This study determined the effects of comics on the awareness of the farmer-respondent’s agricultural programs. Specifically, the study described the comprehensibility and acceptability of the Program Bannawag Comics as well as the farmer’s level of awareness on the agricultural programs of the Provincial Government. Moreover, it determined the difference between the perceptions of the farmer-respondents and Iluko writers with regards to comprehensibility and acceptability of the program Bannawag Comics. It also determined the relationship between the comics’ level of comprehensibility and acceptability and farmer’s level of awareness on the agricultural programs.

Using the descriptive -correlational method of research, the study involved 130 randomly selected rice farmers from the province of Ilocos Norte. Ten Iluko writers were also respondents of the study. The questionnaire with five parts was used in gathering the data. Part I elicited the respondents demographic characteristics; Part II determined the comics level of comprehensibility; Part III determined the comics level of comprehensibility; Part IV determined the farmers level of awareness on the agricultural programs of the Provincial Government of Ilocos Norte(PGIN);and Part V, Interview Guide.

The mean, frequency and percentage described the respondents’ demographic characteristics. The weighted mean described the level of comprehensibility and acceptability of the Program Bannawag Comics as well as the farmers’ level of awareness on the agricultural programs of the PGIN. The t-test determined the significance of the difference between the perceptions of the two groups of respondents, while the Pearson-Product Moment Correlation determined the relationship between variables.
The five criteria used in evaluating the comics’ level of comprehensibility were all perceived by the two groups of respondents as highly comprehensible.

On the other hand, the comics was found highly acceptable as an information vehicle by both the farmer-respondents and Iluko writer-respondents. The t-test showed that the farmer-respondents and the Iluko writers have similar perceptions with regards to the comprehensibility and acceptability of the comics.

The farmers were highly aware of eight and aware of two of the 10 agricultural programs of the Provincial Government of Ilocos Norte. The respondents were most aware of agriculture as the centerpiece program of the provincial government of Ilocos Norte (4.01), while they were least aware of the distribution of farm implements like tractor and flash dryers to the local folks (3.47).

The level of comprehensibility of the Program Bannawag Comics was significantly related to the farmer’s level of awareness of the agriculture programs of the PGIN as shown by the obtained magnitude of correlation of 0.52459 which is higher than critical value of 0.14496 at 0.05 level of significance.

Likewise, the level of acceptability of the Program Bannawag Comics was significantly related to the farmer-respondents level of awareness on the agricultural programs of the PGIN as shown by the obtained magnitude of relationship of 0.64874 which was higher than its corresponding critical value of 0.14496 at 0.05 level of significance.

It can be concluded that the Program Bannawag Comics was highly comprehensible to the target clientele, hence a good medium for enhancing agricultural program awareness; the comics was liked much by the target clienteles, hence it was highly acceptable to them; and the farmer-respondents were highly aware of the agricultural programs of the provincial government of Ilocos Norte. Likewise, the more comprehensible and acceptable the Program Bannawag Comics was to the farmers, the greater was their level of awareness on the agricultural program of the PGIN, and vice-versa.