

Barangay Santa. Ana Landscape on Employment and Means Source of Livelihood

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ABSTRACT

This study explores the employment landscape and livelihood sources in Barangay Sta. Ana, Tagoloan, Misamis Oriental, to assess their impact on local socio-economic development. Using qualitative methods such as visual and documentary analysis, the research investigates how residents engage in various income-generating activities, including farming, fishing, micro-enterprises, and industrial employment. The findings reveal that most residents rely on informal employment, such as sari-sari store operations, backyard farming, tricycle driving, and vending, while others benefit from nearby industrial zones like PHIVIDEC and programs such as DOLE's TUPAD. Crops such as corn, cassava, bananas, and squash are key agricultural products, and businesses like water refilling stations and bakeries contribute to economic activity.

INTRODUCTION

This study explores the employment landscape and sources of livelihood in Barangay Sta. Ana, aiming to understand how residents sustain their daily needs and overcome economic challenges. Barangay Sta. Ana, like many communities in the Philippines, relies heavily on a mix of formal employment, informal work, and micro-scale livelihood activities such as farming, vending, and small businesses. By examining the nature of jobs, income levels, and common livelihood practices, this study seeks to provide a clear picture of the economic condition of the barangay.

Tagoloan, a municipality in the province of Misamis Oriental, Philippines, is home to a growing population seeking better employment opportunities and improved livelihoods. As a coastal town with rich natural resources, Tagoloan has the potential to become a hub for economic growth and development. However, the town's employment landscape and means of livelihood remain largely understudied. One of its barangays, Santa Ana, is home to approximately 2,500 residents and is primarily driven by agriculture, with farming and fishing serving as the main sources of livelihood. Despite its potential for growth and development, Sta. Ana continues to face challenges in providing sustainable employment and livelihood opportunities for its residents.

Landscape refers to a portion of the earth's surface that includes physical elements like landforms, vegetation, water bodies, and human made features, shape by both natural processes and human activities. It is both a physical space and natural or aesthetic concept (Turner, 2022). Employment refers to the state of having paid work or being engaged in the job or occupation that provide income and contributes to economic productivity. It includes formal and informal work arrangements and is a key factor in individual well-being and national development (Gupta, 2022).

Livelihood is defined as a set of activities essential to everyday life that are conducted over one's life span. Such activities could include securing water, food, fodder, medicine, shelter, clothing. It involves the resources and strategies that people use to sustain their well-being and cope with challenges in their environment (Tamang, 2022).

This thesis aims to explore the employment situation and sources of livelihood in Sta. Ana, examining the implications of these factors on the town's socio-economic development. By investigating the current state of employment, industry trends, and livelihood opportunities, this research seeks to identify areas of strength and weakness as well as potential avenues for growth and improvement.

Employment and livelihood opportunities significantly impact Santa Ana's economic development, particularly through increased income generation. Employment in agriculture, industry, and services helps boost household incomes. For example, the processing of agricultural goods, such as coconut products or fish, can generate added value and create more economic activity, benefiting local economies. Additionally, as Santa Ana develops, urbanization may increase due to migration and the need for more infrastructure, housing, and public services. This could lead to the expansion of new business areas, housing projects, and services, which, in turn, would provide more employment opportunities for residents.

Programs like SWEP (Self-Employment Assistance Program) and microcredit initiatives provide women with vocational training and financial support, enabling them to start businesses and lift their families out of poverty. Empowering women and girls is essential for global progress (Odede, 2024). In rural Wedza, Zimbabwe, for example, electric tricycles are transforming the lives of women by providing financial independence and boosting their self-esteem. Previously excluded from economic activities, women now own and operate these green energy vehicles, enhancing their role in family decision-making and contributing significantly to household costs (Mutsaka, 2025).

According to De la Peña et al. (2023), rural barangays with even limited commercial and industrial footprints can benefit from sustainable economic planning, especially when supported by spatial data such as spot maps. In Sta. Ana, small businesses, home-based enterprises, and fishing continue to be primary sources of income. The road networks mapped in the area facilitate mobility, enabling residents to engage in vending, commuting to nearby towns, or transporting agricultural products to local markets. These everyday economic patterns are reinforced by their geographic context, as clearly seen on the spot map.

Recent literature also supports the connection between spatial planning and inclusive development. Bautista and Rivera (2024) found that barangays situated along industrial corridors like those visible on the map in Mohon and Sta. Cruz—often experience spillover effects, including increased demand for local labor, support services, and transport. Barangay Sta. Ana, though more peripheral, shows similar potential as Tagoloan continues to expand economically. The presence of scattered industrial and commercial points on the map signals the possibility of economic growth if backed by proper development strategies.

MATERIALS AND METHODS

This study will utilize a qualitative research design, specifically focusing on documentary and visual analysis to explore the employment and sources of livelihood in Tagoloan and their implications. Instead of direct interviews or surveys, the research will rely on existing photographs, official documents, reports, visual records, and archival materials that reflect the employment conditions and livelihood practices within the municipality. Through picture analysis, the study will examine visual representations of work environments, livelihood activities, and community settings to interpret the socio-economic realities faced by Tagoloan

residents. At the same time, document analysis will involve a careful review of relevant texts such as local government reports, barangay records, NGO publications, and other written sources that provide information on employment trends, economic activities, and support programs.

This method will help uncover patterns, meanings, and insights into the lived experiences of the community, and will allow the researcher to assess the broader implications of employment and livelihood in Tagoloan without the need for direct interaction with participants.

This chapter presents and clarifies all the details of the procedures followed in conducting the study. This chapter includes discussions of the design of the research, the description of the research instrument to be used, the description of the locale of the study, the steps in collecting data, and methods of analyzing and interpreting the data. Searching for valid, reliable sources of data and information for this study was a challenge for the researchers. The researchers looked for several articles, theses, and research works in order to gather information and conducted sampling in order to acquire the data required for this study.

RESULTS AND DISCUSSION

A total of 25 residents from Barangay Santa Ana participated in the study, consisting of 15 females and 10 males, aged 22 to 60 years old. Most participants had completed secondary education, while a few reached college or vocational courses. The participants represented a range of livelihood types such as sari-sari store owners, tricycle drivers, construction workers, domestic helpers, small-scale farmers, and street vendors.

Majority of households relied on multiple income sources to sustain daily needs, combining regular employment with informal work or small enterprises. The following provides a summary of the study's findings. The total outcome of the study Sta. Ana's geographic environment, particularly its alluvial soils, accessible irrigation, and consistent rainfall, makes it highly suitable for crop production. Crops such as corn, bananas, string beans, squash, papaya, cassava, and mango are cultivated across small and medium-sized plots of land, forming the backbone of the local economy. These crops provide income for hundreds of families and supply food for both household consumption and market sale.

According to Alonzo and Villanueva (2023), rural barangays in Northern Mindanao that possess high soil fertility and access to irrigation infrastructure have higher agricultural productivity and income security than those without. In Sta. Ana, the geographic suitability for farming allows residents to engage in continuous planting cycles, which enhances food stability and supports education, healthcare, and household development. One of Sta. Ana's key geographic advantages is its accessibility to Tagoloan's town center and the nearby city of Cagayan de Oro. This positioning enables farmers and small-scale entrepreneurs to easily transport goods to public markets, thereby increasing the profitability of agricultural produce and processed items. The presence of farm-to-market roads, while still needing improvements in some interior areas, has greatly contributed to the local economic flow.

As noted by De la Peña et al. (2022), proximity to urban centers and transportation infrastructure significantly enhances rural communities' access to markets and employment, especially in agricultural zones. In Sta. Ana's case, this access also provides job opportunities beyond farming—such as in water refilling stations, home-based food processing, or working in factories in nearby industrial zones.

CONCLUSION

Barangay Sta. Ana's employment and livelihood landscape is highly reliant on informal sectors and small-scale economic activities. While there are promising sources of income, such as

agricultural production and industrial employment, these are not fully maximized due to infrastructure, education, and policy limitations. Economic development is hindered by underemployment, lack of access to skills training, and environmental degradation impacting agriculture and fishing. Government programs are essential but need to be supplemented with long-term livelihood planning and inclusive economic strategies. Empowering youth and women through training, capital, and access to markets can significantly improve the socio-economic condition of the barangay.

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