

**NEGROSANON, INDI TIKALON: THE SEVERED TIES BETWEEN
ILONGGO AND NEGRENSE IDENTITY AND THE CREATION OF
NEGRENSE “TIKALON” STEREOTYPE**

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ABSTRACT

The Negrense "tikalon" stereotype has acquired popularity in recent years as a result of its virality on numerous social media platforms. The amusing banter between Ilonggos and Negrenses culminated in the return of the long-established "tikalon" stereotype. This piqued the researchers' curiosity in investigating the phenomenon and studying its emergence. This study investigates the "tikalon" stereotype of Negrense identity and how it can be explained using economic scarcity theory. The researchers argues that the Ilonggo people's creation of negative stereotypes about their Negrense neighbors, such as "tikalon" and "hambog" (proud), was a result of their insecurity over their own economic shortcomings in comparison to Negros Occidental's economic affluence during the 1930s. When the sugar industry prospered in Negros due to a new generation of entrepreneurs who established big plantations at the time, it created a significant gap between Negros Occidental and Iloilo. This study utilizes narrative by Ilonggos in addition to a literary analysis of the works of Ramon Muzones through Ma. Cecilia Locsin-Nava. This paper asserts that Ilonggos who experienced economic deprivation channeled their anxiety and frustrations by creating the stereotypes about Bacolodnon in order to maintain and uphold the preexisting status quo.