

# PERCEPTION OF ENVIRONMENTAL AWARENESS BY GRADE-12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

## ABSTRACT

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### DISCIPLINE

Education

### KEYWORDS

*bestlink college of the  
philippines; environmental  
awareness; environmental  
education; tree-planting  
program; curriculum  
integration; grade 12 humss*

### ARTICLE ID

AASGBCPJMRA-B46397

Environmental awareness is crucial in shaping a healthier and more sustainable world. Trees play a key role in this effort by purifying the air, providing essential materials such as paper and wood, filtering rainwater, and acting as natural buffers against flash floods. This study investigates the benefits of tree-planting activities for Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. It aims to underscore the impact of such initiatives on enhancing students' environmental consciousness while addressing a gap in current research on youth participation in ecological sustainability. This study utilized an evaluative research method to assess students' perceptions of tree-planting programs. Data were gathered through cluster sampling, using a survey questionnaire and statistical tools to measure the effectiveness of the initiatives. Students' awareness levels were classified into four categories: Highly Aware, Aware, Least Aware, and Not Aware. The research also examined key strategies for promoting environmental awareness, including curriculum integration, awareness campaigns, and tree-adoption programs. The results indicated that promotional strategies for environmental awareness were highly effective, with a rating of 99.99%, particularly through educational campaigns, digital media, posters, hands-on activities, and recognition programs. The overall effectiveness of environmental awareness efforts received a high weighted mean of 3.54, especially in curriculum integration, awareness campaigns, and tree-adoption programs. Among these, the tree-adoption program was considered the most impactful. Respondents identified the top benefits of environmental awareness as improved air quality, stronger advocacy efforts, and a more supportive learning environment. The overall perception of environmental awareness benefits was rated at 100.01%. Environmental awareness is not merely an extracurricular activity but a powerful educational approach that encourages students to actively contribute to sustainability. Establishing formal tree-planting programs within schools can significantly enhance environmental consciousness and foster responsible conservation practices. To sustain these efforts, an action plan is recommended to promote continuous student involvement and ensure long-term impact that reaches beyond the school community. By cultivating environmental awareness, learners can help create a cleaner, greener, and more sustainable future for the generations to come.

### RECOMMENDED CITATION

Abanto, G., Calderon, S., Laboguen, R. M., Sanjose, J., & Vasquez, D. (2025). Perception of Environmental Awareness by GRADE-12 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 48.