

COMMUNITY PERSPECTIVE ON THE RELATIONSHIP OF POLICE PERSONNEL IN BARANGAY SANTA MONICA, QUEZON CITY

ABSTRACT

AUTHORS

Albert Abuan
Wilfred Amortizado
Gualberto Arandila
Esplang Cuambot
Jehad Hadjiusman

RESEARCH ADVISER

Eduardo E. Villaruel, MSCJ

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Criminology

KEYWORDS

*barangay santa monica;
police–community relations;
social media engagement;
public trust; public service;
awareness seminars*

ARTICLE ID

AASGBCPJMRA-B57900

This study examines community perspectives on the relationship between police personnel and residents in Barangay Santa Monica, Quezon City. It investigates levels of public trust, perceptions of police service, and the impact of awareness seminars on improving police–community relations. Given the barangay’s diverse socio_economic composition, understanding residents’ attitudes toward police presence is essential for fostering mutual respect and cooperation. This study employs a descriptive quantitative design with simple random sampling to select 25 community members and 25 police officers from Barangay Santa Monica. Participants completed a structured questionnaire measuring perceptions of public trust, service quality, and the effectiveness of awareness seminars. Data were analyzed using weighted means and percentage distributions to assess agreement levels and identify priority concerns. Analysis showed that public trust in police personnel received a weighted mean of 3.46, interpreted as strongly agree. Perceptions of public service scored 3.48, and the impact of awareness seminars also scored 3.48, both indicating strong agreement. The most prominent issue identified was youth exposure to negative social media portrayals of police, which ranked first among community concerns. The top recommendation for strengthening police–community ties was increased participation in community events, youth activities, and local projects. Additionally, respondents proposed analyzing viral social media posts to understand tone and bias and using social media proactively for positive engagement and public education. The findings highlighted significant challenges in bridging perceptions shaped by social media and everyday interactions. Strong support for community events and youth engagement suggested that direct, face_to_face initiatives were effective in building trust. The proposal to leverage social media for positive messaging underscored the need for strategic communication. Strengthening these collaborative efforts was expected to enhance mutual understanding and support, thereby improving police–community relations in Barangay Santa Monica.

RECOMMENDED CITATION

Abuan, A., Amortizado, W., Arandila, G., Cuambot, E., & Hadjiusman, J. (2025). Community Perspective On The Relationship Of Police Personnel In Barangay Santa Monica, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(1), 56.