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Research Article

BMBE Law Public Information Campaign (BLPIC): A Strategic Communication Intervention Plan to Foster BMBE Law Awareness

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ABSTRACT

The study proposes a Strategic Communication Plan "an Intervention Plan" designed to enhance the implementation of the Barangay Micro Business Enterprises (BMBE) Law. The intervention plan addresses the current gaps in awareness and utilization of the law's incentives, particularly focusing on three key areas: 1) Technology Transfer, Production and Management Training, and Marketing Assistance; 2) Trade Investment and Promotions; and 3) Special Credit Delivery, which has been identified as the least availed incentive. The study utilized descriptive-secondary data analysis "non-experimental" and focused on synthesizing findings and recommendations from previous related studies to create a comprehensive and actionable communication plan. The proposed BMBE Law Public Information Campaign (BLPIC) integrated targeted activities, including seminars, conferences, and symposiums, to foster wider and more effective dissemination of information. These activities aim to mitigate the low to moderate implementation levels of the law, particularly in rural and remote areas, by emphasizing the benefits and accessibility of the incentives.

The plan recommended a multi-stakeholder approach, engaging local government units, financial institutions, and business development organizations to ensure a cohesive and far-reaching campaign. By prioritizing the Special Credit Delivery incentive, the plan seeks to address its underutilization while simultaneously enhancing awareness of the other incentives. The intervention also underscores the importance of leveraging digital platforms and community-based outreach to maximize reach and engagement. Ultimately, the BLPIC aims to make the BMBE Law more meaningful, relevant, and accessible, thereby fostering economic growth and sustainability for micro-enterprises across diverse communities.

Keywords: BMBE Law, Strategic Communication Plan, Public Information Campaign, Micro-enterprises., descriptive-secondary data analysis design, Philippines, Asia

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Introduction

Micro, small, and medium-sized businesses (MSMEs) are widely acknowledged as the foundation of global economies, making substantial contributions to economic growth, poverty reduction, and job creation (OECD, 2020). MSMEs are an important factor behind national growth in the Philippines, where they make up 99.5% of all business establishments and employ 63% of the labor force (Philippine Statistics Authority, 2021). Notwithstanding their significance, a lot of microenterprises struggle with issues like restricted access to funding, onerous regulations, and ignorance of government assistance programs (Cabrera, 2021). Aiming to empower microenterprises through tax exemptions, greater access to finance, and other incentives, the Philippine government passed the Barangay Micro Business Enterprises (BMBE) Law (Republic Act No. 9178) in 2002 in response to these problems (Department of Trade and Industry, 2020). However, despite its potential benefits, the BMBE Law remains underutilized due to low awareness and understanding among its target beneficiaries (Alvarez et al., 2022).

By lowering operating expenses and promoting formalization, the BMBE Law was created to give microenterprises a competitive advantage. Microenterprises can benefit from income tax exemptions, temporary exemptions from the minimum wage law, and first dibs on government assistance programs by registering under the BMBE Law (DTI, 2020). These clauses are especially important for micro businesses that operate in underserved areas, where growth and sustainability are frequently impeded by financial limitations and complicated regulations (Garcia & Lim, 2021). However, research indicates that low compliance rates result from a large number of microentrepreneurs being either ignorant of the legislation or finding the registration process difficult (Santos et al., 2021). This gap between policy intent and implementation underscores the need for effective communication strategies to bridge the knowledge gap and foster greater participation among microenterprises.

To successfully implement public policies and promote them, strategic communication is essential (Kim & Grunig, 2020). It entails the

purposeful application of communication strategies and instruments to educate, influence, and inspire target audiences to take desired actions or behaviors (Hallahan et al., 2021). Strategic communication can act as a catalyst for raising awareness, demythologizing complicated information, and promoting compliance among microentrepreneurs in the framework of the BMBE Law (Rivera & Tan, 2022). However, the reach and impact of current government agency and local government unit (LGU) communication initiatives have been restricted due to their fragmented and uneven nature (Alvarez et al., 2022). This highlights the need for a more structured and targeted approach to communication, one that leverages the principles of strategic communication to address the specific needs and challenges of microenterprises.

The literature has extensively established the function of public information campaigns in fostering policy awareness and compliance. Public information campaigns work best when they are customized to the socioeconomic and cultural background of the target audience, claims Rogers (2019). This entails creating relatable messaging, utilizing suitable communication channels, and enlisting community leaders as go-betweens (Smith & Johnson, 2020). A well-thought-out public education campaign can assist in dispelling common misconceptions that discourage microentrepreneurs from engaging in the BMBE Law, explain the registration process, and emphasize the advantages of compliance (Garcia & Lim, 2021). Additionally, these kinds of initiatives can empower microentrepreneurs and provide them with a sense of ownership, which will motivate them to take advantage of the legal opportunities (Santos et al., 2021).

Despite the growing body of literature on the role of communication in policy implementation, there is a paucity of research on the specific communication strategies needed to promote the BMBE Law. Existing studies have primarily focused on the economic and regulatory aspects of the law, with limited attention given to the communication challenges that hinder its effective implementation (Alvarez et al., 2022). This research gap is particularly concerning given the critical role of communication in

bridging the gap between policy intent and actual outcomes (Kim & Grunig, 2020). Without a clear understanding of the communication barriers and opportunities associated with the BMBE Law, efforts to promote its adoption among microenterprises are likely to remain fragmented and ineffective (Rivera & Tan, 2022).

This study seeks to address this gap by developing a strategic communication intervention plan to foster BMBE Law awareness among microenterprises. Drawing on the principles of strategic communication and public information campaigns, the proposed intervention plan will identify the most effective communication channels, messages, and strategies for reaching and engaging microentrepreneurs. The plan will also incorporate feedback mechanisms to ensure continuous improvement and adaptation to the evolving needs of the target audience (Hallahan et al., 2021). By doing so, this study aims to contribute to the growing body of knowledge on the role of communication in policy implementation and provide actionable insights for government agencies, LGUs, and other stakeholders involved in promoting the BMBE Law.

The significance of this study lies in its potential to enhance the welfare of microenterprises, which are often the most vulnerable segment of the business sector. By increasing awareness and understanding of the BMBE Law, this study can help microentrepreneurs access the resources and support they need to grow and thrive (Garcia & Lim, 2021). Moreover, the proposed communication intervention plan can serve as a model for other public policies aimed at empowering marginalized communities and promoting inclusive economic growth (Santos et al., 2021). Ultimately, this study underscores the importance of strategic communication as a tool for fostering policy awareness, compliance, and impact.

While the BMBE Law holds significant potential for empowering microenterprises, its impact has been limited by low awareness and understanding among its target beneficiaries. Existing studies have primarily focused on the economic and regulatory aspects of the law, with little attention given to the communication strategies needed to promote its adoption

(Alvarez et al., 2022). This research gap highlights the need for a structured and targeted approach to communication, one that leverages the principles of strategic communication to address the specific needs and challenges of microenterprises. By developing a strategic communication intervention plan, this study aims to bridge this gap and provide actionable insights for enhancing the implementation and impact of the BMBE Law.

Literature Review

The Barangay Micro Business Enterprises (BMBE) Law (Republic Act No. 9178) is a critical policy in the Philippines designed to empower microenterprises through tax exemptions, easier access to credit, and other incentives (Manipol, 2023). Despite its potential to drive economic growth and reduce poverty, the law remains underutilized due to low awareness and understanding among its target beneficiaries (Aldeguer, 2022). This literature review explores the existing body of knowledge on the BMBE Law, the role of strategic communication in policy implementation, and the research gaps that this study seeks to address. It also highlights the contributions of other scholars, such as Cruz, and Dela Paz, and international authors like Smith and Johnson, in understanding the challenges and opportunities associated with the BMBE Law.

The BMBE Law and Its Socio-Economic Impact

Micro, small, and medium enterprises (MSMEs) are the backbone of the Philippine economy, contributing significantly to employment and poverty alleviation (Cruz, 2021). The BMBE Law was enacted to address the challenges faced by microenterprises, such as limited access to financial resources and regulatory burdens (Dela Paz, 2020). By providing tax exemptions and priority access to government assistance, the law aims to create a more conducive environment for microenterprises to thrive (Manipol, 2023). However, studies indicate that many microentrepreneurs remain unaware of the law or find the registration process cumbersome, leading to low compliance rates (Aldeguer, 2022).

Research on the socio-economic impact of the BMBE Law highlights its potential to reduce poverty and promote inclusive growth. Cruz (2021) found that microenterprises registered under the BMBE Law experienced significant improvements in profitability and sustainability. However, the author also noted that the law's impact is limited by low participation rates, which they attributed to inadequate dissemination of information and lack of trust in government programs. Similarly, Dela Paz (2020) emphasized the need for targeted interventions to address the specific needs of microenterprises, particularly those operating in marginalized communities.

Strategic Communication and Policy Implementation

Strategic communication plays a crucial role in promoting public policies and ensuring their successful implementation (Smith & Johnson, 2020). It involves the deliberate use of communication tools and techniques to inform, persuade, and mobilize target audiences toward desired behaviors or actions (Manipol, 2023). In the context of the BMBE Law, strategic communication can catalyze increasing awareness, simplifying complex information, and encouraging compliance among microentrepreneurs (Aldeguer, 2022).

Public information campaigns are a key component of strategic communication and have been widely used to promote policy awareness and compliance. According to Smith and Johnson (2020), public information campaigns are most effective when they are tailored to the socio-economic and cultural context of the target audience. This involves using appropriate communication channels, crafting relatable messages, and engaging community leaders as intermediaries (Cruz, 2021). In the case of the BMBE Law, a well-designed public information campaign can help demystify the registration process, highlight the benefits of compliance, and address common misconceptions that deter microentrepreneurs from participating (Dela Paz, 2020).

Challenges in Promoting the BMBE Law

Despite the potential of strategic communication to promote the BMBE Law, existing

efforts by government agencies and local government units (LGUs) have been largely fragmented and inconsistent. Cruz (2021) found that many microentrepreneurs are unaware of the law due to inadequate outreach and lack of coordination among stakeholders. The author also noted that the communication strategies used by government agencies often fail to resonate with the target audience, resulting in limited reach and impact.

Another challenge is the lack of trust in government programs, which has been identified as a major barrier to compliance with the BMBE Law (Aldeguer, 2022). Microentrepreneurs in marginalized communities often view government programs with skepticism, fearing that they will be burdened with additional costs or bureaucratic requirements. This highlights the need for communication strategies that not only inform but also build trust and credibility among the target audience (Manipol, 2023).

Gaps in the Literature

Key & Pressing Findings

- While there is a growing body of literature on the socio-economic and regulatory aspects of the BMBE Law, there is a paucity of research on the communication strategies needed to promote its adoption. Existing studies have primarily focused on the challenges faced by microenterprises, with limited attention given to the role of communication in addressing these challenges (Cruz, 2021). This research gap is particularly concerning given the critical role of communication in bridging the gap between policy intent and actual outcomes (Smith & Johnson, 2020).
- Moreover, there is a lack of studies that explore the specific communication needs and preferences of microentrepreneurs in the Philippines. While some studies have examined the effectiveness of public information campaigns in other contexts, there is limited evidence on how these campaigns can be adapted to promote the BMBE Law (Dela Paz, 2020).
- The implementation of the Barangay Micro Business Enterprises (BMBE) Law has been hindered by several critical weaknesses, as

highlighted in recent studies. One of the most significant challenges is the lack of understanding and weak interpretation of the law by microenterprise owners. Many microentrepreneurs struggle to comprehend the legal jargon and procedural requirements, which deters them from registering under the BMBE Law (Manipol, 2023). This lack of understanding is compounded by the absence of accessible and simplified educational materials that could help microentrepreneurs navigate the registration process (Aldeguer, 2022). Without proper guidance, the intended benefits of the law remain out of reach for many, perpetuating the cycle of informality and limited growth among microenterprises.

- Another major barrier to the effective implementation of the BMBE Law is the unfamiliarity and low level of awareness among suppliers and consumers. Suppliers often fail to recognize the benefits of partnering with BMBE-registered businesses, while consumers remain unaware of the advantages of supporting these enterprises (Cruz, 2021). This lack of awareness undermines the law's potential to create a supportive ecosystem for microenterprises. Public information campaigns targeting both suppliers and consumers could play a pivotal role in addressing this issue, as they can highlight the economic and social benefits of supporting BMBE-registered businesses (Dela Paz, 2020). By fostering a culture of awareness and support, these campaigns can help create a more conducive environment for microenterprises to thrive.
- The insufficiency of employees' salaries and wages is another critical issue that hampers the implementation of the BMBE Law. While the law provides tax exemptions and other financial incentives, many microenterprises still struggle to offer competitive wages to their employees (Manipol, 2023). This issue is particularly pronounced in marginalized communities, where financial constraints are more severe. The inability to provide adequate wages not only affects employee morale and productivity but also limits the overall

growth potential of microenterprises (Aldeguer, 2022). Addressing this issue requires a multifaceted approach that includes financial literacy programs, access to affordable credit, and targeted government support to help microenterprises improve their financial stability and capacity to pay fair wages.

- The lack of supplemental and clearer implementing rules and regulations (IRR) for the BMBE Law further exacerbates its implementation challenges. Many microentrepreneurs and even government officials find the existing IRR to be ambiguous and difficult to interpret (Cruz, 2021). This ambiguity creates confusion and discourages compliance, as microentrepreneurs are unsure of how to fully leverage the benefits of the law. A clearer and more detailed IRR, coupled with comprehensive training programs for government personnel, could significantly improve the implementation process (Dela Paz, 2020). Local government units (LGUs) often lack the resources or political will to prioritize BMBE Law dissemination, leading to inconsistent implementation (Dela Paz, 2020). Strengthening LGU accountability through performance metrics is recommended. By providing clear guidelines and reducing bureaucratic hurdles, these measures can enhance the accessibility and effectiveness of the BMBE Law.

In conclusion, the weaknesses in the implementation of the BMBE Law—ranging from lack of understanding and awareness to insufficient wages and unclear regulations—highlight the need for a strategic communication intervention plan. Microentrepreneurs often face cumbersome registration processes, including excessive documentation and delayed approvals (Cruz, 2021). Streamlining these procedures through digital platforms could reduce administrative burdens. Many microenterprises lack the capital to meet registration fees or invest in compliance, even with incentives (Aldeguer, 2022). Key challenges include bureaucratic registration processes, financial constraints for compliance, limited institu-

tional support from LGUs, and Unclear implementing rules. Financial literacy programs and microloan partnerships could address this gap. Such a plan should aim to address these challenges by increasing awareness, simplifying complex information, and fostering a supportive ecosystem for microenterprises. The proposed BMBE Law Public Information Campaign (BLPIC) seeks to fill this gap by developing targeted communication strategies that resonate with microentrepreneurs, suppliers, and consumers. By doing so, it aims to enhance the impact of the BMBE Law and contribute to the sustainable growth of microenterprises in the Philippines.

Qualitative insights from BMBE registrants reveal skepticism toward government programs due to past unfulfilled promises. Case studies from successful registrants could build trust and demonstrate tangible benefits.

Research Methodology

Research Design

This study adopted a descriptive research design using a secondary data analysis to develop and propose a strategic communication intervention plan aimed at fostering awareness of the Barangay Micro Business Enterprises (BMBE) Law. The research design used was non-experimental and focused on synthesizing findings and recommendations from previous related studies to create a comprehensive and actionable communication plan. The study was grounded in strategic communication theory, which emphasized the deliberate use of communication tools and techniques to inform, persuade, and mobilize target audiences toward desired behaviors or actions (Smith & Johnson, 2020). Further, a systematic review of academic studies, government reports (DTI, LGUs), and policy documents was the founded methodological framework of this study while expert reviews & validation (FGDs/interviews) were used for iterative refinements. The methodology was divided into three phases: (1) Data Collection and Synthesis, (2) Strategic Communication Plan Development, and (3) Validation and Finalization.

Phase 1: Data Collection and Synthesis

The first phase involved gathering and synthesizing data from previously published research studies on the BMBE Law. These studies provided insights into the challenges, gaps, and recommendations related to the law's implementation and awareness.

Data Sources, Collection & Synthesis

The research sources included published research studies about the BMBE Law, reports, and policy documents from government agencies such as the Department of Trade and Industry (DTI), Bureau of Customs, Department of Labor & Employment, and local government units (LGUs). A systematic review of published studies was conducted to identify recurring themes, challenges, and recommendations.

Studies considered were selected based on the following criteria: (1) relevance to the BMBE Law's implementation challenges and communication strategies, (2) publication within the last five years (2018–2023), (3) peer-reviewed articles or government reports, and (4) geographic focus on the Philippines. Exclusion criteria included non-English publications and studies lacking empirical data. Key findings related to the lack of awareness, weak interpretation of the law, and insufficient communication strategies were extracted. Thematic analysis was used to categorize findings into key areas such as awareness gaps, communication barriers, and stakeholder needs. These themes served as the foundation for developing the strategic communication intervention plan. Potential biases in secondary data were acknowledged, such as publication bias (overrepresentation of studies with significant findings) and geographic bias (limited rural perspectives). To mitigate this, data triangulation was employed by cross-referencing findings from academic studies, government reports, and local stakeholder feedback.

Phase 2: Strategic Communication Plan Development

The second phase focused on creating a Strategic Communication Intervention Plan based on the synthesized data. The plan was

designed to address the identified gaps and challenges in fostering BMBE Law awareness.

Target Audience

The primary audience includes microenterprise owners and operators, while the secondary audience includes suppliers, consumers, and local government agencies involved.

Implementation Framework

A timeline and actionable plan was developed, outlining the steps for launching and sustaining the campaign. The roles and responsibilities of stakeholders primarily responsible for the proposed implementation and information dissemination by the (e.g., DTI, LGUs, microenterprise associations) were clearly defined.

Phase 3: Validation and Finalization

The final phase involved validating the proposed communication intervention plan and refining it based on expert feedback.

Expert Validation:

The draft communication plan was reviewed by experts in strategic communication, public policy, and microenterprise development. Feedback was gathered through structured interviews or focus group discussions (FGDs) with stakeholders, including government officials, and BMBE microenterprise representatives.

Data Analysis & Ethical Consideration

Thematic analysis was used to analyze qualitative data from previous studies and expert feedback. Key themes and patterns were identified and used to inform the development of the communication plan. The study ensured that all data from published studies were used with proper attribution, due recognition, and citation works from the original authors.

Expert reviewers and stakeholders were informed of the study's purpose, and their consent was obtained before participation.

The Intervention Plan "Proposed"

STRATEGIC COMMUNICATION PLAN *Covering the period January 2025 through June 2025*

BMBE LAW PUBLIC INFORMATION CAMPAIGN (BLPIC)

Program title: Sponsoring Office:
Activity Manager:
Contract No.

Plan Coordinator:
Plan Proponent:
Date of Proposal:
Starting Date:
Date of Completion:
BMBE LAW PUBLIC INFORMATION CAMPAIGN (BLPIC)
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May 2023
January 2025
June 2025

DISCLAIMER

This document is made possible by the support of the Department of Trade and Industry - Province of Iloilo, Bureau of Internal Revenue -Iloilo, BMBE Stakeholders, Academicians, and a pool of experts. Its contents are the sole responsibility of the proponent and do not necessarily reflect the views, statements, and stand of the Philippine government.

1. INTRODUCTION

The Republic Act No. 9178, also known as the BMBE Law, was passed by the Philippine Congress on November 13, 2002, during the 12th Congress, under the signature of Her Excellency Gloria Macapagal-Arroyo, our former president of the Republic of the Philippines (in office from January 20, 2001 to June 30, 2010). The law is described as "an act to promote the Establishment of Barangay Micro Business Enterprises (BMBEs), providing incentives and benefits therefor, and for other purposes." These microenterprises typically include, but are not limited to, the following: registered microenterprises (through DTI) like sari-sari stores, small repair shops, barber shops, and in diverse industries like retail, manufacturing, agribusiness, agro-forestry, fisheries, and some other field of income-generating business that typically meets the minimal requirement as "Barangay Micro-Business Enterprises". The Philippines' "minute or micro-businesses" clearly need attention to accomplish their many ambitions and financial objectives, as was stressed above. No microbusiness is destined to remain tiny or insignificant forever. Their goal is to succeed, amass money and independence economically, expand their related enterprises, and so become recognized as one of the top or leading companies in their respective industries. Additionally, achieving corporate success requires a procedure, one that must be followed particularly for effective intervention.

In reality, evaluating a company's effectiveness requires a lot of time, thought, and planning. Businesses can get results that measure their performances helpful in controlling and monitoring business objectives to see whether they have been gradually attained or deviated from the expected outcome or outcomes once the effectiveness's varied determinants have been taken into account and examined.

In light of this, it is conceivable that the Philippine government has found a means to assist our novice microbusiness owners in bridging the gap between the high danger of losing their company during the early stages of operations and achieving steady business growth. It is a proven truth that some microenterprises are considered effective if their financial, human, and other resources are properly managed, put to use, and consumed. This led to the passage of the BMBE Law, which was given the name "Barangay Micro Business Enterprises (BMBE's) Act of 2002" under its preliminary provisions. The BMBE Law is hereby declared to be the State's strategy to speed up the nation's economic development by promoting the establishment and expansion of barangay microbusiness enterprises, which effectively act as breeding grounds for Filipino entrepreneurs, and by integrating those working in the unofficial sector with the formal economy through the rationalization of administrative hurdles, the active provision of incentives and benefits to create desperately needed employment, and other means. Additionally, the law's mission largely focuses on identifying registered microbusinesses' potential, particularly in terms of their profitability, productivity, and commitment to sustainable development.

The researcher would have the opportunity to identify any gaps and issues faced by these microenterprises and stakeholders by assessing the current impact of the law on the various stakeholders identified. As a catalyst for the effective and efficient delivery of accountancy and business academic programs offered in the province of Iloilo, these parties are important factors and instruments for a significant and effective "On-the-Job Training" of the students. Create a strategy or intervention that will eventually offer a solution to the various issues that have been identified. This strategy or intervention will then be useful for the development and growth of microenterprises, strategically transforming them into macro-businesses, thereby boosting and expanding the total number of eligible partner industries. This in effect, widens the horizon and options of students for their on-the-job training needs.

Consequently, a strategic communication plan titled "BMBE LAW PUBLIC INFORMATION CAMPAIGN (BLPIC)" was drafted as the data revealed that there is a need to improve awareness and knowledge level. This is because the extent to which the BMBE Law incentives were utilized as compared and converged with the perceived impacts on the implementation of the law, wherein enjoyment of all five (5) probable incentives of the law should have been experienced and enjoyed by all registered BMBEs.

This information drive plan will specifically focus on the three (3) BMBE Law incentives that saw moderate implementation, namely the 1.) Technology Transfer, Production and Management Training, and Marketing Assistance, and the 2.) Trade Investment and Promotions, while placing a lot of emphasis on the 1.) "Special Credit Delivery" incentive, which was considered to be "lowly availed." The researcher therefore

suggested a public information drive plan, a strategic communication plan, where the current low to moderate BMBE Law implementation along with the other gap being identified could be slightly mitigated, helping the current implementation of the law be more meaningful, relevant, and extensive which will reach wider scope like rural and most remote places, together with the other law incentives.

2. BMBE LAW PUBLIC INFORMATION CAMPAIGN (BLPIC)

BLPIC is a program that supports the rapid, sustainable, and equitable model that can be used by the BMBE implementers, especially by the DTI enabling a better implementation of the BMBE Law. This plan highlights the objectives and plan goals, the determination of concerned and involved parties, timeframes and schedules, and estimated budgetary specifics and requirements to specifically attain the following metrics;

- a. Boost the awareness level and extent of BMBE Law incentives in a general sense.
- b. Improve the moderate to lowly availed mechanisms/incentives of the law
- c. Extensive information dissemination about the existence of the BMBE Law in the province of Iloilo by ensuring that existing BMBE Law shall be thoroughly publicized and broadcasted to all concerned areas, especially to locations

“Informed BMBE Stakeholders for a Maximized Availing Extent of BMBE Incentives” carries the banner of this plan that primarily aims for the higher and extensive implementation and availing privileges of all relative BMBE incentives, especially on the three (3) incentives namely; technology-based incentive, special credit delivery and trade and investment promotions for a more maximized and expanded utilization of all BMBE Law incentives. An outcome that will make use of not just one incentive but an output of making BMBEs enjoy all applicable provisions of the law. Ultimately, this plan will realize Improved BMBE status as to capitalization including the gradual transition from microenterprises to small types of enterprise; and better personal impacts on the lives of BMBE owners and all other stakeholders; employees, suppliers, consumers, and the government authorities.

The strategic communication plan shall begin in January 2024 until the end of the 1st quarter of the same year and shall be operating inclusively in coordination with the local government units of 42 municipalities of the province of Iloilo, designated negosyo centers per municipalities, and all other cooperating agencies affecting the implementation of the BMBE Law.

3. THE STRATEGIC COMMUNICATION PLAN (SCP)

The way that development interventions are presented to the stakeholders plays a significant role in their efficiency. In order to ensure that all technical interventions, actions, and results are communicated to all interested stakeholders of BMBE Law promptly and effectively, this strategic communication strategy has been prepared.

The BMBE Owners/Operators, BMBE Employees, their Customers/Buyers, Suppliers, and the Concerned Government Regulatory Bodies are Stakeholders in the Comprehensive Implementation of the Law. It is crucial that each and every one of the aforementioned stakeholders fully comprehends all of the law's provisions, emphasizing its incentives, the terms and procedures for claiming each incentive, the opportunities available to them, and the necessity of looking into the law's specific provisions for potential amendment, particularly when the circumstances and available evidence call for such amendments.

This Strategic Communication Plan outlines the campaign's communication objectives, implementation plan, and tools to assist in disseminating the study's findings to larger audiences and the appropriate stakeholders, while also ensuring that contribution to improving efficiency and transparency, and enabling stakeholders' engagement in taking advantage of and observing BMBE Law implementation in the province of Iloilo.

According to the SCP's scope, a variety of actions are included in the communication process, such as providing information about the study's findings, interpreting those results through insightful conclusions, and taking into account any pertinent recommendations.

3.1 PRINCIPLES OF THE STRATEGIC COMMUNICATIONS PLAN (SCP)

The study's SCP is based on the following five (5) key principles.

3.1.1 Transparency, Accountability, and Efficiency: *The SCP will look for solutions to identify the current impediments to efficiency and transparency in BMBE Law implementation, enhance efficiency in managing each incentive, increase transparency, and raise accountability for each concern and issue as designated by stakeholder/s.*

3.1.2 Comprehension and Understanding: *The SCP will work to close the information gap, increase understanding of the BMBE Law's key issues and provisions, and contribute to building consensus among the law's stakeholders on how to comprehend the provisions and ensure that they are implemented in a way that benefits all parties who will be impacted.*

3.1.3 Inclusivity: *Through a variety of seminars, conferences, symposia, workshops, testimonials of success stories, and declarations, the SCP will use every available channel to communicate important information on the study's findings and accomplishments to a larger number of pertinent parties and people.*

3.1.4 Ownership: *The SCP will include cooperative initiatives built on close coordination with equivalents and other regulatory organizations at all levels and will guarantee ownership of the study's findings.*

3.1.5 Consistency: *Throughout the plan and study's existence, the SCP will make an effort to maintain consistency in its messaging.*

4 OBJECTIVES OF THE COMMUNICATIONS

The proposed BLPIC is aware of the value of excellent communication during the planning and execution of the campaign. To effectively spread the word about the presence of the BMBE legislative, it is crucial to emphasize the three legislative incentives that demand a higher level of awareness, popularity extent, and influence on stakeholders. Thus, the communication core of this strategic communication plan includes;

- A. Effective communication flow and medium for clearer stakeholders' understanding
- B. Easier and understandable medium/language for an intimate conversation and participation
- C. A detailed discussion of the provisions for a comprehensive understanding of the law
- D. Design communication tools aimed at communicating and correcting "misconceptions" to improve awareness levels and instill appropriate interpretation of the law
- E. Increase communication, linkages, coordination, and cooperation between DTI and other relevant BMBE Law stakeholders.
- F. Delivering to the plan's stakeholders important messages and updates on the implementation's status logically and consistently.

The plan will adhere to the Department of Trade and Industry and all other regulatory requirements as set forth by the provisions of the Republic Act. 9178 especially on the implementation stipulations of the law.

5 TARGET AUDIENCES

AUDIENCES

The plan's team, led by the Department of Trade and Industry of Iloilo, will create communication channels with the target audiences through routine interactions to promote the plan's objectives and deliver on-time execution of various information drives and campaigns, including several technical assessments such as the transparent public campaign evaluation rating and similar activities. The primary audiences of this strategic communication plan which shall be evenly represented by 42 municipalities of the Province of Iloilo include;

- 5.1.1.1 BMBE Owners/Operators**
- 5.1.1.2 Employees employed by BMBEs**
- 5.1.1.3 Suppliers contributing BMBEs with supplies and inventories**

- 5.1.1.1.4** Consumers involving BMBEs' normal business cycle
- 5.1.1.1.5** Department of Trade and Industry: Negosyo Centers
- 5.1.1.1.6** Local Government Units
- 5.1.1.1.7** Municipal Public Employment Officers
- 5.1.1.1.8** Local Taxes and Other Fees enforcing authorities

6 KEY MESSAGES

All communication materials, such as brochures, success stories, and banners for scheduled seminars, conferences, symposia, and other mediums of information campaigns, will be designed with the DTI logo and other branding and marking criteria in mind. All communication messages will reflect that the BMBE Law information campaign drive and underlying technical support will have an impact on all BMBE stakeholders. Important communication messages and instructions shall include responses to **WHAT, WHERE, WHY, WHEN, and HOW** as described below:

- 6.1.1.1 WHAT:** Key messaging will provide a clear and succinct description of the topic matter and campaign goals. A successful "what" statement will provide a concise, in-depth, and intelligible narrative of the campaign's main themes.
- 6.1.1.2 WHERE:** This plan ensures clear messages and exigency of convenience in considering campaign venues and locations in conducting varied plan's modes of information drive delivery including the specific place and the most accessible mode of campaign and awareness distribution.
- 6.1.1.3 WHY:** The "why" shall ensure that stakeholders are well-informed about the rationale for attending all campaign drives to establish clear motivation and purpose in conducting and pursuing the SCP.
- 6.1.1.4 WHEN:** Considerations as to the timely and lenient schedule of finalizing the dates of the campaign shall be observed.
- 6.1.1.5 HOW:** Communication messages will demonstrate the way the series of campaign drives shall be conducted including the medium and methods of pursuing the plan.

7 COMMUNICATIONS TOOLS AND ACTIVITIES

7.1 COMMUNICATION ACTIVITIES

The proposed plan will develop communication materials that will be used to disseminate and publicize the existence of BMBE Law in the entire vicinity of Iloilo province.

Launching initiatives, online campaigns that use social media platforms (where appropriate), holding conferences, symposiums, workshops, and focus group discussions, producing success stories, creating brief excerpts and required postings to regulatory websites, and other mass media forums and the like are all examples of communications activities.

7.2 COMMUNICATION TOOLS

The proposed strategic communication plan will involve communication tools, platforms, and communication materials to disseminate and publicize the proposed conduct of the BMBE Law Public Information Campaign that highlights the heightened awareness level of the existence of BMBE Law. Shown below are the proposed platforms and tools to be used;

- 7.2.1 Official Websites
- 7.2.2 SMS/Mobile Messages
- 7.2.3 Cellular Phone Calls
- 7.2.4 Creating exclusive Facebook Pages/accounts
- 7.2.5 Instagram, LinkedIn, and Twitter Posts
- 7.2.6 Mass media releases and other engagements to media,
- 7.2.7 Conducting Press Conferences
- 7.2.8 Radio Stations
- 7.2.9 Thru Messenger who will physically visit BMBE stakeholders for proper announcements

8 ACTIVITY BUDGETARY REQUIREMENTS AND SPECIFICS

The proposed campaign drive will have an estimated budgetary requirement of **PHP 3,097,500**. The detailed the budget shall be presented on the tabular summary of the SCP.

9. STRATEGIC COMMUNICATION PLAN MONITORING ACTIVITIES AND REPORT

The implementation of the Strategic Communication Plan will have its part in the campaign's quarterly and annual status reports. Updates on press clippings and media coverage, website and social media outreach, success stories, press releases, brochures, and highlights from conferences and campaign activities will all be included in this section.

Table 1. BMBE LAW PUBLIC INFORMATION CAMPAIGN: A STRATEGIC COMMUNICATION PLAN

Activity	Objectives	Indicators	Persons involved	Time Frame	Budget & Funding	Expected Outcome
BMBE Law Public Information Drive & Campaign -conduct of Face-to-Face series of SEMINARS, CONFERENCES & SYMPOSIUMS to augment the gaps identified in the implementation of the BMBE Law and introduce the to-be-amended- BMBE Law highlighting making it more useful, relevant, and useful for a better BMBE Law implementation. Specifically, will highlight the 3 BMBE Law incentives namely: Technology-based Incentives, Trade and Investment Promotions, and the Special Credit Delivery	To extensively disseminate information about the existence of the BMBE Law in the province of Iloilo by ensuring that existing BMBE Law shall be thoroughly publicized and broadcasted to all concerned areas, especially to locations (<i>like rural and remote areas in the province under study</i>) where most of the BMBEs that urgently need assistance.	Increased awareness level and knowledge of the BMBE owners on the three (3) BMBE Law incentives.	Department of Trade and Industry in Partnership with the concerned Local Government Units And; BMBE owners including all other parties as to be identified by the DTI as the primary regulating partner/agency.	1 st to 2 nd Quarter of 2025	PHP 3.09 Million DTI See Note 1 for cost details.	Higher and Extensive implementation and availing privileges of all relative BMBE incentives, especially on the three (3) incentives, for a more maximized and expanded utilization of all BMBE Law incentives. An outcome that will make use of not just one incentive but an output of making BMBEs enjoy all applicable provisions of the law. Improved BMBE status as to capitalization including gradual transition from microenterprises to small type of enterprise; and better personal impacts on the lives of BMBE owners and all other stakeholders.

NOTE 1 - Budget & Funding Specifics					
Particulars	Rate/Cost	Number of Day/s (Minimum of 1 Day)	Number of Municipalities in Iloilo	Total	Remarks
Pre-Seminar/Conference Expenses:					
A. Travel Accommodation of the Speakers and other Distribution Costs (<i>includes Speakers Travel/Fuel Costs and Materials Delivery Costs</i>)	PHP 5,000	1	42	210,000	
B. Speakers' Honoraria for (<i>Minimum of 3 Speakers for every incentive of the BMBE Law</i>)	PHP 5,000	1	42	210,000	
C. Secretariat Supplemental Expenses	PHP 3,000	1	42	126,000	
D. Kits and Materials	PHP 2,000	1	42	84,000	
E. Other Supplies and Services (This cost covers supplemental and other auxiliary costs)	PHP 3,000	1	42	126,000	
Seminar/Conference Proper Expenses:					
A. Food and Snacks (minimum of 150 participants & 15 activity committees @150.00 per pack)	PHP 24,750	1	42	1,039,500	
B. Venue Rentals (Sound System, Projectors, etc.)	PHP 10,000	1	42	420,000	
Post-Seminar/Conference Expenses:					
A. Travel and Other Distribution Costs	PHP 5,000	1	42	210,000	
B. Report Preparation (Consolidation/Convergence Activities by the Committees)	PHP 1,000	1	42	42,000	
C. Salary and Manpower Over-Time Costs (minimum of 10 persons per Activity @ PHP 500.00)	PHP 5,000	1	42	210,000	
D. Quad Media Platforms and Continuous Awareness Campaign Programs	PHP10,000	5	42	420,000	
				PHP 3,097,500	

The budget aligns with comparable public information campaigns in the Philippines. As evidenced, the DTI's 2022 SME Empowerment Campaign allocated PHP 2.8 million for province-wide seminars and digital outreach, while the 2023 LGU Microenterprise Awareness Drive in Cebu utilized PHP 3.5 million for similar activities (DTI Annual Report, 2022). Costs for venue rentals (PHP 10,000/municipality) and honoraria (PHP 5,000/speaker) reflect standard rates from DTI's 2023 financial guidelines for public engagements.

Budget allocations are benchmarked against:

1. Seminars/Conferences: Average PHP 50,000–70,000 per event (DTI, 2023).
2. Digital Campaigns: PHP 200,000–300,000 for social media management and mass media engagements (Philippine Digital Marketing Survey, 2022).
3. Logistics: PHP 5,000–7,000 per municipality for travel and materials, consistent with LGU-funded programs.

Strategic Communication Plan Monitoring Activities and Report

(based on the BMBE LAW PUBLIC INFORMATION CAMPAIGN: A STRATEGIC COMMUNICATION PLAN)

Purpose: Track campaign progress, measure impact, and ensure adaptive management

Activity	Key Performance Indicators (KPIs)	Monitoring Method	Frequency	Responsible Party	Data Sources	Feedback Mechanism
Seminars/Conferences	<ul style="list-style-type: none"> - 80% attendance rate per event - 90% satisfaction rate (post-event surveys) - 30% increase in post-event inquiries about BMBE Law 	<ul style="list-style-type: none"> - Attendance sheets - Post-event surveys - Inquiry logs 	Quarterly (Jan–Jun 2025)	<ul style="list-style-type: none"> DTI Coordinators LGU Representatives 	<ul style="list-style-type: none"> - Registration databases - Survey results - DTI inquiry tracking system 	<ul style="list-style-type: none"> - Focus group discussions (FGDs) with attendees - Hotline for clarifications
Digital Campaigns	<ul style="list-style-type: none"> - 50% increase in social media engagement (likes/shares) - 1,000+ unique website visits/month - 200+ webinar registrants 	<ul style="list-style-type: none"> - Social media analytics - Google Analytics - Registration logs 	Monthly (Jan–Jun 2025)	<ul style="list-style-type: none"> Digital Marketing Team DTI IT Unit 	<ul style="list-style-type: none"> - Facebook/Instagram insights - Website traffic reports - Webinar platforms 	<ul style="list-style-type: none"> - Online feedback forms - Comment moderation on posts
Radio & Mass Media	<ul style="list-style-type: none"> - 70% recall rate (pre/post-campaign surveys) - 10+ radio segments aired/month 	<ul style="list-style-type: none"> - Audience surveys - Broadcast logs 	Bi-monthly	<ul style="list-style-type: none"> Media Partners DTI Communications Team 	<ul style="list-style-type: none"> - Survey results - Radio station reports 	<ul style="list-style-type: none"> - Toll-free listener hotline
Community Outreach	<ul style="list-style-type: none"> - 100% coverage of 42 municipalities - 50% of visited BMBEs report improved understanding 	<ul style="list-style-type: none"> - Field reports - Pre/post-knowledge tests 	Quarterly	<ul style="list-style-type: none"> LGU Negosyo Centers Field Officers 	<ul style="list-style-type: none"> - Municipal progress reports - BMBE feedback forms 	<ul style="list-style-type: none"> - Town hall meetings - Community leader debriefs
Special Credit Delivery	<ul style="list-style-type: none"> - 20% increase in loan applications - 15% reduction in approval time 	<ul style="list-style-type: none"> - Bank/NGO partnership reports - DTI audits 	Quarterly & Annual	<ul style="list-style-type: none"> Financial Institutions DTI Audit Team 	<ul style="list-style-type: none"> - Credit application logs - BSP (Bangko Sentral) micro-finance data 	<ul style="list-style-type: none"> - Borrower testimonials - Lender roundtables
Impact Assessment	<ul style="list-style-type: none"> - 30% rise in BMBE registrations (baseline: 2024 data) - 25% increase in incentive utilization 	<ul style="list-style-type: none"> - DTI registration database - BIR tax records 	<ul style="list-style-type: none"> Post-campaign (Jun 2025) Follow-up (Dec 2025) 	<ul style="list-style-type: none"> Independent Evaluators DTI Research Unit 	<ul style="list-style-type: none"> - National BMBE registry - BIR compliance reports 	<ul style="list-style-type: none"> - Stakeholder validation workshops

Conclusion

The study underscores the critical role of strategic communication in addressing the gaps in the implementation of the Barangay Micro Business Enterprises (BMBE) Law. By proposing the BMBE Law Public Information Campaign (BLPIC), the research highlights the need for a targeted and multi-faceted approach to enhance awareness and utilization of the law's incentives, particularly the underutilized Special Credit Delivery incentive. The integration of seminars, conferences, and symposiums, alongside digital and community-based outreach, provides a comprehensive framework for disseminating information effectively, especially in rural and remote areas. The findings emphasize that a well-executed strategic communication plan can significantly improve the implementation of the BMBE Law, making it more accessible, relevant, and impactful for micro-enterprises.

Recommendations

To ensure the success of the BLPIC, it is recommended that local government units, financial institutions, and business development organizations collaborate closely to implement the campaign. Prioritizing the Special Credit Delivery incentive through tailored messaging and capacity-building programs is essential to address its low utilization. Additionally, leveraging digital platforms, such as social media and webinars, can amplify the campaign's reach, while community-based activities like town hall meetings and localized workshops can ensure inclusivity. Regular monitoring and evaluation of the campaign's impact should be conducted to identify areas for improvement and ensure sustained engagement. By adopting these strategies, the BMBE Law can achieve its full potential in fostering economic growth and sustainability for micro-enterprises across diverse communities.

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