

**History and Character of *Tinda* in Oton and Miag-ao, Iloilo
(1900-2008)**

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ABSTRACT

History and Character of *Tinda* in Oton and Miag-ao, Iloilo (1900-2008) delves into the historical, economic and social realms of the *tindas* in Oton and Miag-ao. This is to generate information on local history which will in return provide the townspeople a better understanding of a vital part of their regular life- the *tinda*.

This study traced the history of the two *tindas*, determined and described the venues and the existing infrastructures in these markets, determined the goods and services being sold in the *tinda* and described the interaction of the vendors and customers in the exchange of these goods and services, identified the factors affecting the practice and development of the *tindas*, described the market days of both towns and compared the *tinda* in Oton and Miag-ao based on the characters of *tinda* that were identified. The researcher employed oral history method through interviews and documentary method from the materials gathered in Oton and Miag-ao Municipal Hall and different libraries to gather both primary and secondary data. Photo-documentation was employed as well.

There were no specific boundaries in the market of Oton in the past so that the vendors were just scattered in the vicinity until its concretization. The market of Miag-ao had no permanent site until 1912. From that year on until 1934, the market place used to be in the present cattle market. It was in 1935 that the market was transferred to its present location. The infrastructures present in the market were gradually increasing through time. In the past, the structures used to be made of *nipa* and wood materials.

Later on, concrete materials were used while double-storey buildings were preferred to have more space without using additional land area.

At the start of the American occupation, the quantity of goods and services available in both markets were just few in number. Due to some factors, the goods and services offered expanded. Generally, the vendors as well as the customers of the *tinda* are also the residents of each town especially from the *poblacion* area as the market is located in the town proper. However, some of them may also come from the barrio, the neighboring town and other provinces as well. In interacting with each other, the vendor and the customers follow their own principle. The vendors want to attract as many customers at the same time earn as much profit. On the other side, the customers just want to pay less or have more of the goods.

The market day is unlike any other days because more customers and vendors especially the *bolanteros* go to the market. Also, more goods are available during this day.

Development of the *tindas* occurred because of the increase in the population, improvement in technology, communication and transportation.

The markets of Oton and Miag-ao are different because there was a change in the location of the market of Miag-ao while in Oton there was none. Also, concretization came earlier in Oton. However, the *tindas* are quite similar to each other in the remaining aspects discussed.