



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF BATANGAS

Advisory No. 204, s. 2026

September 21, 2026

In compliance with DepEd Order (DO) No. 8, s. 2013
This advisory is issued not for endorsement per DO 28, s. 2001,
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
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45th INSTALLATION OF KARIBOK ANG TUKTOK (KAT)

The University of the Philippines Batangan (UP Batangan), a duly recognized organization of Batangueño students in UP Diliman, will be conducting the 45th Installation of Karibok ang Tuktok (KAT), the premier academic inter-school competitions for junior and senior students from different parts of Batangas on November 21-22, 2026.

The competition, which will be held in a school venue within the province, has six individual events: Essay Writing, Pagsulat ng Sanaysay, Impromptu Speaking, Dagliang Talumpati, Poster Making, and Photo Essay, and two major group events: Quiz Bee and Short Film Making Competition.

Please refer to the attached letter for additional information and guidelines about the competition.

LVI/45th INSTALLATION OF KARIBOK ANG TUKTOK (KAT)/S2-115299/09/21/2026



Karibok ang Tuktok 2026

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Karibok ang Tuktok 2026
UP Batangan

September 14, 2026

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MARITES A. IBAÑEZ, CESO V

Schools Division Superintendent

DepEd - Schools Division of Batangas Province

Mabuhay, Dr. Ibañez!

We are the **University of the Philippines Batangan (UP Batangan)**, a duly-recognized organization of Batangueño students in UP Diliman. In its 51st year, UP Batangan continues in dedicating its effort to foster socio-civic and provincial programs, and engage in academic excellence and welfare through different initiatives all for the benefit of our fellow Batangueños, the UP Diliman community, and the Filipino people.

In line with our mission, **UP Batangan will be conducting the 45th installation of Karibok Ang Tuktok (KAT)**, the most-awaited premier academic inter-school competitions for junior and senior high school students from different parts of Batangas. **The competition, which will be held from November 21-22 in a school venue within the province**, has six individual events: Essay Writing, Pagsulat ng Sanaysay, Impromptu Speaking, Dagliang Talumpati, Poster Making, and Photo Essay; and two major group events: Quiz Bee and Short Filmmaking Competition.



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Karibok ang Tuktok 2026
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For 44 years, Karibok ang Tuktok has always been one of UP Batangan's most noteworthy events because it provides an avenue for the Batangueño youth to demonstrate their excellence in academics. Last year, in the 44th edition of Karibok ang Tuktok, there were a total of 735 individual participants from 30 different schools. As our organization aims to always provide a greater service for the wider Batangueño community, **we are humbly asking for an ENDORSEMENT from your good office so that we can expect a wider delegation of participants from the various schools in our province.** In the 38th, 40th, and 44th installation of Karibok ang Tuktok, we received an endorsement from the Department of Education encouraging more Batangueño youth to engage in intellectual events. To have Karibok ang Tuktok be supported by DepEd again will be an honor as we have always been with you in pursuing your mission to develop life-long learners.

The softcopy of the primer and concept paper for Karibok ang Tuktok is sent to your email.

We are looking forward to hearing a positive response. For inquiries, you may ultimately reach us via email at batangan.upd@gmail.com or edres.batangan48@gmail.com.

Thank you very much!

Respectfully yours,

ARIANE FAYE L. AGUILA
Overall Project Director - KAT 2026

FRANZE BEATRIZ B. FLORES
Chairperson

Karibok ang Tuktok 2026



Kabataan sa Likod ng Kamera:

Identidad, Pagkakakilanlan, at
Kuwento sa Gitna ng Midya

CONCEPT PAPER



CONCEPT PAPER

Karibok ang Tuktok (KAT) 2026 is an academic competition organized by the University of the Philippines Batangan. Composed of contests such as quiz bee, essay writing, impromptu speaking, poster making, photo essay, and short filmmaking, this competition aims to promote the academic excellence of the students of the province of Batangas. **With the theme “Kabataan sa Likod ng Kamera: Identidad, Pagkakakilanlan, at Kuwento sa Gitna ng Midya,” KAT celebrates its 45th year by promoting individuality through the participation of the youth and encouraging them to explore their self-identity amid the multifaceted dimensions and lenses of social media.**

Thought daughter. Trader Joe’s with strawberry matcha in hand. Cubao Expo.

These trends have been circulating on famous social media platforms, particularly TikTok, which has created an atmosphere where people, especially Gen Z, can express themselves freely and connect with others. Since the dawn of the 21st century, social media has become an integral part of an individual’s daily life and has arguably become one of the most powerful tools for the exchange of opinions, beliefs, and values with which one identifies. It brings both positive and negative influences and, consequently, poses the question: **to what extent does social media allow or prohibit individuals from discovering their identity?**

Adolescents, who are in the early stages of their formative years, are particularly susceptible to the influence of what digital culture depicts as “acceptable” and “favorable.” While experimenting with one’s identity in virtual environments is possible, it can also lead to a constantly transforming personal identity that remains incomplete.

The virtual self, which performs self-identification repeatedly in the digital space, ultimately loses its individuality (Sitompul, 2023). Cal Newport, a computer science professor at Georgetown University, argues that social media hijacks one's sense of self-identity by replacing real-world, value-driven accomplishments with cheap, superficial validation derived from likes and algorithmic attention. Instead of being true to oneself, one could easily be swayed to conform to the patterns that social media has already laid out—adopting slang, hopping on trends, and wearing the latest fashion.

The youth is heavily engaged in digital culture, where they continually form and invest in their online personas, signaling peer belonging, social status, and self-identity. Adolescents spend a significant amount of time online, often assuming dual roles as creators of self-generated content and consumers of content produced by others (Kolotouchkina et al., 2023). As a result, social media has the potential to influence an individual's psychological well-being, particularly among teens, as well as identity building by modifying how people see themselves and others.

Social media can nurture one's self-identity by offering a space where individuals can explore personal values, test creative self-expression, and find a community. However, it can also seem to box people in and assign labels based on existing trends before they are even able to form an opinion and identity of their own. The rise of personality templates, where one could easily copy a certain niche, continues to blur the lines between who they truly are and what their algorithms tell them they should be. Algorithms are not merely a reflection of who people are, but can also influence the kind of person they could become. This can create self-doubt and increase the risk of an identity crisis.

In studies of social media, psychological mechanisms such as social comparison (comparing oneself to others in either an upward or downward direction; that is, with those who are perceived to be better or worse than oneself); self-disclosure (sharing information about oneself with others); and impression management (acting to highlight positive aspects of the self and minimize characteristics that are perceived to be unattractive) have been identified, and these are associated with adolescents' behavior, both positively and negatively (Jeyanthi, 2022). As a result, Collin and Burns (2009) observed that technology can be considered a driver of well-being, as it has an impact on the lives of young people all over the world.

With these influences in mind, the role of Karibok ang Tuktok, as an event that gathers youth to foster knowledge and express themselves freely, becomes even more significant. As young people continue to navigate the digital world where identities are formed, individuality is shaped, and stories are told in front of the camera, KAT provides an opportunity to motivate them to become more involved in transforming the arena of social media—not just as a social networking site, but as a safe platform that provides space to develop their true personal and social identities.

In a world that demands people to have their own “aesthetic” and pressures them to maintain curated Instagram feeds to fit cultural standards and blend in, one should be able to freely express themselves without the fear of being judged and cancelled. Through KAT 2026, it brings forward an avenue where the youth can unite and advocate for self-identity—where one pushes beyond the boundaries dictated by social media as to what is accepted and what is not.



Ultimately, Karibok ang Tuktok seeks to remind the youth that while the camera may capture an image, it does not define the entirety of who they are. Their identity extends beyond the trends they follow, the labels they carry, and the personas they create online. **Through KAT 2026, may the youth find the courage to tell their own stories, express their individuality, and remain true to themselves amid the ever-changing lenses of social media.**

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