impact. This method is useful for identifying patterns, themes, and trends in cultural practices, providing a comprehensive understanding of heritage.

For example, a bibliometric analysis of cultural heritage preservation research identified emerging trends and innovations in the field, highlighting the increasing use of non-invasive techniques and digital technologies for conservation [29]. The integration of dramaturgy, ethnography, performance theory, and content analysis offer

a holistic approach to exploring and preserving cultural traditions. Dramaturgy and performance theory emphasize the performative and narrative aspects of culture, making heritage accessible and engaging for contemporary audiences. Ethnography provides in-depth insights into the lived experiences of communities, ensuring that cultural practices are accurately documented and understood. Content analysis complements these methods by systematically analyzing cultural artifacts and media, identifying trends and patterns that inform heritage preservation strategies. The use of dramaturgy, ethnography, performance theory, and content analysis in exploring traditions and culture is essential for sustainable heritage preservation. These methodologies provide comprehensive insights into cultural practices, ensuring that heritage is preserved, understood, and appreciated by future generations. By integrating these approaches, researchers and practitioners can develop effective strategies for preserving cultural heritage in a way that is both meaningful and sustainable.

METHODOLOGY

The methodology is designed to capture the perspectives of 45 key informants participating in the process from pre-production to post-production of the stage play. Dramaturgy, the art of dramatic composition and theatrical representation, is central to this research. It involves analyzing the narrative structure, themes, and performance elements of "Sarong Aldaw" to understand how dramatic performance can aid students in learning about and appreciating arts and agriculture. The dramaturgical analysis focuses on the script, staging, and audience engagement, providing insights into how the play conveys cultural and agricultural themes [26]. Ethnography is employed to capture the lived experiences and cultural practices of the community involved in the bulungan practice. This method involves immersive observation and participation in the community's daily activities, rituals, and the staging of "Sarong Aldaw." Ethnographic fieldwork includes detailed observations, field notes, and participation in rehearsals and performances, providing a rich, contextual understanding of the cultural significance of the practice [27]. Content analysis is used to systematically analyze the textual, visual, and audio content related to the bulungan practice and the stage play. This includes analyzing interviews, talk-back sessions, and observations of the staging process. The content analysis identifies key themes, patterns, and trends in the data, providing a comprehensive understanding of the cultural and educational implications of the practice [29]. The data collection technique used in this research includes interview, talk-back sessions and observations. Semi-structured interviews and talk-back session were conducted with 45 key informants, including community members (22) – senior citizens, students, local leaders; performers and production staff (15), educators (5), and cultural practitioners (3) – pasalubong. The interviews explored their perspectives on the bulungan practice, the staging of "Sarong Aldaw," and its impact on cultural awareness and education. Interviews were recorded, transcribed, and analyzed to identify recurring themes and insights [30]. Post-performance talk-back sessions were organized to gather feedback from the audience and participants. These sessions provided an opportunity for open dialogue and reflection on the performance, allowing researcher to capture immediate reactions and insights. The discussions were recorded and analyzed to understand the audience's engagement and the play's impact on their cultural awareness [15]. Participant observations were conducted throughout the pre-production, production, and post-production stages of "Sarong Aldaw." Researcher immersed in the rehearsal process, set design, costume preparation, and actual performances. Detailed field notes were taken to document the interactions, practices, and cultural expressions observed during the staging process [12]. The data collected through interviews, talk-back sessions, and observations were analyzed using thematic analysis. This involved coding the data to identify key themes and sub-themes related to the research aims. The analysis focused on understanding how dramatic performance aids in learning about arts and agriculture, heightens cultural awareness, and strengthens community and educational settings' social cohesiveness [31].

This research adheres to the highest ethical standards to ensure the protection and respect of all participants involved in the study. The following ethical considerations have been implemented throughout the research process: Before any data collection commenced, informed consent was obtained from all participants. Participants was provided with detailed information about the study's aims, methodology, and potential impacts. They were informed of their right to withdraw from the study at any time without any penalties. The confidentiality and anonymity of all participants was strictly maintained. Personal identifiers were removed from all data, and participants' identities will be protected in all publications and presentations of the research

findings. Data will be securely stored and only accessible to the research team. Participation in the study was entirely voluntary. Participants were made aware that their involvement is not obligatory and that they can choose to withdraw at any point without any negative consequences. The research was conducted in a manner that ensures no harm comes to the participants.

The study avoided any physical, psychological, or emotional harm, and was sensitive to the cultural and social contexts of the participants. The researcher-maintained transparency and honesty in all interactions with participants. Any potential conflicts of interest were disclosed, and the research findings were reported accurately and truthfully. The research was conducted with a deep respect for the cultural practices and traditions of the community. The research team engaged with cultural practitioners and community leaders to ensure that the study is culturally appropriate and respectful. Participants were provided with feedback on the research findings. The results of the study will be disseminated in a manner that is accessible and beneficial to the community, ensuring that the research contributes to the preservation and sustainability of cultural heritage. By adhering to these ethical principles, the research aims to uphold the dignity, rights, and well-being of all participants, while contributing valuable insights into the intersections of arts and agriculture in the bulungan practice in Sabang through the stage play "Sarong Aldaw."

RESULTS AND DISCUSSION

This section explores the multifaceted dimensions of bulungan, a whispering-based negotiation tradition in Sabang, Calabanga which is part of San Miguel Bay, highlighting its cultural, economic, educational, and sustainability implications. The findings elucidate how this practice embodies the preservation of intangible cultural heritage (ICH) while fostering community resilience and agricultural sustainability. Drawing on diverse theoretical and contextual frameworks, the analysis positions bulungan as a dynamic intersection of tradition and modernity, showcasing its potential to inform policy-making, education, and creative arts as tools for cultural preservation and sustainable development.

The Cultural and Economic Role of Bulungan

The bulungan process in San Miguel Bay exemplifies the preservation of intangible cultural heritage (ICH) within a commercial and agricultural context. As a whispering-based negotiation ritual observed for more than a hundred years reflecting the buying and selling of fish products, bulungan highlights the interplay between tradition and modernity in the Bicol region. Key informants emphasized that bulungan has uplifted economic and social status of those practicing the tradition. This practice not only fosters trust and camaraderie among fishers and buyers but also sustains an alternative market dynamic that prioritizes community over competitive individualism. Echoing the findings of [2], the oral transmission of traditional practices like bulungan underscores the importance of safeguarding ICH to maintain cultural identity amidst evolving socio-economic landscapes. Economically, bulungan reinforces localized agricultural resilience by creating niche value for fish products and supporting fair trade practices. Similar to the barter trade systems observed in rural Southeast Asia, bulungan fosters economic interdependence and strengthens community ties [7]. Furthermore, its unique reliance on oral communication ensures that market exchanges remain rooted in trust and mutual respect, aligning with observations by [6] on the role of ICH in fostering community-based economic resilience.

Dramaturgical Dimensions of Bulungan

Framing bulungan within dramaturgy offers a transformative lens for understanding its cultural significance. Performers and audience alike experienced on stage and off, the hardship and rather difficult plight of the actors in bulungan. The whispered negotiations, performed as rhythmic and performative acts, embody subtle yet profound cultural expressions. These whispered interactions are laden with social nuances that could be likened to the dramatic pauses and subtext in theater, creating an unspoken tension and rhythm within the marketplace. [3] argue that such practices, when adapted for the stage, provide opportunities to preserve and reinterpret cultural heritage while making it accessible to broader audiences. When staged as a theatrical play, bulungan not only becomes a medium for storytelling but also an educative tool that bridges the gap between cultural heritage and modern artistic expression. The play serves as a vessel to highlight the values embedded in bulungan respect, discretion, and trust. This is consistent with the principles of Eco dramaturgy as described

by [4], which integrates ecological and cultural themes into theatrical productions to inspire sustainability and resilience.

Educational Implications and ICH Preservation

The research highlights bulungan as an innovative pedagogical model that incorporates indigenous knowledge systems into contemporary learning frameworks. Students and community members who watched the stage play reflected on the significant role of drama as an innovative approach to teaching-learning. As a performative representation of ICH, the staging of bulungan can serve as an educational platform to teach about agricultural sustainability, cultural preservation, and social dynamics. The nexus of arts and education revealed in this study aligns with the findings of [32], who advocate for the use of narrative and performance-based methods in education to foster empathy, cultural understanding, and critical thinking. Contrasting perspectives caution against the commodification of ICH in educational or theatrical settings. For instance, [33] emphasizes the risks of cultural appropriation when traditional practices are adapted for modern platforms. However, the study mitigates such risks by involving local practitioners in the staging process, ensuring authenticity and community ownership of the narrative.

Agricultural Sustainability and Community Resilience

Bulungan emerges as more than a transactional ritual; for practitioners of bulungan, it functions as a microcosm of sustainable agricultural practices within the community. By embedding ecological awareness within its negotiation process, bulungan aligns with contemporary sustainable development goals (SDGs) that advocate for inclusive and resilient agricultural systems. This finding resonates with studies by [7], who underscore the role of indigenous knowledge systems in promoting sustainable agriculture. The practice also fosters community resilience by ensuring equitable economic opportunities within the agri-fishery sector. Similar to the findings of [2], this study illustrates how oral traditions act as adaptive strategies for resource management and conflict resolution in rural communities. However, as global pressures such as climate change and economic globalization threaten traditional practices, there is an urgent need to integrate bulungan into broader sustainability frameworks to ensure its survival and relevance.

The Broader Implications of Bulungan

The integration of bulungan into the arts and education presents an innovative approach to ICH preservation and sustainability. By framing this practice within a performative and pedagogical context, the research extends its implications beyond economic transactions to include cultural identity, agricultural sustainability, and creative expression. This aligns with [6] recognition of ICH as a vital component of sustainable development, particularly in promoting cultural diversity and community cohesion. However, challenges remain in balancing authenticity and adaptation. While the dramatization of bulungan offers opportunities for its preservation, it also risks diluting its cultural essence. As [33] argues, practitioners and researchers must be cautious of misrepresentation and commodification in such endeavors. Ensuring community involvement and emphasizing the cultural values embedded in bulungan are essential to preserving its integrity. The study of bulungan in San Miguel Bay underscores its multifaceted role as a cultural, economic, and social practice. Its integration into arts and education highlights innovative pathways for preserving ICH while addressing contemporary challenges in sustainability and cultural identity. By critically analyzing bulungan, the research not only contributes to the discourse on ICH preservation but also offers practical insights for its application in modern agricultural and artistic initiatives. Future studies may explore its broader implications for policy-making, particularly in the realms of cultural heritage management and sustainable development.

CONCLUSION AND RECOMMENDATIONS

This study critically analyzed the cultural practice of bulungan a unique whispering-based bidding process used in the buying and selling of fish products in San Miguel Bay, Camarines Sur, Philippines. Rooted in the fishing communities of the Bicol region, bulungan serves as an example of intangible cultural heritage (ICH) that intertwines tradition with contemporary socio-economic dynamics. The research utilized narrative inquiry, dramaturgy, ethnographic observation, and interviews to explore its implications for agriculture, the arts,

education, and community resilience. Results revealed that bulungan operates as a microcosm of sustainable agricultural practices, fostering economic equity and strengthening community ties through oral traditions. Its use of whispered negotiations symbolizes discretion, trust, and mutual respect, aligning with broader goals of ICH preservation and agricultural sustainability [7], [6].

The performative elements of bulungan, when framed within dramaturgy, highlighted its potential as a storytelling medium to educate audiences about cultural values and ecological sustainability. This aligns with the Eco dramaturgical approaches outlined by [4], which integrate traditional knowledge into creative and educational contexts. The study also emphasized beluga's role as a pedagogical tool, demonstrating its relevance in modern educational frameworks. Through its dramatization, bulungan provides a platform to teach values such as collaboration, empathy, and ecological awareness. This echoes [32] findings on narrative and performance-based learning. However, the results cautioned against the risks of cultural commodification, underscoring the importance of community participation to ensure authenticity and respect for the practice's origins [33].

The research concludes that bulungan is a vital cultural expression with significant implications for agricultural sustainability, artistic innovation, and educational practice. It exemplifies how ICH can adapt to modern contexts while preserving its traditional essence. By framing bulungan within the realms of sustainability, arts, and pedagogy, this study highlights its evolving role in fostering community resilience and cultural identity in the face of globalization and ecological challenges. The performative dimensions of bulungan extend its impact beyond the economic sphere, transforming it into a dynamic tool for cultural preservation and education. Its dramatization serves as a bridge between traditional knowledge and contemporary practices, ensuring that the values embedded within the practice remain relevant to future generations.

Given the foregoing results and conclusion of this research, the following are recommended: (1) Establish community-driven programs that document and celebrate bulungan, ensuring that local practitioners remain central to its adaptation and dissemination; (2) Develop modules that incorporate bulungan and other ICH practices into formal and informal educational settings to promote cultural literacy and sustainable agricultural practices; (3) Encourage the use of bulungan in theater productions to raise awareness about ecological and agricultural sustainability, blending cultural heritage with creative expression; and (4) Advocate for governmental and non-governmental support to protect and promote ICH practices like bulungan through funding, research, and public awareness campaigns. By implementing these recommendations, bulungan can serve as a model for integrating ICH into sustainable development, fostering both cultural resilience and modern innovation and going beyond whispering to spotlight towards implicating sustainable heritage management for Calabanga, the Bicol region and the Philippines.

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