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Designing a Communication Tool for Community's Youth Awareness and Involvement in Environmental Rehabilitation towards Digital Activism

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Abstract

This study explored the critical role of youth in the promotion of environmental rehabilitation. In particular, it sought to find out whether youth are aware of the environmental problems particularly the pollution of the creek located in their community and whether digital activism could motivate them to take part in the rehabilitation efforts. This creek has been polluted for many years causing flooding and other problems. Grounded in the Social and Behavior Change Communication Theory, the research was completed in four phases. In Phase 1, the findings indicated encouraging levels of awareness and willingness from youth to participate in the environmental rehabilitation efforts of the creek. Phase 2 involved designing the digital communication tool, which is the Facebook page "Uswag Bitan-ag," drawing inspiration from literature, elements of design, principles of design, and universal design principles. This tool was created for visual appeal, engagement, and inclusivity, aligning seamlessly with the identified demographic preferences and community needs. In Phase 3, the focus group discussions among selected youth demonstrated positive perceptions of the Facebook page design. Youth acknowledged the tool, noting that it would inform and engage them, with recommendations for varied content, increased post frequency, and a focus on environmental activities. Phase 4 affirmed the tool's effectiveness and design principles. Recommendations included refining balance through white space utilization and enhancing specific design elements for heightened visual impact. The comprehensive findings highlight the transformative potential of digital activism and well-designed communication tools to the youth in fostering community awareness and active participation in environmental rehabilitation initiatives, particularly for the Bitan-ag Creek.

Keywords: digital activism, environmental rehabilitation, youth, communication tool, mixed method approach

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Introduction

Bitan-ag Creek, a significant waterway in Cagayan de Oro City, Philippines, once thrived as a vibrant recreational and ecological hub, with clean, deep waters and abundant fish species. However, over time, this natural resource has suffered from severe pollution, leading to environmental degradation and recurring floods. This transformation reflects the broader challenges of urbanization and its impact on local ecosystems. Recognizing the urgent need for rehabilitation, this study explores the pivotal role of the community's youth in revitalizing Bitan-ag Creek.

Youth engagement is increasingly recognized as a critical factor in the success of environmental initiatives. As the future stewards of their communities, the youth possess the energy, creativity, and commitment necessary to drive meaningful change. According to a report by the United Nations Environment Programme (UNEP), community engagement and participation are essential for the success of environmental rehabilitation projects (UNEP, 2019). Yet, for this potential to be realized, effective communication strategies must be employed to raise awareness, inspire action, and foster sustained involvement.

In today's digital age, social media platforms and other digital tools offer powerful avenues for community engagement, particularly among the younger generation. Digital activism has emerged as an influential force in promoting social and environmental causes, providing a platform for the youth to voice their concerns, share information, and mobilize collective action. A study by the Pew Research Center found that social media is increasingly being used for civic engagement, including participating in online groups, signing petitions, and sharing information about social and environmental causes (Rainie et al., 2019).

The researchers at the University of Science and Technology of Southern Philippines (USTP), focuses on harnessing the power of digital activism to engage the youth in the rehabilitation of Bitan-ag Creek. The study aims to create a digital communication tool that not only informs the community about the creek's rehabilitation efforts but also motivates and involves the youth in the project's planning and implementation. The platform is designed to foster a sense of ownership and responsibility among the youth, encouraging them to contribute to the creek's restoration.

Framework of the Study

In this study, researchers utilized the Social and Behavior Change Communication Theory, which focused on areas where individuals and the community change their behavior or their surrounding environment, thus identifying the intervention level aligned to this socio-ecological approach. Therefore, for the youth in the community to be aware of the environmental problems of the Bitan-ag Creek and for the youth residents to take part in its rehabilitation, they needed to be informed and motivated; a crucial function that the SBCC theory has emphasized resulting in relevant interventions. This concept utilized the idea of material resources as one of the types under this theory. As a definition, material resources were the tangible resources used to initiate a movement *(i.e., signage, supplies, media, or any equipment that the social movement has access to).* Hence, this study was set to adhere to the Elements of Design, Principles of Design and Universal Principles of Design in creating an

effective composition of communication tool, which was purposely created in relaying the intended information set to be displayed in the community within their environment.

Review of Related Literature

The researchers conducted a study related to designing communication tools aimed at raising awareness and promoting the rehabilitation project for Bitan-ag Creek. The literature review critically evaluated and synthesized existing research, with a focus on how youth engagement and environmental advocacy are interlinked.

Awareness plays a crucial role in driving participation, particularly among the youth, who are often at the forefront of environmental movements. Raising awareness allows individuals, especially young people, to gain understanding, recognize impacts, and explore potential resolutions. A study on network content quality revealed that Millennials place a high value on the quality of social media content from brands and their interactions with users. This engagement not only heightens their awareness but also increases their motivation to participate in causes they care about, including environmental issues (Dabbous & Barakat, 2020).

In relevance to community awareness, media advocacy emerges as a powerful tool. By definition, media advocacy involves using different forms of media to promote organizational goals with an emphasis on their vision and mission. According to Community Tool Box (2023), media advocates utilize media to inform the public, recast problems, and encourage involvement. Social media, in particular, has shown great potential in transforming advocacy campaigns, enabling them to gather support and widely educate audiences on critical environmental issues, especially among the youth (GoodUnited, 2023). Instances of nonprofit groups and community movements using social media to mobilize youth for environmental action are numerous. For example, platforms like Change.org allow young people to start petitions on issues they feel passionate about, contributing to a broader societal impact (Communication Tool Box, 2023).

Moreover, research by Wood (2018) highlighted the power of social media as a labor campaigning tool, showing that it enables new forms of collective action. This is particularly relevant for grassroots and community-based organizations that involve young people in environmental advocacy. These organizations use social media to inform communities, communicate among members, and raise awareness about environmental issues that impact them directly (Community Tool Box 2023).

In designing communication tools that promote community campaigns, particularly those targeting the youth, the application of design concepts must inspire collective action. According to Levanier (2022), designers are increasingly driven by purpose, recognizing that their work has the potential to make a real social impact, especially in areas like climate change and environmental justice. Therefore, designs should not only convey information but also motivate communities, particularly the youth, to take action. While design alone cannot drive change, visual statements are powerful in addressing environmental issues and enhancing community participation.

On another note, literature on the emotional impact of materials on people emphasizes the importance of understanding user emotions in product design. Desmet and Hekkert (2009)

argue that designers must anticipate emotional responses and create products that evoke positive emotions, which is critical in designing tools that resonate with youth audiences. Elements like form, color, and material play a significant role in eliciting emotional responses, and these must be carefully considered when designing communication tools aimed at engaging young people in environmental initiatives (Ürgen et. al, 2006; Desmet, 2010).

The emotional design can be achieved through the visceral, behavioral, and reflective responses of users to design. For youth-focused environmental campaigns, it is essential to use design elements that resonate with their values and experiences. This includes using vibrant colors, relatable imagery, and interactive elements that capture their attention and inspire them to take action.

Digital Communication Tools

Digital communication tools, such as social media, emails, and messaging platforms, play a pivotal role in reaching and engaging youth audiences in environmental initiatives. GovOS, Inc. (2021) indicated that these tools allow for direct communication with individuals or target audiences, making it easier to share messages that resonate with them. In the rapidly evolving digital landscape, young people are particularly adept at using these platforms to stay informed and take action on issues that matter to them.

In the context of environmental campaigns, digital communication tools are instrumental in raising awareness and promoting action. These tools enable the integration of various programs and communication strategies, enhancing the effectiveness of campaigns aimed at youth (White, 2023). By leveraging these tools, organizations can effectively connect with young audiences, inspiring them to participate in environmental rehabilitation efforts.

Studies

Digital activism is an emerging field that explores the use of digital communication tools to promote social and environmental change, with youth often playing a central role. In this review, the researchers examined existing literature on the design and implementation of communication tools for promoting environmental rehabilitation initiatives, focusing on the Bitan-ag Creek project and the involvement of youth in such efforts.

Several studies have investigated the use of digital communication tools, including social media, mobile applications, and websites, in promoting environmental awareness and engaging youth in environmental rehabilitation initiatives. For instance, Park and Reber (2018) explored how Twitter was used by Korean female activists to engage in environmental activism, finding that it was an effective platform for raising awareness and mobilizing public support, particularly among younger audiences.

Wang and colleagues (2019) examined the impact of social media on environmental awareness and behavior among university students in China. Their study found a positive association between social media use and environmental awareness, with social media influencing pro-environmental behavior among students. This highlights the role of digital platforms in shaping youth engagement with environmental issues.

In addition, Guevara and Trench (2018) analyzed Greenpeace's use of Facebook in Brazil and Peru, finding that the organization effectively utilized the platform to promote environmental issues and mobilize youth supporters. Similarly, Rajkumar and Thangamani (2019) found that social media significantly influenced environmental consciousness among consumers in Tamil Nadu, India, particularly in promoting eco-friendly products.

Furthermore, Buot Jr. and colleagues (2021) explored the use of social media and virtual reality in promoting community awareness and participation in environmental initiatives. Their study found these tools to be effective in increasing youth engagement and support for environmental conservation efforts.

On the other hand, Olaitan (2022) discussed how media convergence has transformed information production, distribution, and access, leading to increased engagement among users, particularly youth. This shift has empowered young people to become active participants in environmental advocacy, using digital tools to voice their concerns and drive change.

Overall, these studies highlight the potential of digital communication tools in promoting environmental awareness and engaging youth in rehabilitation initiatives. However, the effectiveness of these tools depends on factors such as the target audience, the design, and implementation of the communication tool. Further research is needed to identify best practices and guidelines for effectively engaging youth in environmental rehabilitation through digital platforms.

Methodology

The research design incorporated a mixed-methods approach, employing both quantitative and qualitative methods in four distinct phases. The study focused on the 30 community youth residents living in Barangay Camaman-an in accordance with the Youth in Nation-Building Act of Republic Act No. 8044, which officially defines 'Filipino Youth' as individuals aged 15 to 30. A purposive sampling technique was employed to select research respondents, with careful consideration of inclusion and exclusion criteria. The inclusion criteria encompassed community youth residents who resided near Bitan-ag Creek in Barangay Camaman-an and met the age range criteria. Exclusion criteria encompassed non-residents, individuals outside the specified age range, and those unwilling to provide informed consent.

The research took place in Barangay Camaman-an, one of the barangays surrounding Bitan-ag Creek. According to the Cagayan de Oro City Planning Office, Barangay Camaman-an had the highest population number at 26,458, with a total flood-affected population of 11,525. Moreover, based on the map, this place had a high risk of flooding and a moderate flood susceptibility.

The study progressed through four distinct phases, each building upon the results of the preceding ones. In Phase 1, researchers focused on the youth's demographic profiles, awareness of Bitan-ag Creek issues, involvement in rehabilitation, willingness to participate, and use of technology. A self-designed questionnaire, validated by a statistician, grammarian, and content expert, collected numerical data. Phase 2 involved analyzing Phase 1 data to guide the communication tool design. Phase 3 collected non-numerical data through focused group discussions with Phase 1 respondents, aiming to elicit beliefs, opinions, and preferences regarding the designed tools. Phase 4 sought evaluations from a design expert, aligning with

research objectives through Likert-scale questions. The instruments used included validated questionnaires in Phase 1, data-driven tool design in Phase 2, qualitative insights from focus groups in Phase 3, and expert evaluation with Likert-scale questions in Phase 4. The study aimed to improve awareness and rehabilitation for Bitan-ag Creek through a thorough research process.

Results and Discussion

Phase 1: Profiling of Respondents

The results showed that 96.67% of the youth prefer using Social Media as a tool to receive information, which represents their collective interests and involvement in accessing information, followed by Television and Video Reels. In 2023, a study conducted by Karima Lajnef affirmed that the increase in statistics about the use of social media, particularly Facebook, has been popular among people accessing information.

Aside from that, the youth's awareness levels regarding issues in the Bitan-ag Creek area, revealing a high overall awareness with a mean of 3.79 and standard deviation of 0.357. The study underscores the impact of education on community awareness, citing Almulhim's (2022) findings. While effective education is linked to heightened awareness, the absence of education is associated with a lack of community awareness about critical environmental issues, impeding information dissemination and contributing to environmental problems. Additionally, it also revealed that there is a significant community involvement in Bitan-ag Creek rehabilitation, with a mean of 3.26 and standard deviation of 0.517. This high level of engagement aligns with Herdiyanti's (2023) study, highlighting the crucial role of community involvement in fostering environmental preservation and sustainability, while also benefiting the community's socio-economic status.

It also showed respondents willingness to actively participate in Bitan-ag Creek rehabilitation, with a mean of 3.43 and standard deviation of 0.944. This aligns with Arista et al.'s (2023) suggestion that community empowerment is crucial for participation, influenced by factors like demographics, environmental pollution, and geographical variations. Urban communities, noted for individualistic and socially restrained characteristics, may exhibit varying levels of willingness. Moreover, it is indicated that there is a high extent of communication tool usage among youth, with an overall mean of 2.83 and standard deviation of 0.759. Lastly, it was also revealed that there is a high extent of communication tool usage among respondents, with an overall mean of 3.39 and standard deviation of 0.936.

Phase 2: Designing of Communication Tool

For promoting Bitan-ag Creek rehabilitation, choosing Facebook as the primary platform is strategic, considering statistical data, preferences, cross-posting, and its potential for activism. It aligns with social media trends and leverages algorithmic preferences, showcasing a comprehensive understanding of Facebook's capabilities for the Bitan-ag Creek rehabilitation campaign's effectiveness.

Design Samples of the Communication Tool

The researchers designed samples as an initiative for future posting, meticulously integrating insights from a diverse range of literature, design elements, principles of design, and universal design principles. The overarching objective was to craft a comprehensive and inclusive framework that prioritized not only visual appeal but also accessibility and usability for a broad and diverse audience.

The Facebook tool named "Uswag Bitan-ag" represents the campaign's goals, featuring unique design elements. "Uswag Bitan-ag" expresses a wish for the prosperity and progress of Bitan-ag Creek, with "Uswag" meaning motion or positive change in Visayan. The campaign slogan, "Paghinuptanay para sa Bitan-ag creek, kausaban atong gina seek," highlights community collaboration for positive changes in Bitan-ag Creek. The researchers aim to enhance the area's beauty, protect people's health, and promote environmental sustainability for a better future, emphasizing community mobilization for Bitan-ag Creek's rehabilitation.

The "Uswag Bitan-ag" Facebook page uses a circular logo symbolizing unity and community in Bitan-ag Creek's rehabilitation. The logo incorporates curved shapes, including the initials "U," "B," and "C" within the circle, representing interconnectedness. Goldstein (2023) notes the significance of curved shapes in logos. The intentional use of white, blue, and green aligns with color psychology, conveying cleanliness, aquatic elements, and renewal. The cover page integrates visuals of Bitan-ag Creek, reinforcing collaborative efforts for positive change.

Colors were carefully selected in accordance with Chapman’s (2023) research on the impact of color in design. White was chosen to symbolize cleanliness, blue to represent natural elements, and green to evoke a sense of renewal. These choices not only reflect the campaign’s emphasis on environmental well-being but also align with the colors that are most engaging for the youth audience.

Communication Tool Design Impact

The designed communication tool for Bitan-ag Creek rehabilitation aligns with social media's role in activism, leveraging Facebook's potential for continuous grassroots engagement. The strategic use of colors and design principles in the tool captures attention and elicits a positive response. Recommendations include prioritizing cross-platform sharing and incorporating interactive features for enhanced community engagement, aligning with contemporary social media management insights.

Phase 3: Conduct of Focused Group Discussions (FGDs)

The youth respondents had positive impressions of the Facebook page's color scheme, slogan, page name, and cover photo. However, few of them suggest that the logo can still be improved to attract the attention of others, making it more eye-catching. One suggested revising the phrase in the slogan, which was "Gina seek," which, according to a respondent, does not complement the tone of the slogan, while the other suggested changing "paghinuptanay" and

making it simpler and understandable. Additionally, a respondent suggested seeing more people in the photos and their actions, contributing to the creek's current situation. Researchers acknowledged and acted upon these suggestions, actively enhancing the page's design and content based on community feedback, aiming to mobilize actions for Bitan-ag Creek's rehabilitation.

Phase 4: Evaluation from Design Expert

In Phase 4, an expert in layout design evaluated the Facebook page designed by the researchers, wherein it is the chosen communication tool based on the results of phase 1. The instruments used have four components of designs evaluated, namely; Principle of Designs; Color Psychology; Elements of Design; Universal Principle of Design with eight sub components.

Considering the general design, the expert's evaluation suggests minor improvements to the overall design and layout of the Facebook page, font choices in posters, and the use of images and graphics in posters, videos, logos, etc. Nevertheless, the color scheme is excellent, as it aligns consistently with the overall message and branding, according to the expert's evaluation. The expert commends the thoughtful selection of colors, noting how it enhances the visual coherence and reinforces the intended message. This meticulous attention to the color scheme not only contributes to a visually appealing presentation but also strengthens the overall impact of the conveyed message.

Conclusion

Uswag Bitan-ag Facebook page reveals promising levels from the youth regarding community awareness and willingness to participate in the rehabilitation of Bitan-ag Creek. Thus, to design an impactful tool for engagement, researchers emphasize incorporating visually appealing and inclusive design elements, informed by principles of design and universal design principles. Also, feedback is deemed essential to gather valuable insights from the community, ensuring the tool effectively addresses their concerns and garners support. The culmination of this research not only yields a meticulously designed communication tool but also sets the groundwork for future endeavors in digital activism, a call to action, and community-based environmental initiatives. Therefore, "Uswag Bitan-ag" stands to make a meaningful impact on community engagement, environmental awareness, and the sustained rehabilitation of Bitan-ag Creek.

Recommendations

The researchers recommend that to utilize the communication tool developed in this study for projects, providing a foundation for elements, designs, and community feedback.

They suggest continuing the "Uswag Bitan-ag" initiative as a long-term project and expanding the scope by gathering respondents from various communities. Future researchers are also encouraged to incorporate the level of awareness as a psychographic variable in respondent profiles for a more nuanced analysis. Additionally, they propose developing targeted campaigns addressing specific environmental issues related to Bitan-ag Creek, involving Sustainable Development Goals (SDGs), and conducting qualitative interviews or focus group discussions. Also, regularly evaluating and adapting the communication strategy based on key performance indicators is advised, along with establishing collaborative partnerships with local organizations and stakeholders to enhance the tool's credibility and reach. Lastly, for the local government, financial support, information provision, and manpower are recommended, along with empowering the community through training, forming action groups, and organizing educational workshops. These recommendations aim to sustain and maximize the impact of Bitan-ag Creek rehabilitation efforts, fostering a more sustainable future.

Appendices

Appendix A: Theoretical Framework of the Study

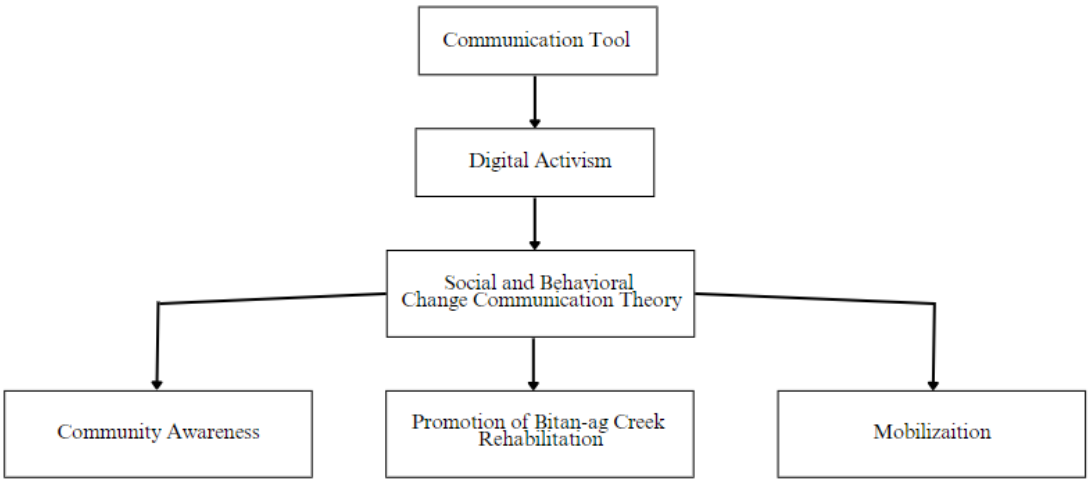

Figure 1.1. Illustrates the **theoretical framework of the study** where the incorporation of a designed communication tool for digital activism is expected to facilitate promotion, community awareness, and mobilization for the rehabilitation of Bitan-ag Creek, aligning with the Social and Behavior Change Communication Theory.

Appendix B: Tables

Demographic Profile of the Respondents

Table 1: Frequency and Percentage Distribution of the Respondents Profile in terms of Sex

Sex	*f*	%
Male	11	36.67
Female	19	63.33
Total	30	100%

Table 1 shows the respondents' demographic profile in terms of their sex and majority of the respondents are female.

Table 2: **Frequency and Percentage Distribution of the Respondents Profile in terms of Age**

Age	*f*	%
15 – 20 years old	8	26.67
21 – 25 years old	12	40.00
26 – 30 years old	10	33.33
Total	152	100%

Table 2 shows the respondents' demographic profile in terms of their age and many of the respondents belonged to the 21-25 year-old age bracket.

Table 3: Frequency and Percentage Distribution of the Respondents Profile in terms of Years of Stay

Years of Stay	*f*	%
1 to 5 years	7	23.33
6-10 years	6	20.00
11-15 years	1	3.33
16-20 years	6	20.00
21-25 years	3	10.00
26-30 years	4	13.33
Total	152	100%

Table 3 shows the respondents' demographic profile in terms of their years of stay and many of the respondents stayed for 1 to 5 years.

Preferred Communication Tools for Information Reception

Table 4: **Frequency and Percentage Distribution of the Respondent's Preferred Communication Tools to Receive Information**

Communication Tools	*f*	*%*
Web Portal	3	10.00
Roving Mobile Announcement	5	16.67
Text Messages	11	36.67
Posters	3	10.00
Radio	19	63.33
Flyers	0	0.00
Television	23	76.67
Brochures	1	3.33
Social Media	29	96.67
News Paper	8	26.67
Email	5	16.67
Video Reels	20	66.67
Video Advertisement	14	46.67
Short Film	5	16.67

Awareness of Environmental Problems in Bitan-ag Creek Area

Table 5: Mean and Standard Deviation Distribution of the Respondent's Level of Awareness of the Problems Occur in Bitan-ag Creek Area

Indicators	***Mean***	***SD***	***Verbal Description***
I am aware that trash in the creek will cause clogging.	3.77	0.276	Strongly agree
I am aware that the clogging can cause the creek to overflow.	3.93	0.406	Strongly agree
I am aware that air from the garbage in Bitan-ag Creek can cause pollution and affect our health.	3.83	0.347	Strongly agree
I am aware that the trash can damage Marine Life.	3.87	0.357	Strongly agree
I am aware that there is a soil pile up in the creek that causes clogging.	3.53	0.398	Strongly agree
Overall	**3.79**	**0.357**	**Strongly Agree**

Legend: [3.51 -4.00 (Strongly Agree); 2.51-3.50 (Agree); 1.51-2.50 (Disagree); 1.00-1.50 (Strongly Disagree)]

Community Involvement in the Bitan-ag Creek Rehabilitation

Table 6: Mean and Standard Deviation Distribution of the Respondent's Level of Involvement in Rehabilitating the Bitan-ag Creek

Indicators	***Mean***	***SD***	***Verbal Description***
I support the clean-up drive.	3.40	0.978	Agree
I practice garbage segregation.	3.40	0.300	Agree
I maintain cleanliness in our barangay.	3.47	0.355	Agree
I pick up random trash in the street.	3.20	0.805	Agree
I attend meetings in barangay that deal with environmental concerns.	2.57	0.295	Agree
I support strict implementation for proper waste disposal.	3.53	0.366	Strongly agree
Overall	**3.26**	**0.517**	**Agree**

Legend: [3.51 -4.00 (Strongly Agree); 2.51-3.50 (Agree); 1.51-2.50 (Disagree); 1.00-1.50 (Strongly Disagree)]

Willingness to Participate in Bitan-ag Creek Rehabilitation

Table 7: Mean and Standard Deviation Distribution of the Respondent's Level of Willingness to Participate in Rehabilitating the Bitan-ag Creek

Indicators	***Mean***	***SD***	***Verbal Description***
I am willing to participate since Bitan-ag Creek needs rehabilitation.	3.40	0.978	Agree
I am willing to participate in the rehabilitation due to environmental factors.	3.40	0.900	Agree
I am willing to participate in the rehabilitation due to personal factors	3.50	0.955	Agree
Overall	**3.43**	**0.944**	**Agree**

Legend: [3.51 -4.00 (Strongly Agree); 2.51-3.50 (Agree); 1.51-2.50 (Disagree); 1.00-1.50 (Strongly Disagree)]

Use of Communication Tools

Table 8: Mean and Standard Deviation Distribution of the Extent of Respondent's Use of Communication Tools

Indicators	***Mean***	***SD***	***Verbal Description***
I use social media.	3.63	0.833	Strongly Agree
I use email to check messages.	2.93	0.630	Agree
I use web portals to obtain information.	2.67	0.352	Agree
I use videos to be informed.	3.30	0.887	Agree
I use flyers to gain awareness.	2.27	0.966	Disagree
I use posters to get a message.	2.67	0.664	Agree
I use brochures to gain detailed information.	2.33	0.983	Disagree
Overall	**2.83**	**0.759**	**Agree**

Legend: [3.51 -4.00 (Strongly Agree); 2.51-3.50 (Agree); 1.51-2.50 (Disagree); 1.00-1.50 (Strongly Disagree)]

Effectiveness of Campaign and Campaign Materials in Raising Awareness and Encouraging Involvement in Rehabilitation

Table 9: Mean and Standard Deviation Distribution of the Extent a Campaign & Campaign Materials Increase Community Awareness and Persuade People to be Involved in Rehabilitation

Indicators	***Mean***	***SD***	***Verbal Description***
I find campaign materials visually appealing.	3.30	0.909	Agree
I find the campaign materials effective in building community awareness.	3.50	0.944	Agree
I am convinced by the campaign materials used to take part in the rehabilitation of Bitan-ag Creek.	3.37	0.955	Agree
Overall	**3.39**	**0.936**	**Agree**

Legend: [3.51 -4.00 (Strongly Agree); 2.51-3.50 (Agree); 1.51-2.50 (Disagree); 1.00-1.50 (Strongly Disagree)]

Appendix C: Designs of Facebook Page

Figure 1. showcases the sample designed of "Uswag Bitan-ag" Facebook page

Figure 2. Redesigned Logo for Uswag Bitan-ag Facebook Page

Figure 3 showcases the final sample design of "Uswag Bitan-ag" Facebook page: https://www.facebook.com/profile.php?id=61552700549914

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