

ABSTRACT

This research is a case study of how weaving practice is shared using communication tools in Mahabang Kahoy Cerca, Indang, Cavite. Likewise, the information shared and communication tools that are used by the elders were studied. This qualitative study was done through focused interview where in questions were ask to the selected elders in the community. Furthermore, the study was a qualitative study that was done through focused interview wherein the elders were chosen through a snowball sampling. The study found out that Mahabang Kahoy Cerca, Indang, Cavite, was known for having the weaving practice during the old days and it was acknowledged as a tradition, but unfortunately it died approximately 1990's. In the year 2012, some active weavers tried to revive weaving but unlucky it did not surpass the revival stage. The information shared to the elders were not that strong resulting to the weaving practice to be taken for granted. Moreover, the communication tools that were used were composed of demonstration and word-of-mouth. The study found out that elders were categorized into various types which were the: teach and practice, not teach but practice, and teach but not practice.

Tags: *weaving, view, communication tools, word-of-mouth, demonstration.*