



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

Advisory No. **232**, s. 2026

October 14, 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.
(Visit www.deped.gov.ph)

NEW JC FILM PRODUCTION EDUCATIONAL FILM-SHOWING PROGRAM

With reference to the letter from Joy Cantos, Marketing Head, JCFP, regarding its educational film-showing program featuring the film Balucas at ang Bayabas.

The films aim to promote resilience, family values, perseverance, self-discovery, hope, and other positive values aligned with learners' holistic development.

Kindly refer to the attached letter for more details regarding the activity.

Furthermore, those interested in participating are reminded of the following conditions:

- a. The Schools Division Office shall be informed, in writing, of the school's participation in the said activity;
- b. Participation shall be strictly voluntary and shall not be made compulsory for any learner, teacher, or school;
- c. Any expenses to be incurred shall be shouldered personally by the participants or sourced from a legitimate local government unit (LGU), donor, or other lawful funding source, subject to existing DepEd policies; and
- d. Strict observance of the Department's Time-on-Task Policy and No Disruption of Classes Policy shall be maintained at all times.

For information of all concerned.

ABCJr./NEW JC FILM PRODUCTION EDUCATIONAL FILM-SHOWING PROGRAM/R2-156266/10-14-2026



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Dr. Marites A. Ibañez, CESO V
Schools Division Superintendent
Department of Education
Batangas Province



Dear Dr. Ibañez,

Greetings of peace and excellence!

We, **JC Film Production**, remain committed to using film as a powerful educational tool that inspires, informs, and creates meaningful discussions among students. For the year 2026, we are pleased to present our proposal for a special film-viewing program in your institution, designed to enrich students' learning experiences through impactful storytelling and guided reflection.

As part of our continuing advocacy to promote values-based education through cinema, we are proud to feature **Juan Balucas at ang Bayabas** is a Filipino fantasy coming-of-age educational film inspired by the classic tales of Juan Tamad. The film explores themes of hard work, perseverance, responsibility, and self-discovery while highlighting the importance of determination and taking action to overcome life's challenges.

This film-viewing initiative aims to complement academic learning by providing students with relatable narratives that encourage self-reflection and meaningful dialogue. Through this program, we aim to:

- **Promote emotional awareness and resilience** by helping students understand the importance of managing challenges, failures, and personal growth.
- **Encourage self-discovery and career exploration** by inspiring students to reflect on their goals, passions, and future aspirations.
- **Strengthen values of friendship, empathy, and teamwork** through discussions on healthy relationships and support systems.
- **Develop critical thinking and reflective learning** by engaging students in conversations about real-life decisions and consequences.
- **Use film as an innovative educational platform** that connects classroom learning with practical life lessons and social realities.

Through this initiative, JC Film Production continues its mission of bringing meaningful cinema to educational institutions—creating opportunities for students to learn beyond textbooks and gain deeper understanding of themselves and the world around them.

We have attached the details of this proposal, including the program overview and screening information, for your reference. We would be honored to discuss this opportunity further at your convenience.

For inquiries, you may contact us at **0975-887-7054** or through email at **jcfilmproduction1@gmail.com**. Thank you for your time and consideration. We look forward to the opportunity to work with your institution in inspiring and educating students through the power of film.

Sincerely,

JOY CANTOS
Marketing Manager – JCFP



JUAN BALUCAS AT ANG BAYABAS



Genre: Fantasy / Adventure / Coming-of-Age / Educational Film
Director: Franco G. Arce
Language: Filipino

About the Film

Juan Balucas at ang Bayabas is a Filipino fantasy coming-of-age educational film inspired by the classic tales of Juan Tamad. It follows Juan Balucas (Nourish "Icon" Lapus), who is mistakenly identified as the legendary Juan Tamad and is cursed by the mystical Ibong Adarna (Randy De Silva), turning him into stone to prevent him from spreading laziness. Determined to save his father, John Balucas (Archie Alemania), Juan accepts a series of difficult trials from Reyna Suki (Gabby Padilla), the Queen of the Fairies.

After completing his quest, Juan becomes trapped in a mysterious purgatory between two dimensions, surviving with only the water from the Bukal ng Buhay beneath a barren guava tree. Faced with hunger, isolation, and uncertainty, he learns valuable lessons about perseverance, responsibility, and the importance of taking action. As he searches for a way back to his family, Juan must overcome his inner struggles and prove that he can create his own destiny instead of repeating the fate of Juan Tamad.

Through its blend of fantasy, humor, and moral lessons, *Juan Balucas at ang Bayabas* delivers a powerful message about hard work, self-discipline, and the importance of taking responsibility for one's choices.

Educational Areas Supported:

1. Values Education / GMRC

The film promotes discipline, perseverance, responsibility, and self-reliance by contrasting laziness with effort and determination. It encourages learners to understand the value of hard work and the consequences of avoiding responsibility.

2. Guidance and Counseling Programs

The film supports discussions on self-identity, decision-making, personal struggles, and resilience. Juan's journey reflects the importance of overcoming internal conflicts and seeking growth despite challenges and isolation.

3. Social Studies

The film draws from Filipino folklore and cultural beliefs, particularly the legend of Juan Tamad and mythical creatures like the Ibong Adarna. It helps students appreciate Philippine mythology while reflecting on how traditional stories shape values and behavior in society.

4. Character and Life Skills Development

The film emphasizes critical life skills such as problem-solving, patience, perseverance, and accountability. It encourages learners to take initiative, make responsible choices, and understand that success requires effort and determination rather than passivity.