



Republic of the Philippines
Department of Education
REGION VII - CENTRAL VISAYAS
DIVISION OF CITY SCHOOLS - TAGBILARAN CITY

**Office of the Schools Division
Superintendent**

DIVISION MEMORANDUM
No. 038 , s. 2026

January 14, 2026

**REQUEST FOR FULL PARTICIPATION AND COORDINATION WITH SCHOOL PTA IN
THE PROMOTION OF THE FILM “JUAN BALUCAS AT ANG BAYABAS”**

To: Assistant Schools Division Superintendent
Chief, CID and SGOD
School Heads of Elementary and Secondary Schools Principals
All Others Concerned

1. This Office reiterates and supports Regional Memorandum No. 0688, s. 2025, relative to the promotion of the Filipino film “Juan Balucas at ang Bayabas,” as earlier disseminated through Division Memorandum No. 426, s. 2025.
2. In view of the educational relevance of the film in promoting Filipino values, culture, media literacy, and appreciation of local creative works, all public elementary and secondary schools are hereby requested to ensure FULL PARTICIPATION in the said activity.
3. The film showing shall be held at the Bohol Wisdom Gym, Tagbilaran City on the following dates: • February 28, 2026 • March 1, 2026. Showing time is at 8:00am-10:00am; 10:00am-12:00nn; 1:00pm-3:00pm and 3:00pm-5:00pm. Please find attached the synopsis of the film.
4. To facilitate smooth implementation, School Heads are directed to closely coordinate with their respective School Parent-Teachers Association (PTA) in organizing participation, particularly in the collection and management of ticket purchases amounting to One Hundred Eighty Pesos (₱180.00) per ticket, subject to existing DepEd policies and PTA financial management guidelines.
5. School Heads shall further ensure that:
 - Participation is purely voluntary and undertaken with transparency and proper documentation; and
 - The activity shall be implemented without disruption of regular classes, in accordance with existing DepEd rules and regulations.
6. Immediate dissemination of and compliance with this Memorandum are hereby enjoined. For widest dissemination.

WILFREDA D. BONGALOS PhD, CESO V
Schools Division Superintendent

WDB/JAAL/CID/JTB/aal



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"ISANG MUNTING HANDOG PARA SA IKA-100 TAON NI JUAN TAMAD (2019)"

JUAN BALUCAS at ang Bayabas

(an independent film inspired by popular tales of Juan Tamad)

SYNOPSIS

Inspired by popular tales of Juan Tamad, **Juan Balucas at ang Bayabas** features Nourish "Icon" Lapuz, as JUAN BALUCAS, the son of JOHN (*Archie Alemania*) who has been mistaken to be Juan Tamad and turned into stone by the mystical creature IBONG BADARNA (*Randy de Silva*) to avoid him from inflicting laziness to all mankind.

To save his father, Juan enters an agreement with the queen of the fairies REYNA SUKI (*Gabby Padilla*) under some conditions. He must obtain the song of Badarna and some water from the "Bukal ng Buhay" before the full moon passes. With the help of an *engkanto* named APO (*Rolando T. Inocencio*), and NONI (*Peter Vallejos*) a *nuno sa punso*, Juan sets off his quest. To fulfill his mission, he must first possess an object from the dreaded King Crab SIPIT (*Rainier Morales*) and pass thru TAMBO (*Bernard Laxa*) a "kapre" who guards the passage to Badarna's lair before he can reach the mystical bird.

After saving his father, Juan gets stuck in a purgatory between two dimensions. Left with only the water from the "bukal ng buhay", Juan faces self-conflicts, hunger and struggles to keep his sanity under the dead guava tree. Will he be able to have something to eat? Is there still a chance for him to get back to his family in the real world? Or will he just lie down like Juan Tamad, waiting for the fruit to fall from its tree. What he does next will dictate his fate.

ABOUT THE FILM

Duration:	85 minutes	Genre:	Fantasy/ Comedy/ Adventure
Cast:	Nourish "Icon" Lapuz, Archie Alemania, Rolando T. Inocencio, Peter Vallejos, Gabby Padilla, Brooke Chantelle Estillore, Ynahbel Moran, Randy De Silva, Rainier Morales, Bernard Laxa		
Production:	GroundHit Entertainment Production	Writer/Director:	Franco G. Arce
Executive Producers:	Orlando B. Estillore & Penny Cooper Estillore	Associate Producer:	Irene Sales
Unit Production Mgr:	Mhayen Gatmaitan-Basto	Cinematographer:	Mario Quijano
Editor:	Chrisel Galeno Desuasido	Production Designer:	Zur
Visual Effects Supervisor:	John Anthony L. Wong	Music & Sound:	Paulo Agudelo

4. **SHADOW PUPPETRY** – believed to be the oldest form of storytelling presentation (*or one of the oldest*), the film exhibits shadow puppetry to show how children used to enjoy stories told by the elders. It is incorporated with modern 2D animation for added appreciation, and to exhibit the evolution of a native form over time.



5. **PROMOTION OF FILIPINO FOLKLORIC CHARACTERS** – The film also aims to promote awareness of characters like the "*diwatas*" and "*engkantos*" who are embedded in our culture.



6. **KINDNESS** – the film demonstrates that "*kindness*" has a positive effect on the lives of others others (directly or indirectly) as testified by the dreaded king crab Sipit.



7. **SELF BELIEF/ CONFIDENCE** – shows the importance of overcoming fears and believing in one's self.



AN EDUCATIONAL FILM: „JUAN BALUCAS AT ANG BAYABAS“



Inspired by **Juan Tamad**, a Filipino iconic character who is believed to have originated from "*Buhay na Pinagdaanan ni Juan Tamad na Anac ni Fabio at ni Sofia*". It was written by an unknown author, and was published by Limabagan ni **J. Martinez** in Intramuros Manila in the year 1919. That makes Juan Tamad 100 years old this coming 2019.

"**Juan Balucas at ang Bayabas**" is a film inspired by "Juan Tamad". He was even more popularized by the celebrated National Artist for film **Mr. Manuel Conde** who have created numerous films featuring the iconic character.

Packed with education culture and values, Juan Balucas at ang Bayabas is an ideal offering for students. Listed below are some of the highlights the film aims to promote:



1. **PROMOTION OF MOTHER TONGUE** – the film is incorporated with "*tula*" as part of the delivered dialogues. Said dialogues include a number of original poems written by the filmmaker. To sum up, the film promotes not only our mother tongue, but also the use and appreciation of Filipino poems through film.



2. **ANTI-BULLYING** – a scene in the film is dedicated to show that any form of bullying is not tolerated in school, and bullying does not go unpunished. The film also aims to show the bullies how their parents worry about them and their future.



3. **JUAN TAMAD STORY RETOLD** – as part of the tribute to the iconic character, Fabio tells his grandchildren the famous story of Juan Tamad using shadow puppetry.

8. **ENVIRONMENTAL** – as a contribution to the efforts to protect the nature, a scene is dedicated to show the importance of its preservation, and that even a young boy can do something for the environment.



9. **NUTRITION** – The film includes promotion of eating healthy foods like vegetables and fruits to grow healthy and strong.

BONUS TRIVIA - The universe of the film includes actualities for the audience to appreciate the tales of Juan Tamad even more. To cite some are the following:



SIPIT gives Juan Balucas the object that he needs because he owes his life to Juan Tamad. In the universe of the film, Sipit is one of the crabs who the Filipino iconic character had set free in the story "*Si Juan Tamad at ang mga Alimango*".



Juan Balucas gets stuck under a dead GUAVA tree between two dimensions. On that tree hangs a shrunken dead fruit. That tree is the same tree, with the very same bayabas that Juan Tamad slept under and waited to fall in the story "*Si Juan Tamad at ang Bayabas*". It never fell off its branch!