

Local Political Communication in the Administrative District of Sanom Subdistrict, Sanom District, Surin Province

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Abstract

Introduction: This research aims to study the level of local political communication in the administrative district of Sanom Subdistrict, Sanom District, Surin Province, to compare local political communication based on individual demographic factors, and to propose approaches for improving local political communication in this area.

Methodology: The study was conducted with a sample of 360 individuals. The statistical methods used for data analysis included frequency, percentage, mean, and standard deviation (S.D.), as well as t-test, one-way ANOVA, and post hoc pairwise comparison using the LSD method.

Results: The findings revealed that the overall level of local political communication in the administrative district of Sanom Subdistrict, Sanom District, Surin Province, was high across all aspects. When analysed by specific aspects, the most prominent aspect was political communication practices, followed by the benefits of political communication, participation in political communication, implementation of political communication, and political communication promotion, respectively. Furthermore, the comparison of local political communication across different demographic factors, including gender, age, occupation, educational level, and residence, indicated no significant differences in political communication participation among the residents of the administrative district of Sanom Subdistrict, Sanom District, Surin Province.

1. Introduction

Since the world has entered the digital era, communication has had to adapt its tools to keep pace with the times and societal trends to spread information to as many people as possible. At the same time, citizens can disseminate news via various communication tools available in today's era, namely the Internet. Citizens can be both recipients and senders of messages to those in political roles. "Ordinary citizens who have not been trained to be professional journalists can still use modern technological tools, including the internet, to create, argue, or verify information from the media on their own." Political communication conveys information for spoken words, text, symbols, and images from those in political roles to the public so that the public is informed about what the government plans or is expected to comply with the government's wishes. Meanwhile, in a democratic society, citizens can communicate with the government to express their needs through various communication tools. Communication is essential in the political process because politics involves building relationships with people. Communication is needed to exchange attitudes and thoughts between politicians and the public, particularly in the current era where people are educated and possess diverse ideas and perspectives. Hence, it is necessary to utilize communication formats in political discourse. Previously, Wisuttho (2022) found that political communication merges advertising with political messages and discourse. There are numerous varieties of political communication. It serves as a tactical instrument for political transformation. Hongsoong et al. (2023)

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used social media to communicate with each other to invite people to participate in politics. Moreover, Mahasook (2022) found that the blending of traditional media and modern media will continue to be a vital element of political communication in Thailand. New media, or social media, cannot replace traditional media in the realm of political communication in Thailand anytime soon because of the varying preferences of Thai audiences. Nevertheless, it is anticipated to grow in importance and act as a key factor in reaching new audiences in virtual environments, thereby functioning as a main instrument to improve opportunities and broaden communication avenues for those sending messages. Phatarametravorakul et al. (2022) said that effective use of the communication process during the election campaign relies on essential communication.

Therefore, the research studied local political communication in the administrative district of Sanom Subdistrict, Sanom District, Surin Province. To find a solution for improving local political communication and creating understanding among people in the community's administrative district of Sanom Subdistrict area.

2. Research Objectives

1. To study the level of local political communication in the administrative district of Sanom Subdistrict, Sanom District, Surin Province.
2. To compare local political communication based on individual demographic factors.
3. To propose approaches for improving local political communication in the administrative district of Sanom Subdistrict area.

3. Conceptual Framework

The conceptual framework for the research as Figure 1.

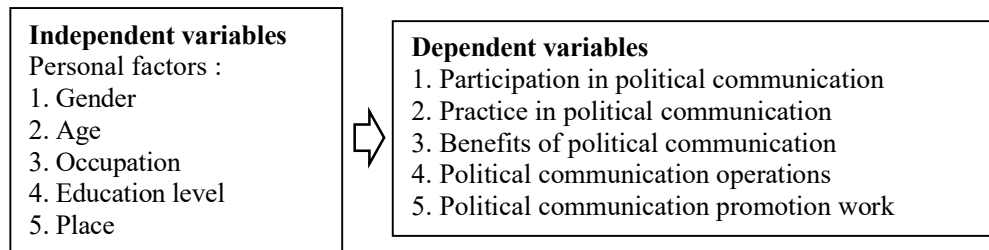


Figure 1. Conceptual Framework

4. Literature Review

Sengking (2017) conducted a study on political participation at the local level of the people in the Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province. The study aimed to investigate the local political involvement of the residents in the Nong Mai Daeng Subdistrict Municipality and to compare the local political participation of the people based on gender, age, education level, income, and occupation using a sample size of 380 people. The statistical methods used for data analysis included frequency, percentage, mean, standard deviation (S.D.), t-test, one-way ANOVA, and post hoc tests using the LSD method. The results indicated that the overall local political participation of the residents in the Nong Mai Daeng Subdistrict Municipality was at a high level across all aspects. When analyzed by individual areas, it was found that participation in local political changes had the highest average, followed by participation in political struggles and interests, respectively. Furthermore, the comparison of local political involvement of the people in the Nong Mai Daeng Subdistrict Municipality based on gender, age, education level, occupation, and income showed that residents with varying genders, ages, education levels, occupations, and incomes did not have significant differences in their local political participation at a statistical significance level of .05.

Nontachit & Koklang (2022) studied local political communication in the digital era and its role in promoting political participation among the younger generation in higher education in Surat

Thani province. The objective was to examine the extent to which digital local political communication impacts local political participation and to explore the relationship between the role of digital local political communication and the behavior of local political participation among the young generation, seeking ways to stimulate their engagement through mass media mechanisms in digital local political communication. The quantitative research involved a sample of 1,077 people, while the qualitative research included 16 participants. Data analysis relied on statistical methods such as frequency, percentage, mean, standard deviation, canonical correlation analysis, and path modelling. The findings revealed that: 1) The role of digital local political communication among the university-level youth in Surat Thani province was found to be significantly high, especially in terms of suggesting local political opinions, serving as a mediator between local politicians and the public, disseminating local political news, and providing political knowledge related to the local context. 2) The level of local political participation among university-level youth was also significantly high, particularly in behaviors related to changing local political views, developing interest in politics, and participating in monitoring and evaluating public affairs. 3) Digital local political communication had a moderate relationship with local political participation, where the roles of enhancing local political development, disseminating local political news, and expressing local political opinions were associated with behaviors of developing political interest, participating in decision-making on public affairs, and changing local political views. 4) Aspects of digital local political communication related to disseminating political news and political development served as factors promoting local political participation: 4.1) Participation through initiating interest in local politics to follow up on news regarding local administrative organizations, and 4.2) Participation in decision-making on local public affairs concerning information about meetings for local development planning and engaging in decision-making on issues that the community desires for local development.

Khotwong et al. (2022) studied the communications to build political popularity for a candidate to the position of chairman of Dong Chon Sub-district Administrative Organization, Sakon Nakhon Province. The findings indicated that 1) the communication process included (a) message senders, who were credible individuals and ideological leaders, such as the candidate himself, members of the communications team, kumnan and village headmen, community leaders, public health volunteers, and religious leaders; (b) the content of the messages primarily revolved around the candidate's ideals, background, leadership abilities, plans for local development, and management approach; (c) the channels of communication were a varied assortment of mixed media, including personal media, print media, signage, websites, and online platforms like the Dong Chon Sub-district Huggana website, the Dong Chon Sub-district Line group, neighborhood Line groups, and YouTube; (d) the message recipients were individuals who could sway voting behavior, encompassing kumnan, village headmen, community leaders, public health volunteers, religious leaders, journalists, and various citizens; (e) the intended outcomes of communication aimed for the candidate to establish a positive image, gain trust from people, align them with his ideals, concepts, vision, and local development plans, and for the target groups to serve as a network to bolster his campaign.

5. Research Methodology

1. Research design

The research on political communication at the local level in the Sanom Subdistrict Administrative Organization, Sanom District, Surin Province, is a mixed-methods research (Mixed Methodology) that combines quantitative research and qualitative research. The findings from each methodology are then integrated in the final stage.

2. Population and sample.

2.1 The quantitative research uses a questionnaire as a tool to collect data from the sample group, which consists of residents living in the area of the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province.

1. The population used in this research consists of residents living in the area of the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province, with a total population of 3,637 people, divided into 1,787 males and 1,850 females.

2. The sample group used in this research consists of residents living in the area of the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province. A stratified

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random sampling method was employed to determine the sample size using Taro Yamane's formula (Yamane, 1967) at a confidence level of 95% and a margin of error of 0.05%. The sample group totals 360 individuals. After determining the sample size, the research performed random sampling of the population within 12 villages in the Subdistrict Administrative Organization of Sanom using proportional stratified random sampling.

2.2 The qualitative research collected data from five key informants through in-depth interviews, utilizing purposive sampling. Additionally, documentary research was conducted to analyze and synthesize related studies in three areas: 1. The behavior of local political participation among residents in the Subdistrict Administrative Organization of Sanom. 2. Public opinions on developing local political communication and participation in the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province. 3. Approaches to local political communication and participation among residents in the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province.

3. Research Instruments

The instruments used for data collection are classified according to the research methodology as follows:

3.1 Questionnaire on General Information

The instrument used for quantitative research is a questionnaire regarding local political participation in the area of Sanom Subdistrict Administrative Organization, consisting of one version divided into three sections as follows:

- Section 1 is a checklist concerning general information about the respondents, which includes 5 multiple-choice variables: gender, age, occupation, education level, and residence.

- Section 2 focuses on the guidelines for developing local political communication participation of citizens in the Sanom Subdistrict Administrative Organization, Sanom District, Surin Province. The questions are rated on a 5-point scale, consisting of 5 items with the following details:

1. Participation in political communication: 7 items
2. Practices in political communication: 7 items
3. Benefits of political communication: 7 items
4. Implementation of political communication: 7 items
5. Promotion of political communication: 7 items

The questionnaire concerning local political communication participation in Surin Municipality follows the rating criteria as follows: Highest level: 5 points, High level: 4 points, Moderate level: 3 points, Low level: 2 points, Lowest level: 1 point

- Section 3 consists of open-ended questions regarding additional suggestions concerning local political communication participation in the Sanom Subdistrict Administrative Organization, Sanom District, Surin Province.

3.2 Instruments for Qualitative Research

Includes a structured interview regarding local political communication participation in the Sanom Subdistrict Administrative Organization, Sanom District, Surin Province, consisting of 3 sections as follows:

- Section 1: General information about the respondents
- Section 2: Participation in local political communication of citizens in the Sanom Subdistrict Administrative Organization
- Section 3: Suggestions for improvement

4. Development of Data Collection Instruments classified according to research methodology as follows:

4.1 The questionnaire regarding general information about local political communication participation of citizens in the Sanom Subdistrict Administrative Organization involves the following steps to ensure the quality of the questionnaire in terms of accuracy, validity, and reliability:

1. Review relevant documents to guide the development of the questionnaire.
2. Find the Index of Congruence (IOC) to ensure the accuracy of the instrument. The research seeks assistance from experts to provide opinions and review the questionnaire.
3. Check content validity and revise according to experts' recommendations.

4. Use the experts' evaluation results to calculate the index of congruency between the questions and the definitions, selecting questions with an IOC value of 0.50 and above for use, while also adjusting the language to ensure clarity and effective communication.

4.2 Structured Interview

1. Define interview objectives based on research purpose.
2. Create the interview instrument by establishing topics for discussion and organizing the components of the interview into 3 sections:

- Section 1: General information about the respondents
- Section 2: Participation in local political communication in the Sanom Subdistrict

Administrative Organization

- Section 3: Additional suggestions for improvements

3. Present the developed interview format to three experts to verify its accuracy and appropriateness.

4. Revise the interview based on the experts' feedback.

5. Prepare the interview format, recording sheets, and audio and still photography equipment for use during the interview process.

5. Data collection

The data collection process is classified according to research methodology as follows:

5.1 Data collection for quantitative research consists of the following steps:

1. The researcher sends a letter to the head of the Political Science Program at Surin Rajabhat University to request a letter to the respondents, who are the citizens in the area of the Sanom Subdistrict Administrative Organization, Sanom District, Surin Province.

2. The researcher collects the questionnaires, with the researcher personally administering the survey.

3. During the data collection, the researcher distributed 360 questionnaires, of which 360 completed and returned questionnaires were received, accounting for 100 per cent.

5.2 Data collection for qualitative research consists of the following steps:

1. In-depth interviews have the following procedures:

1.1 The researcher schedules the date, time, and location with each interviewee individually.

1.2 Conducting individual in-depth interviews while recording audio and video during the interviews.

2. Documentary research includes:

2.1 Studying, analyzing, and synthesizing current research related to three main topics: 1) General information about the respondents, 2) Guidelines for enhancing public participation in local political communication in the Sanom Subdistrict Administrative Organization, Sanom District, Surin Province, and 3) Recommendations for enhancing public participation in local political communication in the Sanom Subdistrict Administrative Organization, Sanom District, Surin Province.

2.2 Summarizing the findings of each topic.

6. Data Analysis

1. Quantitative data analysis involves analyzing data with descriptive statistics, including the mean (\bar{x}) and standard deviation (S.D.). The average score criterion is as follows:

4.51 – 5.00 indicates the highest level.

3.51 – 4.50 indicates a high level.

2.51 – 3.50 indicates a moderate level.

1.51 – 2.50 indicates a low level.

1.00 – 1.50 indicates the lowest level.

2. Qualitative data analysis is conducted as follows:

2.1 Transcribe the individual interviews verbatim in detail, sentence by sentence, and print them categorized by individual.

2.2 Analyze each person's responses.

2.3 Prioritize the responses for each issue to synthesize a comprehensive answer. The response with the most common answers is considered the most important.

6. Results

6.1 Findings from the Research on Basic Information Regarding Participants.

The research on the basic details of the respondents revealed that most individuals in the Sanom Subdistrict Administration Organization area, Sanom District, Surin Province, who answered the questionnaire were female, making up 63.55%. The majority were between 51 and 60 years old, making up 24.44%. Most were engaged in general labor, making up 37.50%. The majority held an associate degree or its equivalent, making up 25.00%. The majority resided in private place, making up 55.00%.

6.2 Findings of the Research on Local Political Communication Engagement among Residents in the Sanom Subdistrict Administration Organization Area.

It was discovered that the involvement of the residents in local political communication within the Sanom Subdistrict Administration Organization area, Sanom District, Surin Province, was generally at a high level across all aspects (Mean = 4.23, S.D. = 0.44). When categorized by aspect, it was discovered that the practice of political communication achieved the highest average score, coming in first (Mean = 4.43, S.D. = 0.55), followed by the advantages of political communication (Mean = 4.34, S.D. = 0.83), engagement in political communication (Mean = 4.18, S.D. = 0.53), the execution of political communication (Mean = 4.13, S.D. = 0.43), and the advancement of political communication (Mean = 4.05, S.D. = 0.56).

6.3 Average and Standard Deviation of Community Involvement in Local Political Communication within the Sanom Subdistrict Administration Organization Area Concerning Political Communication Activities

It was discovered that the community's involvement in local political communication within the Sanom Subdistrict Administration Organization area concerning political communication practices was at a very high level for 1 item and at a high level for six items. The three highest averages were related to having experience in engaging in political activities (e.g., meetings, rallies), keeping up with and reading political news, and checking the accuracy of political information encountered before sharing or commenting (Mean = 4.53, 4.49, and 4.45; S.D. = 0.63, 0.58, and 0.66).

6.4 Average and Standard Deviation of Local Political Communication Engagement of the Community in the Sanom Subdistrict Administration Organization Area Concerning the Advantages of Political Communication

It was observed that the involvement of the community in local political communication within the Sanom Subdistrict Administration Organization area concerning the advantages of political communication was extremely high for 1 item and high for six items. The three highest averages indicated that engaging in political communication boosts chances for participating in political activities (e.g., elections, meetings, referendums), keeping up with political news improves insights and comprehension of political matters, and political communication aids in fostering positive connections or networks with similar individuals or groups (Mean = 4.53, 4.45, and 4.38; S.D. = 0.63, 0.67, and 0.71).

6.5 Average and Standard Deviation of Local Political Communication Engagement of Residents in the Sanom Subdistrict Administrative Organization Area Concerning Political Communication Execution

It was discovered that the residents of the Sanom Subdistrict Administration Organization region had a high level of involvement in local political communication concerning the implementation of political communication across all aspects. The three highest averages involved utilizing channels or platforms for obtaining political news and information, checking the credibility of political information found in the media before sharing or commenting, and engaging in political activities (e.g., rallies, meetings, referendums) (Mean = 4.38, 4.22, and 4.12; S.D. = 0.42, 0.46, and 0.48).

6.6 Average and Standard Deviation of Local Political Communication Engagement of the Residents in the Sanom Subdistrict Administration Organization Area Concerning Initiatives to Enhance Political Communication

It was discovered that the involvement of the local population in political communication within the Sanom Subdistrict Administration Organization area concerning initiatives to enhance political communication was significant across all aspects. The three highest averages indicated that

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fostering political communication in educational institutions like schools or universities is vital for a robust democracy, that collaboration between civil society organizations and the government greatly enhances political communication, and that channels or media are essential in promoting political communication (Mean = 4.22, 4.18, and 4.12; S.D. = 0.64, 0.68, and 0.64).

4.7 Outcomes of the Study Analyzing Participation in Local Political Communication Among Residents in the Sanom Subdistrict Administration Organization Area Categorized by Demographic Factors.

The result as shown in Table 1. to Table 5.

Table 1. Comparison of local political communication participation of people in the subdistrict administrative organization of Sonom, Sonum District, Surin Province, classified by gender (n=360)

Political communication participation	Gender	n	Mean	S.D.	t	Sig.
Total	Men	152	4.25	0.52	-.192	.361
	Women	208	4.29	0.48		

From Table 1., the comparison of the participation in local political communication of the people in the area of the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province, classified by gender, shows that the citizens in Surin Municipality, Mueang Surin District, Surin Province, regardless of gender, have similar levels of participation in local political communication.

Table 2. compares the participation in local political communication of the people in the area of the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province, classified by age (n=360).

The source of variance	df	SS	MS	t	Sig.
Between Groups	5	.55	.14	.552	.691
Within Groups	354	93.73	.25		
Total	354	94.28			

From Table 2, the comparison of local political communication participation among the people in the Sanom Subdistrict Administrative Organization area, Sanom District, Surin Province, categorized by age, shows that the people in this area, regardless of their age differences, have similar levels of participation in local political communication.

Table 3. compares the participation in local political communication of the people in the area of the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province, classified by occupation (n=360).

The source of variance	df	SS	MS	t	Sig.
Between Groups	5	.71	.17	.712	.582
Within Groups	354	93.58	.25		
Total	354	94.28			

From Table 3., the comparison of local political communication participation among the people in the Sanom Sub-district Administrative Organization, Sanom District, Surin Province, categorized by occupation. (n=360).

Table 4. compares the participation in local political communication of the people in the area of the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province, classified by education level (n=360).

The source of variance	df	SS	MS	t	Sig.
Between Groups	5	2.78	.46	1.491	.081
Within Groups	354	91.51	.24		
Total	354	94.28			

From Table 4., the comparison of the local political communication participation of people in the Sanom Subdistrict Administrative Organization area, Sanom District, Surin Province, classified by education level, shows that citizens in the Sanom Subdistrict Administrative Organization area, Sanom District, Surin Province, with different education levels, do not differ in their participation in local political communication.

Table 5. compares the participation in local political communication of the people in the area of the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province, classified by place (n=360).

The source of variance	df	SS	MS	t	Sig.
Between Groups	5	2.78	.46	1.491	.081
Within Groups	354	91.51	.24		
Total	354	94.28			

From Table 5., comparing the participation in local political communication among the people in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province, classified by place, it was found that the population in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province, with different places, showed no significant difference in their participation in local political communication.

7. Conclusion

From the research on the participation in local political communication in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province, several important issues can be concluded as follows:

1. The findings from the study on local political communication among citizens in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province revealed that most respondents to the questionnaire were female, accounting for 63.55%. The majority were aged 51-60 years, representing 24.44%. Most were employed as general laborers, making up 37.50%, and the majority had an associate degree or equivalent, accounting for 25.00%. Most resided in private homes, comprising 55.00%.

2. The findings from the study on local political communication among citizens in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province indicated that the overall local political communication of the citizens was at a high level (Mean = 4.23, S.D. = 0.44). When categorized by aspect, it was found that the practice of political communication had the highest average rating, ranking first (Mean = 4.43, S.D. = 0.55), followed by benefits of political communication (Mean = 4.34, S.D. = 0.83), participation in political communication (Mean = 4.18, S.D. = 0.53), implementation of political communication (Mean = 4.13, S.D. = 0.43), and activities promoting political communication (Mean = 4.05, S.D. = 0.56). The aspects are as follows:

2.1 Regarding the practice of political communication, there was one aspect rated the highest, and six aspects rated as high. The top three highest averages were: participation in political activities (e.g., meetings, protests), following and reading political news, and verifying the accuracy of political information before sharing or commenting (Mean = 4.53, 4.49, and 4.45; S.D. = 0.63, 0.58, and 0.66).

2.2 In terms of the benefits of political communication, there was one aspect rated the highest and six rated as high. The top three highest averages were: participation in political

communication increasing opportunities to partake in political activities (e.g., elections, meetings, referendums), following political news leading to greater knowledge and understanding of politics, and political communication facilitating the establishment of good relationships or networks with like-minded individuals or groups (Mean = 4.53, 4.45, and 4.38; S.D. = 0.63, 0.67, and 0.71).

2.3 Regarding the implementation of political communication, all aspects were rated high, with the three highest averages being: using channels or platforms to receive political information and news, verifying the accuracy of political information encountered in the media before sharing or commenting, and participating in political activities (e.g., meetings, protests, referendums) (Mean = 4.38, 4.22, and 4.12; S.D. = 0.42, 0.46, and 0.48).

2.4 Concerning activities promoting political communication, all aspects were rated high, with the three highest averages being: promoting political communication in schools or universities being important for building a strong democracy, collaboration between civil society organizations and the government in promoting political communication being highly beneficial, and channels or media playing a crucial role in promoting political communication (Mean = 4.22, 4.18, and 4.12; S.D. = 0.64, 0.68, and 0.64).

3. The study comparing the local political communication among citizens in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province, classified by personal factors, found that citizens with different genders, ages, occupations, levels of education, and place had no significant difference in their participation in local political communication.

4. The study's recommendations for developing local political communication among citizens in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province include:

4.1 Organizing workshops to provide knowledge and understanding of the rights and roles of citizens regarding local governance as per constitutional law.

4.2 Campaigning for increased engagement with news through said media, starting with community radio, which is closest to local citizens.

4.3 Establishing a working committee from the local administrative organization to create a system and be responsible for disseminating political governance information to ensure that citizens are well-informed.

8. Discussion

The study of the political communication data at the local level of the people in the area of the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province found that the political communication at the local level of the people in the area of the Subdistrict Administrative Organization of Sanom, Sanom District, Surin Province is overall at a high level. When categorized by aspect, it was found that the practice of political communication had the highest mean score, ranking first, followed by the benefits of political communication, participation in political communication, the implementation of political communication, and the promotion of political communication. This may be because the people in the community are engaged in collaborative efforts that demonstrate a desire to achieve common economic and social goals, to influence political power, whether directly or indirectly, or to take actions that impact economic and political power. Improving social status within community groups is a process that collects public concerns, needs, and values into the decision-making process of both government and private sectors. It is a two-way communication and an intentional interaction aimed at better decision-making that is supported by the public. This is consistent with the research of Jamkrajang & Santivarangkna (2016), which revealed that exposure to political and mass media positively influenced people's political attitudes, interests, and knowledge. Engagement with political, personal, and social media online positively influenced people's political knowledge, leading to changes in political attitudes, knowledge, and interests.

The results of studying the comparison of political communication at the local level among the people in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province, classified by personal factors, can be discussed as follows:

1. People in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province, with different genders have opinions on local political communication that

are not significantly different. This is because both males and females can express themselves and participate in political activities, depending on each individual's political interests. This is also consistent with the research of Pothisook (2016) who studied local political participation of citizens focusing specifically on the case of Chang Phueak, Muang District, Chiang Mai Province, and found that the gender of citizens did not differ in local political participation.

2. People in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province, with varying ages have opinions on local political communication that are not significantly different. This is because citizens of different ages have opportunities to participate in local political communication, whether it involves expressing opinions or following local political news that is important for local development. This is also consistent with the research of Phasugo (2016), which found that people of different ages have opinions on participation in democratic politics in Ratana Buri District, Surin Province that are not significantly different.

3. People in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province, with different occupations have opinions on local political communication that are not significantly different. This is because citizens with different occupations have opportunities to participate in local political communication, whether it is through expressing opinions or following local political news that is important for local development. However, this does not align with the research carried out of Phasugo (2016), which found that people of different occupations have opinions on participation in democratic politics in Ratana Buri District, Surin Province that are not significantly different.

4. People in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province, with varying levels of education have opinions on local political communication that are not significantly different. This is because citizens with different educational levels have opportunities to engage in local political communication, whether through expressing opinions or following important local political news that is relevant for local development. This is consistent with the research conducted of Phasugo (2016), which found that people of different education levels have opinions on participation in democratic politics in Ratana Buri District, Surin Province that are not significantly different. While the research of Pothisook (2016) found that opinions on participation in Tambon Chang Phueak, Muang District, Chiang Mai Province was different.

5. People in the area of the Sub-district Administrative Organization of Sanom, Sanom District, Surin Province, with different residential areas have opinions on local political communication participation that are not significantly different. This is because citizens residing in different areas have similar opportunities to engage in local political communication, whether it is through expressing opinions or following important local political news that is significant for local development. This is consistent with the research conducted of Phonok & Thongchan (2016) found that the opinions on political participation of people in Khwao Rai Sub-district Administrative Organization, Nachueak District, Maha Sarakham was not different.

9. Recommendation

9.1 Recommendations for Implementing Research Findings

1. Local administrative organizations should continuously publicize local political issues to raise public awareness and encourage increased public interest and participation in politics.

2. Local administrative organizations should hold political activities or forums to provide opportunities for the public to receive information and learn about various operations of local political platforms that affect the people in the area.

3. Local administrative organizations should have communication strategies aimed at fostering understanding and acceptance within local agencies and communities, such as demonstrating neutrality in publicizing local policies, creating easily understandable and beneficial content, or organizing activities that connect with the communicated content.

4. Local administrative organizations should develop communication strategies to promote engagement by linking to activities or projects that the community can have a stake in, thereby

providing opportunities for citizens to participate in decision-making or problem-solving in their own communities.

9.2 Recommendations for Future Research

1. Research should promote studies on ways to make local political information more accessible to the general public, particularly for groups struggling to access information.

2. Research should encourage studies on how to create communication strategies that enhance knowledge and public acceptance of participation in local political matters, how to build engaged communities, how to advocate for local political justice, how to create connections between policies and local practices to foster political participation, and how to establish effective and impactful communication to enhance local political engagement.

3. Research should promote studies on developing innovative communication methods that can help facilitate effective local political engagement.

4. Research should encourage studies on how to analyze the impact of communication strategies on local political participation and their effects on local society and economics.

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