

## **Model of Efficiency communication Management for Participatory of Sub-District Administrative Organization: Case Study of Lamphaya Sub-District Banglane District Nakhonpathom Province**

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**Abstract:** This research aims to examine network of communication within Lamphaya Sub-District Administrative Organization, Banglane District, Nakhonpathom Province and also to construct the model of participatory and efficient communication management. The data collection are derived from five groups; 1) 4 administrators of Lamphaya Sub-District Administrative Organization including Chief Executive of the SAO, Deputy Chief Executive of the SAO and Chief Administrator of the SAO, 2) 3 employees of Lamphaya Sub-District Administrative Organization who responsible for handling communication network and public relations tasks, 3) 9 members of Lamphaya Sub-District Administrative Organization in 9 villages, 4) 8 Head of Villages, and 5) 18 Lamphaya villagers in 9 villages. The methodology adopted are constructed interview protocols and community forum which were used as data collecting tools, while content analysis was deployed to analyze data collected from both indepth-interview and community forum.

The research conclusion found that most of communication network within Lamphaya Sub-District Administrative Organization, Banglane District, Nakhonpathom Province was one-way communication channel, while community participation could be classified into two groups: active and passive participation. Although, the basic data revealed several perspectives of Lamphaya residents towards participatory approach, the ratio of their involvement was relatively moderate or accounted for only 60 percentages.

In addition, Model of Efficiency Communication Management for Participatory of Sub-District Administrative Organization with its residents is comprised of 3 models: 1) Model of Information providing via head of village, village broadcasting towers, circulation letters, official correspondents, folders, mobile cars, newsletters and public relations journals 2) Model of Community Consultation and Dialogue: community forum, workshop seminar and emergency-call handling, and 3) Model of Negotiation : public reconciliation, public hearing, negotiation and community dialogue within 8 villages undertaken by Lamphaya Sub-District Administrative Organization. Finally, the proposed model of efficiency and participatory communication management must be fair and wide open in order to persuade people all walks of life to participate in the entire stage of communication threshold.

**Keywords :** Model of Communication Management, Community participation, Lamphaya Sub-District Administrative Organization

# 1. Introduction

## 1.1 Background

In order to build a strong community, one of the contributing factor to a strong community is largely depend on effective media communication which is consider as crucial aspect of to human's livelihood and society to live in coexistence. Without effective media communication, society will not exist and vice versa. Although, communication and society do coexist liken to a shadow that never had been separated. Communication has also been deployed as a tool to modernize a society to prosper in several aspects namely economic, political, society, culture and so on. Thus, enable people to perceive news that are deemed vital to their daily life, enhancing their knowledge and better understanding about the need for further development. Therefore, communication could be viewed crucial factor for social and rural development.

One of the important factor uniting the strength of the community is the sense of voluntarism in each individual living in community. People are enthusiastic to get themselves involved in what is going on in the community. They are viewed as communitarianism (1) truly instill in their heart. Putnum mentioned that those individuals are critical for harmony communication in the community as they are capable of persuading a significant number of individuals to participate in a creative thinking for the betterment of community.

Communication is the process of relaying message from sender to receiver with the intention to change certain behaviour of receiver via channel that message are able to penetrate to the receiver.

“Communication for Social Change” (2) allows social communication process to have a desired role that enables communication system designed for learning purpose to leapfrog over certain group and certain obstacles.

- Enable such communication to have an impact in tackling and changing for the better.
- Communication that is fair to every party concerned.

Communication that involved participatory approach, where receiver can engage in two way interaction and at the same time able to transform themselves into a sender whenever they wish to.

However, it is coincided with modern day reality in Thai society as people are aware of expressing their right and engage in widespread public gathering nationwide until there is an emerging wave of public sentiment on the issue of strong community and communitarianism which one can analyze that such phenomenal could stem from the following factors:

1. The trend of globalization and democratic ideology from international community that allow people to receive instant news in a wider scope and the openness of listening to the concept of freedom of speech.
2. Spillover effect from the promulgation of 1997 people drafted version.
3. The migration of resource to community due to:

3.1 Populist policy introduced by the current government such as village fund, 30 bath universal health care, one sub-district one product and also policy to promote tourism industry.

3.2 The emerging of new independent bodies as enforced by constitution such as Thai Health Promotion Foundation, National Health System Reform Office and Community Organization Development Institute (Public Organization) that fully equipped with clear-cut policy and budget to promote strong community.

3.3 The trend of reform such as health reform, educational reform, and media reform that help to foster many activities within community level and serve as a symposium for people living in the community to learn more about emerging social trend.

3.4 The trend of capitalism and mega-corporation both domestic and foreign-owned to expand their investment activity to rural community thus trigger widespread awareness among people sector especially rural residents until they had established themselves into people advocacy movement without any help from NGO. That would only happen if grassroot community is able to establish themselves to a certain degree of stability.

According to “Alternative Research Study Project : Database and Analysis” undertaken by Suchada Juckphisut and academic staffs found that group or community that deliberately want to be “intentional community” and want to collectively involve in certain kind of activities are accounted for more than 60,000 group/communities.

Professor Nithi Aiosrivong a well-recognized independent academic ever described the elements that contribute to strong community or even healthier community as followed:

- People reside in community/society are capable of integrating themselves and form up a network.
- Possess power to make a decision / get involved in problem solving process to tackle community’s problem.
- People reside in community are well-informed as various information are being digested.
- Felt the need to communicate and subsequently lead to the sense of togetherness and unity.

Base on those desired notion and limitation that has been described earlier on taking into account the growth in community process which subsequently leading to the need to “communicate” on the fact and capacity of community as well as perception and clarification both within rural community and general public. The evident can be witness in the case of community radio 148 frequency which tried to establish their own news network in the form of press release, poster, website, state performance and people news network broadcasting featuring article writing, newsletter and creative culture performance in order to echo the voice of the voiceless. We could say that it is “people media” or “alternative media” (4) trying to create news understanding and changing social perception citing that genuine development ought to come from people and that is reconstruct the community identity instead of being tarnished by mainstream network as usually occurred.

Apart from good communication, mode of effective communication will also help to promote development within community itself as reflected in research study undertaken by Chuenkamol Tipayakul (3) whose work involve the study of mode of communication among “people coffee table” popularly found in Trang province. Her research is aimed to study the pattern of communication take place among people coffee table. The outcome had shown that the pattern of communication are vary including role of dialogue, way to

dialogue, way to counter-argument amidst many speakers thus contributing to conversation, exchange of various topic of discussion such as what is happening in the community or news that take place outside the community namely political news and sport news.

What we witness was that communication could help in the creation of participatory approach and community empowerment.

Base on various research studies as above-mentioned, it helps us to understand the importance of effective management of media communication that promote community participation and help to resolve community's problem and foster community development in many aspects. Beside people participation in each community and even in rural area which being viewed as utmost important because it reflect on community healthiness and community unity, District Administrative Organization can also benefit greatly from this initiative as they can receive all sorts of information vital for formulating rural community development plan as well as human resource development utilization which could help to stimulate people participation within Lamphaya District through the management of effective utilization of communication.

## **1.2 Research Objective and Scope of Research**

### **1.2.1 Research Objective**

To study the pattern of effective management of media communication in order to encourage people participation within District Administrative Organization towards community by adopting the case study of Lamphaya District, Nakhonphathom province. The objective of this research is listed as followed:

1. To study the state of Lamphaya District Administrative Organization in the area of media communication.
2. To establish mode of effective management in media communication with the involvement of Lamphaya District Administrative Organization.

### **1.2.2 Scope of Research**

- Scope of Content: This research would cover content concerning effective management mode to encourage the involvement of Lamphaya District Administrative Organization.

- Scope of population: This research is associated with 5 groups of people: Group 1: Chief of District Administrative Organization and Deputy Chief of District Administrative Organization consist of 4 persons, Group 2: District Officials, employee and employee officer handling media communication and public relation consist of 3 persons, Group 3: Member of District Administrative Organization from 9 villages, 2 person for each village in total of 16 persons, Group 4: Village Headman from 8 villages in total of 8 persons, Group 5: Village people from 9 villages, 2 person from each village in total of 18 persons.

- Scope of Timeframe: The duration of research is 1 year starting from July 2009 to June 2010.

## **1.3 Concept Associated with Relevant Theory**

Based on the research study, it illustrated that there is a correlation between Community Theory, Community Communication, Participatory Communication and Concept of Governing Township and Lamphaya District Administrative Organization as seen in the

research study undertaken by Siwadol Thongsa-art (5) who did a research on how to handle media communication in relation with community assembly base on the case study of Nang Lerng Community which study communication process in order to handle community assembly in Nang Lerng community. The research is focused on type of media communication tool being used to induce community assembly. The research found that media communication is considered as vital tool to secure support and cooperation from the community members.

All people involved in this research unanimously agreed that media communication is a critical success factor to secure support and cooperation from the community members and subsequently develop into as community assembly. In term of information dissemination for the people living in the community, one has to identify effective types of media vehicle that suit with the community environment while also achieving best outcome. The objective of establishing community assembly, how to keep community survive amid wave of changes ought to allow community member to get together and resolve their problems with the support from government sector while also encouraging people to get involve in area of investigating the root cause of the problem and problem-shooting process as well as voice out the need of community members, brainstorming ways or design a methodology to reduce community problems and modernize the community in a creative manner to benefit the community at large. Community members should also collectively involve in policy planning, formulating work plan to lay out community projects and activities, decision making process in resource utilization for the community at large, monitoring, follow-up and evaluation and to take care of the project and activity earmarked by private and government sector to ensure sustainable benefit.

## **2. Research Methodology**

This research study has adopted the use of qualitative research technique with two implementation stages which are:

Stage 1: To study the state of media communication in Lamphaya District Administrative Organization, Banglane District, Nakhonpathom province by conducting the following activities:

1) Documentary research

By obtaining archives found in Lamphaya District Administrative Organization and other research studies.

2) In-depth interview

Conducting in-depth interview with group of people involved in the state of media communication in Lamphaya District Administrative Organization which can be divided into 5 groups as followed:

Group 1 Chief of District Administrative Organization, Assistant District Officer and Deputy Chief of District Administrative Organization in total of 4 persons

Group 2 District Officials, Staff Members and Employees that involved in handling media communication and public relation tasks in total of 3 persons

Group 3 Member of District Administrative Organization from 9 villages, 2 persons from each village in total of 16 people

Group 4 Village Headman from 8 villages in total of 8 persons

Group 5 Villagers from 9 villages, 2 persons from each village in total of 18 persons

Stage 2: Identifying effective way of managing media communication in order to create participation from Lamphaya District Administrative Organization by using the following method:

1) In-depth interview

Conducting an interview with 3 individual groups to identify effective way of managing media communication in order to create participation from Lamphaya District Administrative Organization. The interviewees are as followed:

Group 1 Member of District Administrative Organization from 9 villages, 2 persons from each village in total of 16 persons

Group 2 Village Headman from 8 villages in total of 8 persons

Group 3 Villagers from 9 villages, 2 persons from each village in total of 18 persons

Community Forum

To demonstrate effective way of managing media communication in order to create participation from Lamphaya subdistrict administrative organization, Banglane District, Nakhonpathom province.

### **3. Research implementation**

3.1 Coordinating with Lamphaya District Administration Organization prior conducting on-site data collection.

3.2 Conducting an interview with 5 individual groups such as chief, deputy chief, assistant district chief, Lamphaya district officials, member of district administrative organization, community leader, village headman and villagers in order to study the state of media communication in Lamphaya district in order to create people participation.

3.3 To analyze the state and way of effective management in media communication in order to create people participation.

3.4 Organizing community forum as to demonstrate effective way of managing media communication in Lamphaya district in order to create people participation.

3.5 Providing conclusive outcome for effective way of managing media communication in Lamphaya district in order to create people participation.

### **4. Outcome of Research Study and Argumentation**

#### **4.1 Outcome of Research Study**

The conclusions of research study in accordance to research objective are as follow:

**1. The state of media communication in Lamphaya District Administrative Organization, Banglane district, Nakhonpathom province.**

Lamphaya district administrative organization would collect information from various agencies and specified provinces that had asked Lamphaya district administrative organization to conduct public relation and disseminate information to the people and community at large. The District Administrative Organization would dispatch officer who had no knowledge of the content of the circulated official documents and official letters to distribute those documents. Moreover, District Administrative Organization also employed local officers who had long been living in Lamphaya district and familiar with his locality but lack of experience and knowledge and adequate skill on proper public relation announcement and media communication to announce news via news dissemination tower.

Once they got hold of official documents, they would tend to just read what was written in those documents without rewriting it or even simplified and analyze those contents in order to make it more interesting and easy to communicate with general community. Those news were obtained from provincial news, health news, provincial police station and school and most were official correspondents. While most of the news concerned with youth, disable person and elderly such as legal knowledge on the right to health care Access project, occupation training for elderly and youth, summer art camp and key public holiday namely father day, prominent religious day. Agriculture sector was also included for instance, growing vetiver grass to protect motherland project, the organizer would make a public announcement via community leaders who later would passed on the news to villagers, encouraging them to participate in the project. Communication channel of Lamphaya district administrative organization are 1) community leader 2) circulation of official letter 3) news dissemination tower 4) telephone and internet website. On the other hand, for the part of news receivers from Lamphaya district administrative organization who lived in 9 villages would responsible for decoding, making news content more understandable for the villagers. News decoders ought to have 5 qualification elements which are: communication skill, attitude, resourceful, social norm and culture know-how. Meanwhile, the task of district administrative organization would install suggestion boxes which only few people had shown interest in using them.

Characteristic of people participation in Lamphaya community would involve indirect participation, intensive participation, mild participation and laggard participation as above-mentioned. Those three types of characteristics were quite volatile towards the role of people in general and their interest to participate. However, majority of people can be divided into two groups which are mild participation and laggard participation. Beside that, people participation in Lamphaya district was also found to be a mixture of natural participation and persuasive participation. Therefore, the study to examine preliminary characteristic of people participation found that people who tend to get themselves involved consist of many characteristics but ratio of participation was accounted for only 60% which was very moderate level.

## **2. Mode for effective management in media communication to create people participation in Lamphaya district administrative organization, Banglane district, Nakhonpathom province**

Based on the study from research document, in-depth interview and community forum where villagers had proposed mode of effective management in media communication to create people participation in Lamphaya district, the study found that the mode of effective communication to create people participation in Lamphaya administrative organization are ranging from 1. Mode of news delivering such as community leader, news dissemination tower, circulation letter/official correspondent / news leaflet, mobile public news broadcasting, news letter and periodic magazine 2. Mode of consultation such as community assembly, seminar and workshop and emergency phone-call to executive management 3. Mode of collective problem-solving such as public arbitration, public hearing and open-minded negotiation. Those activities will make known to Lamphaya residents who live in 9 villages located in Lamphaya district. Therefore, the mode of effective management in media communication to create people participation in Lamphaya ought to be inclusive in every stage.

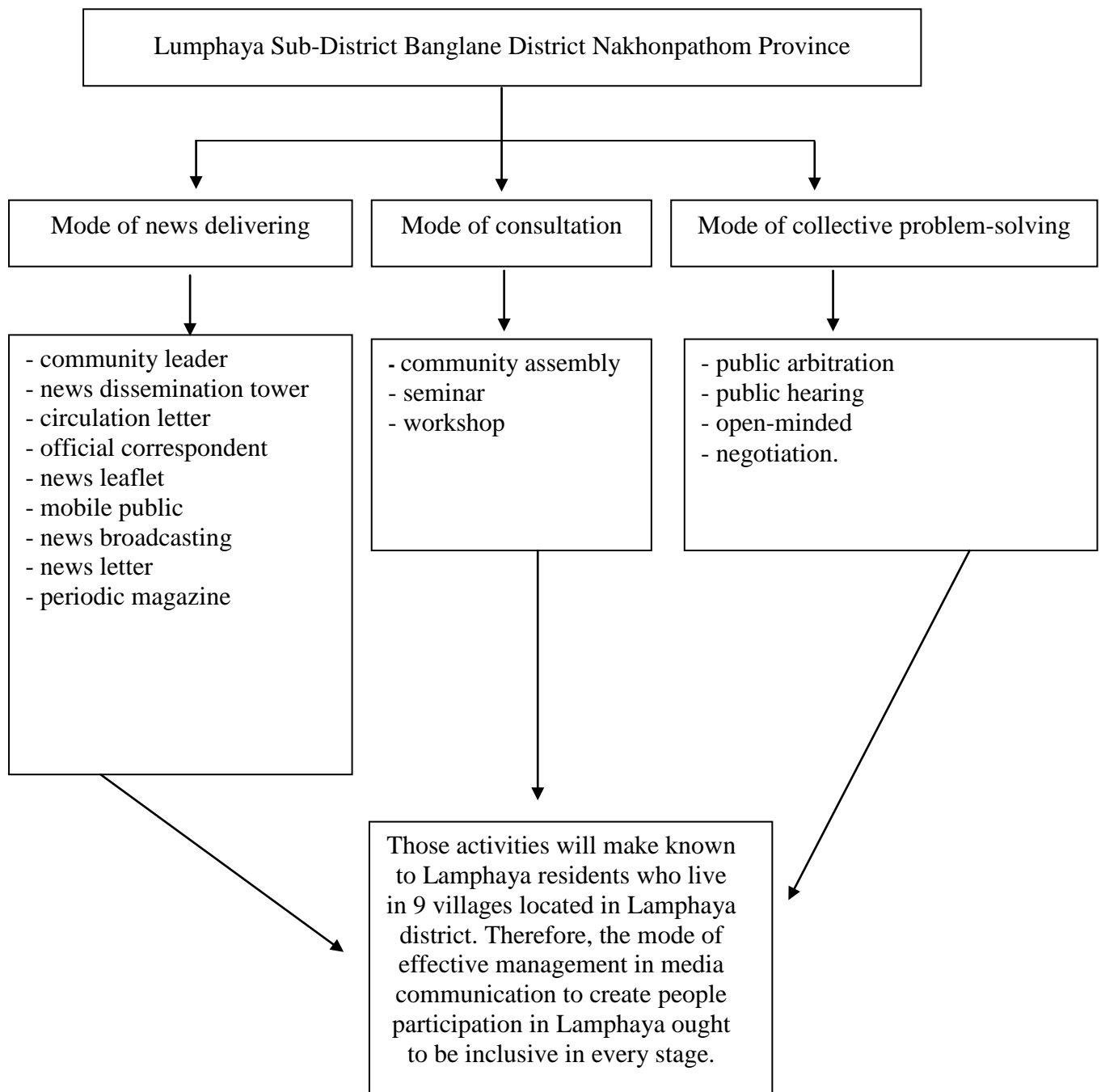
## **4.2 Outcome of Debate**

In identifying mode of effective management in media communication to create people participation in Lamphaya district in order to select suitable mean in creating people participation the outcome of the debate revealed that mode of effective communication should include mode of news delivering, mode of consultation and mode of collective problem-solving. Each mode will emphasize on communication that induce public assembly and people participation which was coincide with research study undertaken by Siwadon Thongsaard who also did a research on media communication in managing public assembly found in the case study of Nang Lerng community which elaborated on the process of formulating media communication in order to establish Nang Lerng community group. The research is aimed to study type of communication tools that induce public assembly in Nang Lerng community as everyone involve in the research had overwhelming agreed that communication tools is the key success factor in uniting and securing cooperation within the community. In the area of news dissemination to the community, one has to select appropriate means of communication to match with community environment and community's objective so that resident would receive optimal benefit. In order to keep the community stay alive amidst wave of changes, we had to allow residents in respective community to establish problem-solving ad hoc with support rendered from the government while also encouraged community members to participate in identifying root cause of the problem and community's requirements so that creative idea could be generated to benefit the community at large. Community members can also get themselves involved in brainstorming session in term of policy and project formulation as well as decision-making process in term of how could resource constrain can be utilized to benefit community while community member can also help to tackle community's problem. Monitoring, projects and activities follow-up, project and activities evaluation process and well-maintenance of existing project and activities created by the community with the assistance from private and government sector is also important to ensure sustainability of the project and activities created.

The above-mentioned was very consistent with theoretical concept researcher had explored and studied for instance: Communication Theory, Community Communication, Participatory Communication and Concept of Governing Regional Administrative and District Administrative Organization within Lamphaya District, Nakhonpathom province.

Base on the conclusion made earlier, researcher is able to say that the process of administrating media communication and communication channel are able to reach out to the village headman who is on the other hand also taking a role of Opinion Leader and capable of stimulating people participation significantly which coincided with Two-Step Flow Communication Theory in term of opinion leader.





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However, Lamphaya district administrative organization should also try to explore other means of communication channel in order to enhance further effective management in media communication including increasing more communication frequency and also need to prove that participation is made of getting into a group with the aim to improve rural development and uplifting living quality in the community for better future. People concerned have to use content of the news to motivate people's inner incentive as much as it takes apart from using media to stimulate external factor which ranging from having faith in community leader, dissatisfy with surrounding environment and interest orientation minded.

## **5. Research Conclusion and Recommendations**

### **5.1 Research Conclusion**

The state of media communication in Lamphaya district is mostly in the form of one way communication. The type of people participation in Lamphaya district can be classified into 2 main groups which are: inactive participation and laggard participation. However, the kind of research study on basic type of participation found out that people could get involved in many type of participation but the rate of ratio for participation was only 60%, reflecting median range.

In order to improve effective media communication to create people participation in Lamphaya district was that Lamphaya district should adopt the following modes 1. Modes of news dissemination involving the use of village headman, news disseminating tower, circulation letter/official correspondent/leaflet, mobile car, news letter and public announcement periodic 2. Modes of consultation involves community forum, workshop&seminar and urgent phone-call to executive management 3. Modes of negotiating common solution involves public arbitration, public hearing and negotiation & dialogue and direct communication to resident in Lamphaya district living in 9 villages. Therefore, the mode of administrating people participation to enhance effective management in media communication in Lamphaya district ought to urge people to get themselves involved in every stage of people participation.

### **5.2 Recommendations**

1. Although Nakhonpathom province is located nearby Bangkok metropolitan but still quite far from Nakhonpathom Rajabhat University thus resulting in researcher and research staffs had to spend a lot of time to get themselves acquaint with resident in Lamphaya district.
2. As the timing of budget approval fell in between transitional period of undergraduate students third year and fourth year whereby those students had to spend significant amount of time in their studies and spent less time in this research study, leaving teachers who serve as research project advisory to shoulder heavy burden of doing most of the research.
3. There should be a degree of consistency in providing financial support for this study research so that designated zone or previous target group can be further reexamine to ensure project sustainability since researcher and research staff had already familiarized with local resident in Lamphaya district, it would be very easy for them to absorb real

cause of community's problem and find way to eradicate those problems in an effective manner.

4. Nakhonpathom Rajabhat University should provide funding to teacher in the area of conducting research study nearby university's proximity or within Nakhonpathom province itself.

5. Government should provide assurance to general public that budget disbursement would be fairly distributed to district administrative organization, community and people all walks of life.

## **6. Acknowledgement**

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