

PUBLIC AWARENESS CAMPAIGN CONDUCTED BY STATION 4 AGAINST MOTORNAPPING AT BRGY. SAN BARTOLOME, NOVALICHES, QUEZON CITY

ABSTRACT

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Motorcycle theft, commonly known as motor-napping, has become a growing issue in various urban areas, including Barangay San Bartolome, Novaliches, Quezon City. To address this problem, the government enacted Republic Act No. 10883, also known as the New Anti-Carnapping Act of 2016, which enforces stricter penalties and enhanced implementation measures against carnapping. Under this law, the offense becomes non-bailable if the evidence of guilt is strong. This study aims to evaluate the public awareness campaign initiated by Police Station 4 in its efforts to combat motor-napping within Barangay San Bartolome, Novaliches, Quezon City. The participants of this study included community residents of Barangay San Bartolome, Novaliches, Quezon City, along with police officers from Station 4. To select the appropriate respondents, the researchers used a purposive sampling technique, ensuring the participants were relevant to the study on the public awareness campaign against motor-napping. A quantitative research design was utilized to gather measurable data. The researchers personally visited the area, sought consent from the respondents, and invited them to participate in the study. After receiving their approval, the researchers distributed the survey questionnaires and waited for the participants to complete them. Once the surveys were filled out, they were collected by the researchers for analysis. The majority of the respondents were male, aged 18 to 25, high school graduates, and employed. Based on their responses, the Public Awareness Campaign implemented by Station 4 against motor-napping in Barangay San Bartolome, Novaliches, Quezon City was rated as "Strongly Agree" across three key areas: Awareness, Community Participation, and Community Satisfaction. Among these, Community Participation received the highest weighted mean of 3.49, followed by Community Satisfaction with 3.48, and Awareness with 3.45. The most frequently cited issue encountered during the campaign was that community members were not fully engaged or involved in the campaign activities. To address this, it is recommended that the campaign make use of social media platforms, local radio stations, and house-to-house information drives to broaden its reach and improve community participation. To help prevent motor vehicle theft (motornapping) and raise awareness in Barangay San Bartolome, Novaliches, Quezon City, the following recommendations are suggested for community residents, police officers, and barangay officials: (1) Strengthen Awareness Campaigns; (2) Conduct House-to-House Information Drives; (3) Hold Community Meetings and Seminars; (4) Promote Active Community Involvement; and, Improve Security Measures

RECOMMENDED CITATION

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