

# Sarong Aldaw: Retelling Intersections of Agriculture and its Socio-Economic Facets towards Education for Sustainability

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## ABSTRACT

The retelling of oral narratives provides a powerful lens through which to examine the intricate interplay between agriculture and its socio-economic facets. This research paper attempts to provide additional empirical evidence from qualitative inquiry and process and ask, what is the retelling process of oral narratives on the intersections of culture, traditions and agriculture especially along the socio-economic facets in Calabanga, Camarines Sur, Philippines? After exploring the retelling process situated in the context of Calabanga, the researchers examined the possibility of transforming the literary piece from text to theater. Combining document review of previously written research, observation of the actual process of *bulungan* and interviews with randomly identified practitioners of *bulungan*, we set out to answer the following research questions: (1) How *bulungan* as a cultural practice could be transformed into a script as a retelling of an oral narrative? (2) What is the plot structure of the script and how does it relate to the oral narrative from which it was derived? (3) How does the script create and develop its characters, and what role do these characters play in the overall narrative? (4) What is the relationship between the script's structure and the cultural context in which it was produced? (5) What are the implications of the script's structure for broader debates on sustainability of culture? The study's findings on the traditional business practice of "*bulungan*" in Calabanga can have significant implications for the town's agriculture and socio-economic facets. The documentation and preservation of this tradition through the script "*Sarong Aldaw*" can serve as a means to promote and sustain local businesses and livelihoods, particularly among fishermen and fish vendors in San Miguel Bay. By uncovering the stories within agricultural traditions, practices, and interactions, retelling oral narratives deepens our understanding of the complex relationships between agriculture and socio-economic aspects and its ensuing benefits towards education for heritage management. Researchers recommend further investigation on the role of traditions and culture in shaping oral narratives on the agricultural sector. As the agricultural landscape evolves and communities adapt to new challenges, these narratives remain vital tools in preserving heritage, guiding policies, and fostering sustainable development.

**Keywords:** Agriculture, Calabanga, education, heritage preservation, oral narratives, retelling process

## INTRODUCTION

The retelling of oral narratives provides a powerful lens through which to examine the intricate interplay between agriculture and its socio-economic facets. These narratives, often rooted in local knowledge and community experiences, offer insights into how agricultural practices, traditions, and socio-economic

dynamics intersect to shape livelihoods, communities, and broader societies. Oral narratives embody the cultural heritage of agricultural communities, encapsulating generations of wisdom about cultivating the land and reaping its rewards [1]. These narratives transmit knowledge about planting techniques, crop cycles, weather patterns, and pest management [2]. Through retelling, this agricultural heritage is preserved and passed down, ensuring the continuity of practices that sustain communities [3]. Agricultural oral narratives often shape cultural identities and foster a sense of belonging within farming communities [4]. These stories highlight the unique ways in which individuals and communities interact with their environment, reflecting cultural values, rituals, and traditions [5]. The retelling of agricultural narratives reinforces a shared sense of identity, promoting community cohesion and solidarity [6]. Retelling oral narratives reveals the socio-economic dimensions intertwined with agriculture. Stories of harvest festivals, market transactions, and trade interactions offer insights into how agricultural practices are linked to economic well-being [7]. These narratives shed light on the diverse roles within farming communities, such as farmers, traders, laborers, and artisans, illustrating the complex web of socio-economic relationships [8]. Agricultural oral narratives illuminate the dynamics of resource management and communal decision-making. Narratives about water allocation, land tenure, and grazing rights provide insights into how communities collectively manage and distribute resources [9]. Through retelling, these narratives serve as a record of community agreements and practices that ensure the sustainable use of resources [10]. The retelling of agricultural narratives faces challenges in the face of modernization, changing climates, and urbanization. Rapid technological advancements may challenge the relevance of traditional narratives, prompting adaptations to include contemporary knowledge [11]. Additionally, the retelling of narratives might evolve as agricultural practices change due to external factors, requiring the incorporation of new experiences and insights [12].

In the Philippines, the retelling of oral narratives serves as a window into the complex interplay between agriculture and its socio-economic dimensions. These narratives, deeply embedded in local knowledge and cultural practices, shed light on the ways agricultural activities intersect with livelihoods, community dynamics, and broader socio-economic landscapes. This literature review delves into the significance of retelling oral narratives in the Philippine context, exploring how these stories offer insights into the intricate relationships between agriculture and various socio-economic facets. Drawing from a diverse range of scholarly works and research studies, this review provides a nuanced understanding of the multifaceted connections between agriculture and socio-economic aspects in the Philippines. Oral narratives are repositories of cultural heritage and traditional agricultural practices in the Philippines [13]. These stories transmit indigenous knowledge about crop cultivation, planting calendars, and sustainable farming methods [14]. Through retelling, communities safeguard centuries-old agricultural wisdom, ensuring the continuity of practices that are intricately tied to their identity [15]. Oral narratives provide insights into the resourcefulness of Filipino farmers, showcasing their ability to adapt and thrive within the constraints of their environment [16]. Agricultural oral narratives play a pivotal role in shaping cultural identity and reflecting socio-economic realities in the Philippines. These narratives reflect the values, beliefs, and worldview of farming communities, offering a glimpse into how agricultural activities are intertwined with the Filipino way of life [17]. The retelling of narratives about planting rituals, harvest festivals, and communal labor underscores the profound connection between agriculture and cultural expressions [18]. Moreover, these stories highlight the socio-economic contributions of agriculture to the livelihoods of individuals and communities [19]. Retelling oral narratives unveils the socio-economic dimensions that underpin agricultural activities in the Philippines. Narratives about market interactions, trade networks, and income generation shed light on the economic significance of agriculture [7]. These stories showcase the diverse roles within farming communities, from producers to middlemen, illuminating the intricate web of relationships that sustain agricultural production [8]. The retelling of narratives related to livelihood diversification and resource management offers insights into how communities navigate economic challenges and harness opportunities [5]. Agricultural oral narratives unveil the intricacies of community dynamics and resource governance. Narratives about land tenure, communal farming, and collective decision-making provide a window into how communities manage resources sustainably [9]. The retelling of stories related to common property management and traditional governance mechanisms highlight the role of oral traditions in preserving equitable resource distribution [10]. Through these narratives, communities reinforce their shared responsibility for managing their agricultural landscapes. Retelling oral narratives within the context of Philippine agriculture faces challenges brought about by modernization, climate change, and globalization. The shift towards industrial agriculture and

urbanization may threaten the relevance of traditional narratives [20]. As climate change alters farming conditions, adaptations may be necessary to incorporate new experiences and knowledge into the narratives [12]. Balancing tradition and innovation become crucial as farming communities navigate changing landscapes.

Given the challenges and gaps in the literature, coupled with the complexities involved in the retelling of local oral narratives in the Philippines, it is evident that this is a field deserving of further exploration. This research seeks to contribute empirical evidence through qualitative inquiry by examining the retelling process of oral narratives at the intersection of culture, tradition, and agriculture, particularly in the socio-economic context of Calabanga. Specifically, the study addresses the following research questions: (1) How can *bulungan* as a cultural practice be transformed into a script as a retelling of an oral narrative? (2) What is the plot structure of the script, and how does it relate to the oral narrative from which it was derived? (3) How does the script create and develop its characters, and what roles do these characters play in the overall narrative? (4) What is the relationship between the script's structure and the cultural context in which it was produced? (5) What are the implications of the script's structure for broader discussions on the sustainability of culture? By situating the retelling process within the context of Calabanga, the research explores the potential for transforming the narrative from text to theatrical performance.

## LITERATURE REVIEW

Oral narratives have long been a means of preserving and transmitting agricultural knowledge and practices. They encapsulate the wisdom and experiences of generations, providing a rich source of information about traditional farming methods, crop varieties, and land management practices. Oral histories of farming communities reveal the daily experiences and motivations of farm people, offering a deeper understanding of the socio-economic forces that shape their lives [21]. These narratives are not only historical records but also tools for educating younger generations and fostering a sense of identity and continuity within communities. The retelling of agricultural narratives faces several challenges, particularly in the context of modernization, changing climates, and urbanization. Modernization often leads to the erosion of traditional practices and the loss of local knowledge. As communities adapt to new agricultural technologies and market demands, the narratives that once guided their practices may become less relevant or forgotten. Additionally, climate change poses a significant threat to traditional agricultural systems, altering the environmental conditions that these narratives are based on [22]. Urbanization further complicates the preservation of agricultural narratives, as rural populations migrate to cities and the connection to the land diminishes. Urbanization contributes to the transformation of agrifood systems by reshaping spatial patterns of food demand and affecting consumer preferences, changing how, where, and what food is produced, supplied, and consumed [23]. This transformation can lead to the marginalization of traditional agricultural practices and the narratives associated with them, as urban lifestyles and diets become more prevalent. Furthermore, urban expansion often results in the loss of agricultural land, both directly through land take and indirectly through changes in land use, posing challenges to the viability of local agricultural economies [24]. One innovative approach to preserving and revitalizing agricultural narratives is through their transformation into theatrical performances. Dramaturgy, the art of dramatic composition and theatrical representation, can bring these narratives to life, making them accessible and engaging for contemporary audiences. The relationship between the script's structure and the cultural context in which it was produced is crucial for understanding its impact. The script not only preserves the cultural practice of *bulungan* but also raises awareness about its significance in the socio-economic fabric of Calabanga. By documenting and performing this tradition, the script contributes to the sustainability of local businesses and livelihoods, particularly among fishermen and fish vendors in barangay Sabang. This aligns with the broader debates on the sustainability of culture, emphasizing the need to preserve intangible cultural heritage in the face of modernization and globalization [25].

This research integrates theoretical, conceptual, and analytical frameworks to document and transform the cultural practice of *bulungan* into a narrative script, *Sarong Aldaw*. The study is grounded in cultural sustainability theory, which emphasizes preserving cultural practices as integral to sustainable development [26]. This theory supports the examination of *bulungan* as a cultural heritage practice that needs safeguarding and reinterpretation for contemporary audiences. Additionally, social learning theory highlights the role of

intergenerational transmission in maintaining traditions, aligning with the study's focus on documenting *bulungan* for younger generations [27]. Likewise, theoretical framing for this research is grounded in the intersection of performance theory, cultural sustainability, and socio-economic development. Performance theory provides a lens through which the performative aspects of cultural practices can be analyzed [28]. This theory emphasizes the role of performance in enacting and transmitting cultural knowledge, making it a suitable framework for examining the transformation of oral narratives into theatrical performances. Additionally, the concept of cultural sustainability, highlights the importance of preserving cultural heritage in the face of modernization and globalization [29]. This theoretical perspective underscores the need to maintain cultural practices that contribute to the socio-economic well-being of communities.

Meanwhile, the research adheres to a conceptual framework which integrates the key concepts of oral narratives, dramaturgy, and socio-economic development. It posits that the retelling of oral narratives through dramaturgy can enhance cultural awareness, preserve traditional practices, and promote socio-economic development. The framework is represented as follows: *Oral Narratives* – Rooted in local knowledge and community experiences, providing insights into agricultural practices and socio-economic dynamics; *Dramaturgy* – The transformation of oral narratives into theatrical performances, making them accessible and engaging for contemporary audiences; *Cultural Awareness* – Enhanced understanding and appreciation of cultural heritage through the retelling of narratives; and *Socio-Economic Development* – The promotion of local businesses and livelihoods through the preservation and performance of cultural practices. The research likewise explores the intersections of oral narratives, cultural identity, and creative adaptation. It focuses on *bulungan* as both an economic activity and a cultural narrative, drawing on [30] insights on orality and literacy to frame the transformation of traditional oral practices into written scripts. This framework helps identify key elements of *bulungan* essential for maintaining cultural authenticity while adapting to a new medium. [31] narrative theory serves as the basis for analyzing *bulungan* as a story that reflects the socio-cultural values of the San Miguel Bay community. Additionally, [32] ethno-poetic analysis provides tools for examining the linguistic and performative aspects of *bulungan*, ensuring that the script maintains the oral tradition's dynamic essence. Moreover, the analytical framework for this research employs a combination of thematic analysis and content analysis to examine the data collected from document reviews, observations, and interviews. Thematic analysis involves identifying and analyzing patterns and themes within the data [33]. This method is used to explore the key themes related to the retelling of oral narratives, the transformation into theatrical performances, and the socio-economic implications. Content analysis [34] is used to systematically analyze the textual and visual content of the script "*Sarong Aldaw*" and the interviews with practitioners. This approach allows for a comprehensive understanding of the cultural and socio-economic dimensions of the *bulungan* practice. By employing these frameworks, the study bridges the documentation of cultural heritage with its creative reinterpretation, contributing to the broader discourse on cultural preservation and adaptation in the context of globalization.

As the agricultural landscape evolves and communities adapt to new challenges, oral narratives remain vital tools in preserving heritage, guiding policies, and fostering sustainable development. The transformation of these narratives into theatrical performances, such as "*Sarong Aldaw*," offers a promising approach to ensuring their continued relevance and impact. By integrating traditional knowledge with contemporary artistic expressions, communities can celebrate their heritage while addressing the socio-economic challenges of the modern world. The transformation of the *bulungan* practice in Calabanga into the stage play "*Sarong Aldaw*" serves as a case study for this approach. By combining document review, observation, and interviews with practitioners, the research explores how *bulungan* can be adapted into a script that retains the essence of the oral narrative while appealing to modern sensibilities. The plot structure of the script "*Sarong Aldaw*" is closely related to the oral narrative from which it is derived. It follows the traditional sequence of events in the *bulungan* practice, highlighting key moments and interactions that define the cultural practice. The characters in the script are developed based on real-life practitioners of *bulungan*, each representing different aspects of the practice and its socio-economic implications. This approach ensures that the script remains authentic to the original narrative while providing a platform for exploring broader themes of cultural sustainability and community resilience.

The retelling process involves the transmission of oral narratives that encapsulate the cultural heritage of communities. These narratives often include stories, myths, legends, and historical accounts that reflect the

values, beliefs, and practices of a community. The interface between the written and the oral is crucial for understanding how cultural knowledge is transmitted and preserved [35]. Oral narratives serve as a means of cultural transmission, ensuring that traditional knowledge and practices are passed down through generations. Education for sustainability emphasizes the integration of cultural narratives into educational practices to promote cultural awareness and environmental stewardship. UNESCO highlights the importance of incorporating education for sustainable development into world heritage education, emphasizing the role of cultural heritage in fostering sustainable development [36]. By integrating oral narratives into educational frameworks, educators can enhance students' understanding of cultural heritage and its significance for sustainability. The integration of oral narratives into education for sustainability has significant implications for heritage preservation. By retelling cultural narratives, communities can preserve their cultural heritage and promote a sense of identity and continuity. This process also supports the well-being of communities by fostering cultural awareness and environmental stewardship. As noted by [37], the uses of heritage involve not only the preservation of cultural artifacts but also the transmission of cultural knowledge and values. The retelling process and education for sustainability play a crucial role in heritage preservation. By integrating oral narratives into educational practices, communities can preserve their cultural heritage and promote sustainability. This literature review highlights the importance of constructivist theories of learning and cultural sustainability in understanding the retelling process and its implications for education and heritage preservation. Further research is needed to explore the specific mechanisms through which oral narratives can be integrated into educational frameworks and their impact on cultural heritage preservation.

The literature on the retelling process and education for sustainability in the context of heritage preservation highlights several key themes and methodologies. However, there are notable gaps that warrant further investigation to enhance our understanding and application of these concepts. While the importance of oral narratives in preserving cultural heritage is well-documented [34]; [37], there is limited research on the systematic integration of these narratives into formal education curricula. Existing studies primarily focus on the role of oral narratives in informal education and community settings [36]. Further research is needed to explore effective strategies for incorporating oral narratives into formal education systems, particularly in ways that align with educational standards and learning outcomes. The literature emphasizes the potential of oral narratives to enhance cultural awareness and environmental stewardship [38]; [39]. However, empirical evidence on the impact of integrating oral narratives into education for sustainability on student engagement and learning outcomes is sparse. Studies by [33] and [29] suggest that thematic and content analysis can provide insights into these impacts, but more rigorous, longitudinal studies are needed to quantify and validate these effects. Technological advancements offer new opportunities for retelling and preserving oral narratives. Digital storytelling, virtual reality, and other multimedia tools can enhance the accessibility and engagement of cultural narratives [22]. Despite this potential, there is a lack of comprehensive research on the effectiveness of these technologies in heritage preservation and education for sustainability. Future research should investigate how digital tools can be leveraged to support the retelling process and assess their impact on cultural preservation and educational outcomes. The integration of oral narratives into education for sustainability requires an interdisciplinary approach that combines insights from anthropology, education, environmental science, and technology [29]. While some studies have explored interdisciplinary frameworks [36], there is a need for more collaborative research that bridges these disciplines. This includes developing theoretical models and practical guidelines for interdisciplinary collaboration in heritage preservation and education. The role of community involvement and reflexivity in the retelling process is crucial but underexplored. Participatory research methods, such as those advocated by [40] and [41], emphasize the importance of engaging community members in the research process. However, there is limited empirical research on how these methods can be effectively implemented in the context of heritage preservation and education for sustainability. Future studies should examine the benefits and challenges of community involvement and reflexivity in these contexts. Addressing these research gaps is essential for advancing our understanding of the retelling process and its role in education for sustainability and heritage preservation. By exploring the integration of oral narratives into formal education, assessing their impact on student engagement and learning outcomes, leveraging technology, adopting interdisciplinary approaches, and involving communities in the research process, we can develop more effective strategies for preserving cultural heritage and promoting sustainability.

## METHODOLOGY

This research follows a research and development approach, guided by the principles of theatre in education. The primary objective is to explore and understand sustainability concepts in terms of culture and arts through theatre in education. The investigation is grounded in the constructivist paradigm of inquiry, which posits that reality is socially constructed and that understanding the complexity of lived experiences requires interpreting them from the perspectives of those who live them [42]; [43]; [44]; [45]. According to [41] and [40], this paradigm emphasizes the active role of participants in the research process. To develop both objective and subjective knowledge, the constructivist methodology employed in this study is interpretive, inductive, and historical [46]. The research combines qualitative approaches, including ethnographic and historical case designs, to capture the uniqueness and depth of oral narratives [47]. A research protocol based on [48] case study methodology was designed to ensure ethical and methodical implementation of project activities. Data collection involved multiple methods to ensure a comprehensive understanding of the bulungan practice and its transformation into the stage play "Sarong Aldaw." Experts and key informants from Calabanga and the Bicol region were identified, and the snowball sampling technique was employed until data saturation was achieved. The primary data collection methods included: (a) **Interviews**: Semi-structured interviews were conducted with 45 key informants, including community members, performers, educators, and cultural practitioners. These interviews explored their perspectives on the bulungan practice, the retelling through "Sarong Aldaw," and its impact on cultural awareness and education [49]; (b) **Document Review**: Relevant documents and archival artifacts were reviewed to provide historical and contextual background on the bulungan practice and its socio-economic implications; (c) **Focus Group Discussions (FGDs)**: FGDs were held with participants to triangulate data and gather diverse perspectives on the bulungan practice and written script; an (d) **Expert-Guided Sessions and Consultations**: Sessions with experts both from the field of theater and literary provided additional insights and validation of the data collected. The data collected were analyzed thematically, following [33] approach to 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. Written literature was subjected to a series of critiques by experts and original data sources to ensure accuracy and reliability. To minimize susceptibility to ethical issues and ensure the ethical conduct of the research project, several measures were implemented. Participants were provided with an information sheet and briefing about the nature of their participation. They were asked to confirm their participation through informed consent before proceeding. The confidentiality and anonymity of all participants were strictly maintained. Personal identifiers were removed from all data, and participants' identities were protected in all publications and presentations. Permits were secured from local authorities when dealing with community members to ensure their support and cooperation. Gratitude cards and thank-you tokens were given to FGD participants after their full participation. These tokens were not disclosed prior to participation and served as a form of appreciation for their contributions. A final group conversation was held during the last re-planning session to debrief participants and provide preliminary results for validation. By adhering to these ethical principles, the research aimed 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.

## RESULTS AND DISCUSSIONS

This research documented and transformed the cultural practice of *bulungan* in Sabang, Calabanga, into the script *Sarong Aldaw*. The goal was to preserve this oral tradition while creatively retelling it to inspire appreciation of cultural heritage among future generations. The thematic analysis explores the findings, addressing the research questions through observed results, critical analysis, and relevant literature.

### Transforming *Bulungan* into a Script

The practice of *bulungan*—a bidding system for selling freshly caught fish—has been passed down generationally in Sabang, Calabanga. Three (3) of the key informants were said to have been the fourth generation in the family who have inherited the tradition. Its transformation into the script *Sarong Aldaw*

involved document reviews, participant observations, and interviews with *bulungan* practitioners. This aligns with social learning theory, which highlights that traditions persist when modeled through community practices [27]. *Bulungan* reflects cultural values such as trust, reciprocity, and sustainability, reinforcing its socio-cultural significance. [32] emphasizes that oral traditions like *bulungan* play a vital role in preserving cultural identity, making its adaptation into a creative script an important endeavor. *Sarong Aldaw* encapsulates the essence of *bulungan* while dramatizing its broader cultural and social relevance.

### **Plot Structure and its Connection to Oral Narratives**

The script adopts a retrospective narrative structure, following protagonist Luis Jr. as he recollects childhood experiences of *bulungan* and reflects on their impact on his current success. This episodic and fluid structure mirrors the thematic continuity typical of oral narratives [31]. Unlike linear written narratives, the non-linear progression of *Sarong Aldaw* aligns with oral storytelling's emphasis on thematic over chronological coherence. This structural fluidity reflects the communal ethos of *bulungan*, bridging past and present to highlight the practice's relevance amidst modernization. [50] supports this approach, noting that oral epics often prioritize thematic depth over rigid sequencing.

### **Character Development and Roles**

Luis Jr.'s character exemplifies the connection between individual growth and collective memory, portraying values like resilience and community responsibility shaped by *bulungan*. [34] notes that oral traditions often feature archetypes that reflect societal values; Luis Jr. serves as an archetype of progress rooted in cultural heritage. Supporting characters—including fishermen, vendors, and elders—represent the socio-economic dynamics of Sabang. Their interplay enriches the narrative, offering diverse perspectives that embody the inclusivity of *bulungan*. This reflects [32] observation that oral storytelling often conveys collective experiences through communal characters.

### **Cultural Context and Script Structure**

The script's authenticity is grounded in Sabang's socio-economic realities, depicting small-scale fishermen and vendors negotiating in *bulungan*. This aligns with [51] concept of "thick description," capturing the social and symbolic dimensions of cultural practices. The use of *bulungan*-specific terminologies, validated through focus group discussions, deepens the cultural connection. This linguistic fidelity situates the narrative within its cultural milieu, offering insights into the community's traditions and struggles.

### **Implications for Cultural Sustainability**

Transforming *bulungan* into *Sarong Aldaw* highlights the role of creative adaptations in sustaining traditions. [52] argue that reinvention is essential for cultural practices to remain relevant, a principle exemplified by the script's accessibility to younger generations. The process aligns with [53] framework for safeguarding intangible cultural heritage, emphasizing documentation, transmission, and reinterpretation. While creative adaptations like *Sarong Aldaw* foster intergenerational dialogue, scholars caution against potential risks. For instance, [37] warns of cultural commodification, and [54] critiques the loss of improvisation when oral traditions are formalized. To address these concerns, the script integrates participant feedback and retains dynamic elements of *bulungan*, ensuring authenticity while engaging modern audiences.

### **Implications to Education for Sustainability**

The results of this research demonstrate the critical role of cultural heritage preservation in fostering education for sustainability. Transforming the *bulungan* tradition into a script, *Sarong Aldaw*, offers a compelling case study on how integrating cultural narratives into education can promote sustainability by nurturing cultural identity, fostering intergenerational learning, and encouraging community engagement. Education for sustainability emphasizes the importance of cultural diversity and local knowledge as essential resources for sustainable development [55]. By documenting and dramatizing *bulungan*, this research preserves and promotes traditional practices that embody sustainability principles such as resource sharing, reciprocity, and

collective responsibility. Incorporating cultural narratives into educational programs can deepen students' understanding of the interconnectedness of culture and sustainability, encouraging them to appreciate and sustain local traditions. The preservation of oral traditions like *bulungan* serves as a bridge between generations, ensuring the transmission of values, practices, and knowledge. Intergenerational learning is vital for sustainability as it cultivates mutual respect and shared responsibility for cultural and environmental stewardship [56]. The script *Sarong Aldaw* provides a creative platform for engaging both older and younger generations, fostering dialogue and collaboration in sustaining community heritage. Education for sustainability advocates for participatory learning approaches that empower communities to address sustainability challenges [57]. The participatory methods used in this research—such as focus group discussions and community validation—demonstrate how education can involve stakeholders in preserving their heritage. This approach fosters a sense of agency, encouraging communities to take active roles in safeguarding their cultural and natural resources. The dramatization of *bulungan* highlights the relevance of traditional practices in addressing contemporary sustainability challenges, such as the loss of cultural identity due to globalization and modernization. Integrating such narratives into sustainability education can illustrate how traditional wisdom offers solutions to modern issues, aligning with [58] assertion that education for sustainability must draw from diverse knowledge systems. The results align with Sustainable Development Goal (SDG) 4, which aims to ensure inclusive and equitable quality education, and SDG 11, which emphasizes the importance of sustainable cities and communities [59]. The creative adaptation of *bulungan* into *Sarong Aldaw* exemplifies how cultural heritage can be preserved and integrated into education, contributing to sustainable development at local and global levels.

## CONCLUSION AND RECOMMENDATIONS

This research documented and transformed the traditional cultural practice of *bulungan* into a narrative script. With the aim of preservation of this oral tradition, this paper highlights the cultural significance, and inspire its appreciation among future generations. Findings revealed that *bulungan* embodies values such as trust, reciprocity, and sustainability while serving as a socio-economic lifeline for the San Miguel Bay community. The transformation of *bulungan* into a creative script involved blending traditional oral narrative structures with modern storytelling techniques, ensuring cultural authenticity while making it accessible to contemporary audiences. The thematic analysis identified the fluid plot structure of *Sarong Aldaw* as reflective of oral narrative traditions, emphasizing thematic continuity over chronology. Character development reinforced the interplay between individual growth and collective memory, while the cultural context embedded in the script highlighted the socio-economic realities of Sabang. The study demonstrated the importance of creative outputs in sustaining intangible cultural heritage, aligning with UNESCO's framework for safeguarding traditions. However, it also acknowledged potential challenges, such as the risk of commodification and the need to retain the improvisational essence of oral traditions.

The research underscores the transformative potential of creative adaptations in preserving and revitalizing cultural practices. *Bulungan*, as a socio-economic and cultural activity, is not only a vital part of Sabang's identity but also a testament to the community's resilience and adaptability. The creation of *Sarong Aldaw* bridges past and present, providing a medium for intergenerational dialogue and cultural transmission. This endeavor contributes to broader discussions on cultural sustainability, demonstrating that traditional practices can evolve without losing their essence. By capturing the intrinsic values of *bulungan* and integrating them into a creative narrative, the research highlights the role of storytelling in preserving intangible heritage. The findings also emphasize the importance of community involvement in ensuring authenticity and inclusivity in cultural documentation. Given the aforementioned results, the following are recommended: (1) *Cultural Preservation through Education*: Incorporate *Sarong Aldaw* and similar creative outputs into local educational curricula to promote cultural awareness among younger generations; (2) *Community Engagement and Feedback*: Continuously involve the Sabang community in refining and expanding the narrative to ensure its relevance and authenticity. Regular feedback mechanisms, such as focus group discussions, can enhance the cultural accuracy of future adaptations; (3) *Capacity Building for Creative Adaptation*: Provide training for local artists, writers, and educators on how to document and creatively adapt oral traditions. This can ensure that other cultural practices are preserved and shared through innovative formats; (4) *Policy and Support Mechanisms*: Advocate for policies that support the preservation of intangible cultural heritage. Local



governments and cultural agencies can play a crucial role in funding and promoting such initiatives; (5) *Balancing Authenticity and Accessibility*: While adapting oral traditions for modern audiences, it is essential to strike a balance between retaining cultural authenticity and ensuring accessibility. This involves thoughtful dramatization and adherence to the values and essence of the tradition; and (6) *Further Research*: Conduct longitudinal studies to assess the impact of creative adaptations like *Sarong Aldaw* on the sustainability of cultural heritage. This can help identify best practices for preserving other traditions in a rapidly changing world.

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