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The Innovation Journal of Digital Technologies, Education, Social Sciences has the objectives to be a platform for sharing knowledge, viewpoints, and experiences between researchers, academics, students, and the wider community and to distribute high-quality research studies, scholarly works, and academic papers in relevant areas. The journal scopes include Innovation, Digital Technology, Education, Social Sciences, and other related work. The publication schedules include two issues: issue 1— January to June and issue 2— July to December. The journal accepted for publication two types of article Types: Research articles and Academic articles with English language.

This issue in Vol. No.2 July to December 2024 included five article as follows:

1. Political Participation of the People at Ban Ta Muen, Ram Subdistrict, Mueang Surin District in Surin Province.
2. Sustainable Community Development: A Case Study of Khwaosinrin Community, Khwaosinrin Sub-district, Khwaosinrin District in Surin Province.
3. Local Political Communication in the Administrative District of Sanom Subdistrict, Sanom District, Surin Province.
4. Population and Political Participation in Ban Kok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province.
5. Guidelines for Developing Political Participation of People in Ban Nong Khean, Nong Phai Lom Subdistrict, Samrongthap District, Sarin Province.

The editorial board genuinely wishes that the articles featured in the Innovation Journal of Digital Technologies, Education, Social Sciences will serve as a resource for academic knowledge for researchers, scholars, and the general public, fostering the advancement of educational endeavors, the generation of Innovation, Digital Technology, Education, Social Sciences, and contributing to the sustainable development of the society of nation and international onwards.

Dr. Wijitra Potisarn
Editor-in-Chief

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Political Participation of the People at Ban Ta Muen, Ram Subdistrict, Mueang Surin District in Surin Province

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Abstract

Introduction: This research aimed to 1) study the level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province; 2) compare the political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, and 3) present the guidelines for developing political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province.

Methodology: The research used a quantitative research model. The sample group consisted of 154 people from Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, selected using a multi-stage sampling method. A questionnaire was used to collect data, with a reliability value of 0.848 for the entire questionnaire. The statistics used for analysis included frequency, percentage, mean and standard deviation, t-test, and One-way ANOVA. In the case of statistically significant differences using Least Significance Difference, and the statistical significance level used in this analysis was set at .05.

Results: The results of the research found that: 1. The level of political participation of the people in Ban Ta Meun, Ram Subdistrict, Mueang Surin District, Surin Province. Most respondents were female, 84 people or 54.5 per cent. Most were 61 years old or over, 48 people or 31.2 percent. Most had primary education levels 4 - 6, 91 people or 59.1 percent. Most of them were farmers, 110 people or 71.4 percent. The average monthly income of the sample group was less than 5,000 baht, 80 people or 51.9 percent, respectively. The overall political participation of the people of Ban Ta Meun, Ram Subdistrict, Mueang Surin District, Surin Province, was moderate ($\bar{x} = 3.15$, S.D. = 0.360). When considering each aspect, it was found that there was one aspect at a very high level, one at a moderate level, and one at a low level. 2. The results of the comparison of the level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, classified by personal factors, found that the sample population with different genders had no different levels of political participation, so the hypothesis was rejected. The sample population with different ages had different levels of political participation, so the hypothesis was accepted with statistical significance at the 0.05 level. The sample population with different education levels had no different levels of

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political participation, so the hypothesis was rejected. The sample population with different occupations had no different levels of political participation, so the hypothesis was rejected. 3. Guidelines for developing political participation of people in Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, by separating each aspect, found that in terms of expressing interest in politics, 40.0 percent of the sample group of people suggested that political information should be distributed to the public to be more informed and that news should be followed from reliable sources to make decisions with political information. Regarding exercising the right to vote, 40.0 percent of the sample group suggested that the public should participate in selecting or selecting good leaders to develop the country. Finally, regarding providing and receiving political information, 40.0 percent of the sample group suggested that the public obtain more precise and accurate information.

1. Introduction

The 2017 Constitution of the Kingdom of Thailand, Section 20, Chapter 3, Rights and Freedoms of the Thai People, Article 41, states that "Persons and communities shall have the right to (1) be informed of and access public information or news in possession of government agencies as prescribed by law, (2) submit complaints to government agencies and be informed of the results of the consideration promptly, and (3) sue government agencies for liability due to the actions or omissions of civil servants, officers or employees of government agencies." Chapter 5, Duties of the Thai People, Section 50 (7), states, "To exercise the right to vote or vote in a referendum independently, with the overall benefit of the country as the main priority." This is in line with Chapter 16 on national reform, Section 258 (1), which focuses on enabling people to participate in political activities, scrutinize the exercise of state power, ensure that people have correct knowledge and understanding of the democratic regime with the King as Head of State, know how to accept different honest political opinions and emphasize that people exercise their rights to vote and vote in a referendum independently. (The Constitution of the Kingdom of Thailand, B.E. 2560., 2017) is related to the 20-year National Strategy 2018-2037, which focuses on the participation of the public in the policy process and various decisions of the government sector, using the mechanism of monitoring and listening to the opinions of the public. Political participation is also linked to the development of the potential of the public in terms of political education, supporting information literacy, and promoting good social consciousness (National Strategy Secretariat Office, n.d.), leading to the promotion of increased awareness of political participation so that the public can participate in national development, focusing on political participation by expressing political ideas or being a part of the campaign to exercise their right to vote, following political news, receiving and providing political information to others, and participating in the monitoring of the use of power by government agencies.

From the review of literature related to political participation, it was found that the political participation of the majority of people has been studied in 4 main aspects: 1) elections, 2) following political news, 3) political expression, 4) political parties (Chantana et al., 2021). Similarly, the study of political participation of undergraduate students at Maha Sarakham University studied five aspects: 1) providing and receiving information, 2) participating in political campaigns, 3) exercising the right to vote, 4) expressing interest in political activities, 5) participating in political movements (Pangsakunyanon, 2018). It also found that there were studies on The local political participation of people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, which was studied in 3 aspects: 1) Political interest, 2) Participation in local political change, 3) Participation in political struggle (Sengking, 2017). Therefore, the research team synthesized into a study framework of 3 issues: 1) Expressing political interest, 2) Exercising the right to vote, and 3) Providing political information and receiving news.

In addition, Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, is a village where most of the people follow political news via television, radio, and social media channels and

exercise their right to vote every time there is an election at every level. However, they rarely gather to express their political opinions or join the campaign to exercise their right to vote because the people in the village usually spend their free time farming and relaxing. Some people work in factories and do not have time to gather with others. The people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, should be promoted to participate in politics, such as various activities that interest the people and encourage them to come out and do activities together, along with having each person give suggestions for developing the village and the country to be more prosperous so that the community leaders will know the people's opinions and use them to develop the community to be more progressive.

Therefore, the research on the political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, aims to develop the participation of the people towards sustainable practice. For these reasons, it is important to consider the necessity of researching the political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, to study the potential to promote political participation of the people by the community opening opportunities for the people to participate in community development, solving problems and obstacles, improving and increasing the efficiency of the participation of the people in village and community development for the peaceful and happy living of the people in the community sustainably.

2. Research Objectives

1. To study the level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province
2. To compare the political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province
3. To present guidelines for developing political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province

3. Conceptual Framework

From the review of literature, concepts, theories and related research, the researchers were able to set the conceptual framework for the research as follows:

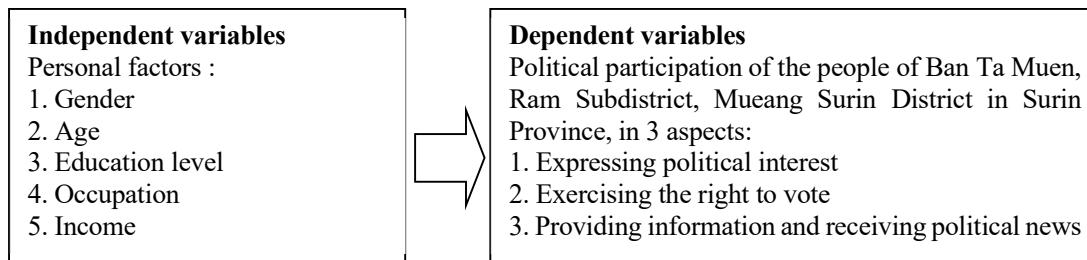


Figure 1. Conceptual Framework

4. Literature Review

Chantana et al. (2021) studied "Political Participation of People in Tambon Prang, Bang Bo District, Samut Prakan Province", it was found that the overall level of political participation was at a moderate level. The highest mean of involvement in the election was 3.97 (high level), followed by political news monitoring (mean 3.05, moderate level). In contrast, the mean of political expression and participation in political parties were lower (2.13 and 1.96, respectively, low level). In addition, the comparison of political involvement by individual factors found that different genders were not statistically significantly different. However, other factors of age, marital status, education, occupation, and income resulted in a statistically significant difference in overall political participation at a .05 level, indicating that political participation of people in Tambon Prang focused on elections and socioeconomic factors played a role in the level of political participation.

Yodkeeree (2021) studied "People's Political Participation in Local Development, Mueang Chiang Mai District, Chiang Mai Province", it was found that overall, people's political participation was at a high level ($\bar{x} = 3.49$, S.D. = .193). However, personal factors (gender, age, occupation, income), as well as the roles of interest groups and political parties, and the roles of political leaders, did not have a statistically significant influence on people's political participation in local development in Mueang Chiang Mai District. The recommendation from the study is that local administrative organizations should promote and develop political communication and public relations of various information through various channels, including social media, so that people are fully informed.

Panbua & Chitlaoarporn (2024) studied "Youth Political Participation: A Case Study of High School Students in Khanom District, Nakhon Si Thammarat Province" and found that youth in the area participated in politics at a moderate level. The results of the hypothesis testing indicated that gender and family occupation did not affect political participation, while the level of education and family income had different effects on political participation. In addition, political socialization also affected the political participation of the sample youth.

Chitrayon (2022) studied "Political Participation of People in the Na Phra That Subdistrict Administrative Organization, Phanat Nikhom District, Chonburi Province". It was found that most of the respondents were male, aged 31-40 years, married, had a bachelor's degree, were office workers/shop employees, had a monthly income of 20,001-30,000 baht, and had duties in the community as general villagers. The research results indicated that overall, the level of local political participation of the people was at the lowest level. Involvement in local political campaigns had the highest average value, followed by national political involvement. In addition, the results of the comparison of local political participation also found that personal factors, such as gender, age, status, education level, occupation, and income, were different, resulting in a statistically significant difference in the level of local political participation at the .05 level, which was in line with the hypothesis.

Pangsakunyanon (2018) studied "Political Participation of Undergraduate Students of Maha Sarakham University" and found that overall political participation was at a moderate level ($\bar{x} = 2.70$). The aspects of voting rights ($\bar{x} = 3.48$) and information provision and information reception ($\bar{x} = 2.96$) were moderate. Meanwhile, the elements of showing interest in political activities ($\bar{x} = 2.60$), political campaign participation ($\bar{x} = 2.37$), and political participation ($\bar{x} = 2.11$) were at a low level. In addition, the political involvement comparison results also found statistically significant differences at the .05 level when classified by gender, faculty, and year. The recommendations from the study are that activities to promote democracy should be organized for students to participate in various political activities continuously and correctly, including activities that promote benefits for the institution and faculty to use free time beneficially and train volunteerism.

5. Research Methodology

1. Research design

In this research, the research team used a quantitative research design using a questionnaire to collect data to obtain information about "Political Participation of People in Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province". The research team selected a sample group of 154 people to respond to the questionnaire.

2. Population and sample.

2.1 Population: People living in Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, totalling 676 people, in all four directions (Bureau of Registration Administration, Department of Provincial Administration, 2024)

2.2 Sample: People eligible to vote, aged 18 years and over, totalling 154 people out of the total population of 251 people, obtained by calculating according to Yamane's formula (Yamane, 1967) and multi-stage sampling to get a sample size in proportion, using a 95% confidence level at a significance level of 0.05.

2.3 Sampling method

The researchers used the multi-stage sampling method as follows:

Step 1: Divide the population in Ban Ta Muen, Ram Subdistrict, Mueang Surin District Surin Province, a total of 154 people, in 4 directions, consisting of Direction 1, North, 91 people; Direction 2, South, 47 people; Direction 3, East, 35 people; Direction 4, West, 78 people.

Step 2 Then, the random sampling method is used to determine the sample size as a proportion by considering the population to obtain distributed data about the population proportion. The area for sampling groups in proportion was used by Ban Ta Muen, Ram Subdistrict, Mueang Surin District, and Surin Province using the formula. From the formula, the population that is a sample group in each household will be as follows: Direction 1, North, 91 people, got a sample of 46 people; Direction 2, South, 47 people, got a sample of 31 people; Direction 3, East, 35 people, got a sample of 25 people; Direction 4, West, 78 people, got a sample of 52 people.

3. Data collection

In this research, the research team collected data from the questionnaires according to the following steps:

3.1 Prepare a letter requesting permission to collect data from the Faculty of Humanities and Social Sciences, Surin Rajabhat University, to ask permission from Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, to request permission to answer the questionnaire from the sample group of people in Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province.

3.2 Prepare the questionnaires in sufficient quantities for the sample group to be collected. Then, submit the questionnaires and the letter requesting permission to collect data to request permission to collect data, along with explaining the details of the research study and the procedures for using the questionnaires to collect data to the required number.

3.3 Take the questionnaires to collect data from the sample group by the research team to collect the questionnaires themselves.

3.4 For data collection, the research team has the respondents return all the questionnaires and check their accuracy and completeness. If they are incomplete, discard the questionnaires and collect new data until complete. Then, the data analysis begins according to the research methodology chosen for this time.

6. Results

1. The results of the study of the general personal data of the respondents are as follows: The sample population of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, most of whom responded to the questionnaire were female, 84 people, or 54.5 percent. Most were 61 or older, 48 people, or 31.2 percent. Most had primary education level 4-6, 91 people, or 59.1 percent. Most of them were farmers, 110 people, or 71.4 percent. Most had an average monthly income of less than 5,000 baht, 80 people, or 51.9 percent, respectively.

Table 1. Mean and standard deviation of the level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province

Political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province	\bar{x}	S.D.	Results	No.
In terms of expressing interest in politics	2.45	0.708	Low	3
In terms of exercising the right to vote	4.48	0.555	High	1
In terms of providing information and receiving political news	2.55	0.497	Moderately	2
Total	3.15	0.360	Moderately	

From Table 1., the results of the study on the level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, overall, showed a moderate average ($\bar{x} = 3.15$, S.D. = 0.360). When considering each aspect, it was found that the average was at the highest level in 1 aspect and the average was at the moderate level in 2 aspects. The average values, ranked from highest to lowest, were as follows: exercising the right to vote ($\bar{x} = 4.48$, S.D. =

0.555); providing political information and news ($\bar{x} = 2.55$, S.D. = 0.497); and expressing political interest ($\bar{x} = 2.45$, S.D. = 0.708).

2. Summary of the results of the comparison of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province

Table 2. Summary of the results of the comparison of the level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province.

Hypothesis	Independent variable	Test Value	Sig.	Result	
				Accept	Reject
1	Gender	t - test	0.649	-	✓
2	Age	F - test	0.361	-	✓
3	Education level	F - test	0.514	-	✓
4	Occupation	F - test	0.304	-	✓
5	Average monthly income	F - test	0.001*	✓	-

From Table 2., it can be concluded that:

2.1 The sample population with different genders has a level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province; overall, it is not different. Therefore, the hypothesis is rejected.

2.2 The sample population with different ages has a level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province; overall, it is not different. Therefore, the hypothesis is rejected.

2.3 The sample population with different education levels has a level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province; overall, it is not different. Therefore, the hypothesis is rejected.

2.4 The sample population with different occupations has a level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province; overall, it is not different. Therefore, the hypothesis is rejected.

2.5 The sample population with different average monthly incomes has a level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, overall is different. Therefore, the hypothesis is accepted with statistical significance at the 0.05 level, which is the hypothesis.

3. Guidelines for developing political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, separated by each aspect, found that:

3.1 Guidelines for developing political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, in terms of expressing political interest When considering each item, it was found that the suggestion for expressing political interest, the item with the highest level was that political information should be distributed to the people more, at 40.0 percent, followed by that news should be followed from reliable sources for making decisions with political information to support, at 40.0 percent, and finally, that speeches should be organized for the people to participate in choosing the policies of each political party more, at 20.0 percent. 5. Data analysis

3.2 Guidelines for developing political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, in terms of exercising the right to vote When considering each item, it was found that the suggestion for expressing political interest, the item with the highest level was that the people should participate in selecting or selecting good leaders to develop the country, at 40.0 percent, followed by that person with knowledge should be selected. Ability to govern the country 20.0 per cent, should be able to use their voting rights to their advantage 20.0 per cent, respectively, and finally, should be beneficial to voters in selecting leaders and participating in democracy 20.0 per cent.

3.3 Guidelines for developing people's political participation in Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, in terms of exercising voting rights. When

considering each item, it was found that the suggestion in terms of providing information and receiving political news, the item with the highest level was that people should be able to receive more precise and more accurate information, 40.0 percent, followed by that they should be informed of political policies and movements, 20.0 percent, that people should be able to receive political news about which direction it is going, 20.0 percent, respectively, and finally, that there should be a variety of information so that people can consider selecting leaders and policies of each party, 20.0 percent.

7. Conclusion

The results of the comparison of the level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, classified by personal factors, found that:

1. The sample population with different genders had a level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, in all three dimensions. Overall, the overall picture was not different. Therefore, the hypothesis was rejected. This may be because Thailand currently allows freedom of political participation to all genders. Both men and women have the right to participate in politics. Therefore, the political involvement of each gender is not different. This is consistent with the results of the study by Chantana et al. (2021), who found that the political participation of the people of Tambon Prang, Bang Bo District, Samut Prakan Province, classified by personal data factors, found that different genders had overall political participation that was not different.

2. The sample population with different ages had a level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province; overall, that was not different. Therefore, the hypothesis is rejected. This may be because each age group has different access to political media on social media. For example, people aged 50 and over tend not to have access to political media on social media. However, people aged 18-49 can access, follow news, and express political opinions on social media. Therefore, political participation in each age group is different. This is consistent with the results of the study by Chantana et al. (2021), who found that the political participation of people in Tambon Prang, Bang Bo District, Samut Prakan Province, classified by personal data factors, showed that people of different ages had no different overall political participation.

3. The sample population with different levels of education showed no difference in the overall level of political participation of people in Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province. Therefore, the hypothesis is rejected. This may be because Thai society does not set a framework for people who graduated from primary or lower secondary schools to be prohibited from participating in politics. Therefore, no matter what level of education they graduated from, they can participate in politics equally with people who graduated from higher levels. Therefore, the political participation of people who graduated from each level of education is not different. This is consistent with the results of the study by Sengking (2017), who found that local political participation of people in Nong Mai Daeng Subdistrict Municipality By education level, people in Nong Mai Daeng Subdistrict Municipality with different education levels have no difference in local political participation. The sample population with different occupations has no difference in the level of political participation of people in Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province. Overall, the hypothesis is rejected. Occupation does not affect political participation. No matter the occupation, one has the right to participate in politics. Therefore, the political involvement of each occupation is not different. This is consistent with the study results of Yodkeeree (2021), which found that people with other occupations have no difference in overall political participation.

4. The sample population with different average monthly incomes has a difference in the level of political participation of people in Ban Na Di, Village No. 1, Nong Rakhang Subdistrict, Sanom District, Surin Province. Overall, the hypothesis is accepted with statistical significance at 0.05. This may be because high-income people tend to work for companies or factories and do not follow political news much. People with uncertain incomes tend to be farmers, so they have free time to follow political news and participate in politics. Therefore, political participation is classified by average monthly income, which has different political participation. This is consistent with the study results of Chitrayon (2022), which found that the political participation of people in the Na Phra That

Subdistrict Administrative Organization, Phanat Nikhom District, Chonburi Province, classified by different average monthly incomes, showed significantly different political participation at a statistical level of 0.05.

8. Discussion

From the study of the political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, the analysis can be discussed as follows:

1. The level of political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, overall, has an average value at a high level. This may be because the people are interested in politics, follow political news in Thailand, and exercise their right to vote every time there is an election, which is consistent with the study results of Yodkeeree (2021), which found that the political participation of the people in local development, Mueang Chiang Mai District, Chiang Mai Province, overall, is at a high level.

2. Guidelines for developing political participation of people in Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, by separating each aspect, found that in terms of expressing interest in politics, 40.0 percent of the sample group of people suggested that political information should be distributed to the public to be more informed and that news should be followed from reliable sources to make decisions that are supported by political details. Regarding exercising the right to vote, 40.0 percent of the sample group suggested that the public should participate in selecting or selecting good leaders to develop the country. Finally, regarding providing and receiving political information, 40.0 percent of the sample group suggested that the public obtain more precise and accurate information. This may be because political participation is not only a right of the people but is also an essential mechanism in developing democracy and social justice. Therefore, promoting and supporting participation is necessary to create a strong and sustainable society.

9. Recommendation

1. Suggestions for applying the research results

1.1 The study also found that the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, had the highest level of political participation in exercising their right to vote. The level of political interest was at a moderate level, and the level of providing political information and news was at a moderate level. Therefore, the government should support and encourage the people to participate in politics, express their interest in politics, and provide more political information and news.

1.2 The study found that the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, were quite interested in participating in politics in terms of expressing their interest in politics and exercising their right to vote, and finally, providing political information and news. Therefore, the government should support and encourage the people more than before to develop the country according to the principles of good governance in public administration to be transparent, efficient and effective in work, which is in line with the principles of democracy with the King as Head of State of Thailand.

1.3 The people should participate in proposing policies consistent with the needs of the community and the needs of the local people. They should propose policies that incorporate the principles of Dharma. About politics and governance to apply in establishing the party policies of politicians

1.4 The public should have an agency to monitor and inspect the operations of politicians to know about the movements and conveniently follow the work of politicians that have been given according to the policies. The agency that is set up should be in the community for the convenience of the people in the community to contact or coordinate various matters between politicians and the public.

1.5 Politicians should have activities or projects for the people in the community to know about political movements or increase knowledge about the political rights of the people, which will create a good relationship between politicians and the public.

2. Suggestions for future research

2.1 There should be coordination between community leaders and research teams about documents and information about the people in the area to be ready for the field visit.

2.2 There should be a questionnaire that is easy to understand for those who do not understand the questions to work on the field visit so that the people understand the questions.

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Sustainable Community Development: A Case Study of Khwaosinrin Community, Khwaosinrin Sub-district, Khwaosinrin District in Surin Province

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Sufficiency Economy Philosophy;
Local Wisdom;
Environmental Conservation;

Abstract

Introduction: This research aimed to: 1) study the level of public opinion on sustainable community development in Ban Khwaosinrin Community, Khwaosinrin Subdistrict, Khwaosinrin District, Surin Province; and 2) explore guidelines for promoting sustainable community development for the residents of Ban Khwaosinrin Community.

Methodology: The research employed a quantitative methodology, utilizing a questionnaire developed by the researcher to assess opinions on sustainable community development across five dimensions: 1) community participation, 2) quality of life and infrastructure development, 3) promotion and enhancement of local wisdom, 4) community development based on the sufficiency economy philosophy, and 5) natural resources and environmental conservation. The sample consisted of 294 participants, randomly selected from a population of 1,095. Data was collected using closed-ended and open-ended questionnaires, and analyzed using mean, percentage, standard deviation.

Results: The findings revealed that the overall level of public opinion on sustainable community development in Ban Khwaosinrin Community was high. Based on these results, the researcher proposed guidelines for sustainable community development in Ban Khwaosinrin Community, emphasizing knowledge dissemination, promotion of community participation through various activities, support for local wisdom-based occupations to generate household and community income, promotion of sufficiency agriculture, and cultivation of environmental awareness. These efforts aim to empower residents to actively participate in community development, solve problems, and contribute to the community's well-being, ultimately fostering national economic stability.

1. Introduction

The country's previous growth has centered on the objective of "security, prosperity, and sustainability," guiding Thailand towards elevated development while emphasizing technological progress and the shift to a digital economy. It is thought that the population's income will rise with economic growth, creating more opportunities for trade and investment within the nation. Nonetheless, in different regions, the standard is still poor, and progress has been slow to adjust. For instance, the living standards of the population, the standard of public services, and the quality of agricultural production foundations are still deficient. This clearly shows that living standards have not risen alongside economic growth, leading to significant social inequality, the rise of an aging population, and a swift deterioration of environmental conditions, compounded by the external effects

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of severe climate fluctuations. This illustrates the historical evolution with the assertion: “A strong economy, challenging society, enhancement of quality, and lack of sustainability.”

Thus, it is crucial to bolster the grassroots economy and improve economic and social conditions, as well as ensure income security. This entails examining notions of economic resilience and encouraging economic growth by concentrating on the advancement and application of cutting-edge science, technology, and innovation. The focus is on fostering the digital economy, enhancing workforce quality, and promoting creativity to broaden the economic foundation and create new income streams, while also boosting productivity in current production and services, which involves improving these areas through digital and intelligent technologies.

The research interested in exploring sustainable community development in the Khwaosinrin Community, Village No. 1, Khwaosinrin Subdistrict, Khwaosinrin District, Surin Province, based on existing theories of sustainable community development. This study focuses on examining sustainable community development in the Khwaosinrin Community, located in the Khwaosinrin Subdistrict, Khwaosinrin District, Surin Province. It aims to demonstrate how grassroots economic development can enhance the living conditions for the residents of this community. Thus, if sustainable community development results in enhanced living standards for individuals, it will allow the nation to progress consistently, successfully, and sustainably. Therefore, the researcher aims to examine sustainable community development in the Khwaosinrin Community, Village No. 1, Khwaosinrin Subdistrict, Khwaosinrin District, Surin Province, as it showcases the success, advancement, or shortcomings in the governance and future development of Thailand.

2. Research Objectives

1. To study the level of public opinion on sustainable community development in Ban Khwaosinrin Community, Khwaosinrin Subdistrict, Khwaosinrin District, Surin Province.
2. To explore guidelines for promoting sustainable community development for the residents of Ban Khwaosinrin Community.

3. Conceptual Framework

Based on the literature review of theories, concepts, and related studies. The research framework includes independent variables and dependent variables as Figure 1.

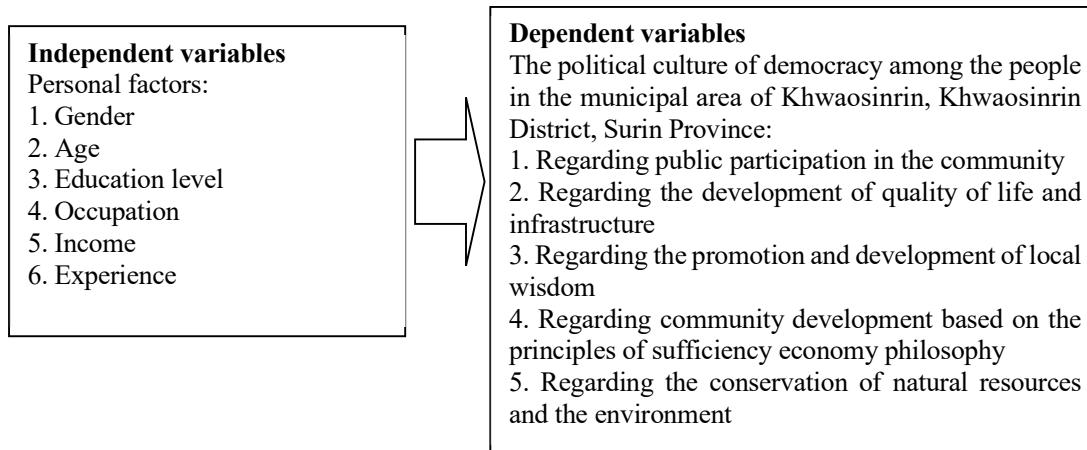


Figure 1. Conceptual Framework

4. Literature Review

Bunmee & Rojanatrakul (2021) The research focused on the development of strong and sustainable community development in a case study of Ban Kluai Sub-district Municipality, Mueang Sukhothai District, Sukhothai Province. The research findings revealed that 1) the overall development of sustainable strong communities in the case of Ban Kluai Subdistrict Municipality,

Mueang Sukhothai District, Sukhothai Province is at a high level. 2) The comparative results of personal factors and the development of sustainable strong communities showed that citizens with different ages, education levels, professions, and length of residence had significantly different opinions on the sustainable development of strong communities in Ban Kluai Subdistrict Municipality, Mueang Sukhothai District, Sukhothai Province, at a statistical significance level of 0.05. Other areas did not show significant differences. 3) The self-management approach of local communities in five dimensions includes self-management in community planning, agriculture, natural resources and the environment, community finance, and sufficiency economy. These dimensions of local community self-management depend on the context of each area and the identity of each community.

Thiracitto (2018) The research was conducted on the topic of Community Development Based on the Sufficiency Economy Philosophy, Nong Aoh Village Model, Trakan Phuet Phon District, Ubon Ratchathani Province. The research findings indicate that: 1. Community development according to the Sufficiency Economy Philosophy in the model of Nong Aoh village, Trakan Phuet Phon District, Ubon Ratchathani Province is rated at a high level overall. When considering each aspect, it is found to be at a high level in every area, ranked from highest to lowest in terms of average scores: knowledge conditions, good internal immunity, moral conditions, rationality, and moderation. 2. The results of comparing the opinions of the public towards community development according to the Sufficiency Economy Philosophy of the model village Nong Aoh, Trakan Phuet Phon District, Ubon Ratchathani Province, classified by personal factors, reveal that individuals with different levels of education have significantly different opinions at a statistical level of 0.05, thus supporting the research hypothesis. Conversely, the opinions of individuals differing by gender, age, occupation, and income are not significantly different, thus rejecting the research hypothesis. 3. The problems and obstacles in community development according to the Sufficiency Economy Philosophy in Nong Aoh village, Trakan Phuet Phon District, Ubon Ratchathani Province include that villagers do not yet fully understand the approach to work, a lack of experts to provide guidance on development and various knowledge areas, and some community members are still unable to quit vices. Additionally, there are changes in social and economic structures within the community, and the community leaders often have differing opinions.

Wattanamongkonlarp (2017) studied the guidelines for community development in Phrae District to be a sustainable cultural tourism. The study found that the approach to developing the community in the Mueang Phrae District as a sustainable cultural tourism destination should focus on tourism activities that promote cultural preservation to maintain valuable traditions and improve environmental management. Resources for tourism that can be developed into sustainable cultural tourism attractions in the Mueang Phrae District, Phrae Province, include the community's practice of weaving "Mhor Hom" fabric in Thung Hong, utilizing local resources to create a sustainable cultural tourism site. Regarding the opinions and attitudes of local residents towards the development of the community as a tourism destination in the Mueang Phrae District, Phrae Province, they emphasize the development of local tourism sites, environmental management, personnel promotion, tourism activities, and community participation.

5. Research Methodology

The research titled "Sustainable Community Development: A Case Study of Khwaosinrin Community, Khwaosinrin Sub-district, Khwaosinrin District in Surin Province" was conducted using quantitative research methods through survey research methods utilizing a questionnaire. The researcher sought to answer the research objectives based on the questionnaire by separating the topics and surveying a sample group of 294 people, which was randomly selected from a total population of 1,095 individuals, using the sample size calculation formula by Yamane (1967). A structured questionnaire was used as a tool for data collection, consisting of both closed and open-ended questions. The researcher analyzed the obtained data by calculating averages, percentages, standard deviations.

6. Results

1. The level of public opinion on sustainable community development in Ban Khwaosinrin Community, Khwaosinrin Subdistrict, Khwaosinrin District, Surin Province.

The result presented in Table 1.

Table 1. Mean and standard deviation of opinion regarding sustainable community development in the Ban Khwaosinrin, Khwaosinrin Subdistrict, Khwaosinrin District, Surin Province.

Sustainable community development in the Ban Khwaosinrin, Khwaosinrin Subdistrict, Khwaosinrin District, Surin Province	\bar{x}	S.D.	Results	No.
1. Regarding public participation in the community	4.22	0.709	High	5
2. Regarding the development of quality of life and infrastructure	4.23	0.702	High	4
3. Regarding the promotion and development of local wisdom	4.40	0.586	High	1
4. Regarding community development based on the principles of sufficiency economy philosophy	4.28	0.717	High	2
5. Regarding the conservation of natural resources and the environment	4.25	0.747	High	3
Total	4.28	0.538	High	

From Table 1., the overall level of public opinion on sustainable community development in Ban Khwaosinrin Community was high ($\bar{x} = 4.28$, S.D. = 0.538). Specifically, the dimension with the highest level of agreement was the promotion and development of local wisdom ($\bar{x} = 4.40$, S.D. = 0.586), followed by community development based on the principles of sufficiency economy philosophy ($\bar{x} = 4.28$, S.D. = 0.717), conservation of natural resources and the environment ($\bar{x} = 4.25$, S.D. = 0.747), development of quality of life and infrastructure ($\bar{x} = 4.23$, S.D. = 0.702), and public participation in the community ($\bar{x} = 4.22$, S.D. = 0.709).

2. The guidelines for promoting sustainable community development for the residents of Ban Khwaosinrin community.

Sustainable community development is a process that requires collaboration from all sectors, including the government, the private sector, and the community residents. The results of the study led to the formulation of guidelines for promoting sustainable community development for the residents of Ban Khwaosinrin community as follows:

2.1 Policy Guidelines (Government/Agency Level) as follows:

1. Promote community activities and provide opportunities for citizens to participate in decision-making.

2. Ensure equitable distribution of public utilities and welfare services.
3. Support the development of local wisdom and incorporate it into educational curricula.
4. Promote new theory agriculture and instill moral values.
5. Oppose deforestation and regulate the use of agricultural chemicals.

2.2 Practical Guidelines (Community Level) as follows:

1. Organize joint activities and create platforms for exchanging opinions.
2. Improve public utilities and manage welfare services.
3. Provide vocational training based on local wisdom and develop products for the international market.
4. Promote new theory agriculture and train in moral values.
5. Campaign to reduce burning and create waste incineration facilities.

7. Conclusion

The research on sustainable community development: a case study of Khwaosinrin Community, Khwaosinrin Sub-district, Khwaosinrin District in Surin Province, has summarized the research findings according to the key issues as follows:

1. Community Participation: The research results indicate a high level of community participation. Most residents place importance on and engage actively in community activities, sharing opinions and making decisions on various community matters, and collaboratively addressing issues that arise in the community. However, there are still some residents who are not interested or do not have the opportunity to express their opinions in community activities.

2. Quality of Life and Infrastructure Development: The research findings show a high level in this area as well, since the community has been provided with essential public utilities such as water supply and electricity, promoting health care and access to education. There are efforts to address and prevent drug problems, and the community is prepared to face public disasters. However, some residents living outside the community may not receive adequate basic utilities.

3. Promotion and Development of Local Wisdom: The research results indicate a high level of local wisdom promotion and development in Surin. The community possesses unique local knowledge that has been passed down through generations. Residents incorporate traditional wisdom to generate income and welcome new knowledge to enhance product quality to meet international standards. Government agencies also assist and support career development, leading to increased income generation within the community.

4. Community Development Based on the Sufficiency Economy Philosophy: The research results reveal a high level in this aspect. Community members have been cultivated with good morals, reducing dependence on vices. They practice moderate spending without burdening others, prefer to grow their own vegetables, and increasingly engage in new agricultural methods, resulting in improved living standards.

5. Conservation of Natural Resources and the Environment: The research findings show a high level of commitment to conserving natural resources and the environment. Residents have been fostered to care for natural resources and the environment together, reducing the use of harmful chemicals in agriculture, maintaining communal water sources, and using resources sustainably. However, waste management remains a problem, as household waste is still burned in the community, causing air pollution, and there has been no serious effort from any agency to address this issue.

8. Discussion

From the study of the people in the community, there is a high overall level of opinion regarding sustainable community development, particularly in promoting and developing local wisdom. This highlights the importance of local wisdom in strengthening the community. This is consistent with the research by Katthipo et al. (2023) revealed the sustainable community development begins with building understanding and learning in the community itself about natural resources and local wisdom. Additionally, people place importance on community development based on the philosophy of sufficiency economy, which reflects an awareness of self-reliance and sustainability. This is consistent with the research by Thiracitto (2018), which revealed that the overall level of public opinion regarding community development based on the sufficiency of economic philosophy was high. Moreover, Wattanamongkonlarp (2017) studied the guidelines for community development in Phrae District to be sustainable cultural tourism. This research found that the approach to developing the community in the Mueang Phrae District as a sustainable cultural tourism destination should focus on tourism activities that promote cultural preservation to maintain valuable traditions and improve environmental management. Additionally, the community possesses significant potential for conserving natural resources and the environment, thereby promoting sustainable community development. This is consistent with Moosikajaroen et al. (2021) revealed that the community group of Phadam Watershed Forest Conservation is a foundation of community development leading to actual sustainability in terms of economy, society and environment.

9. Recommendation

The community should be developed sustainably in five areas: regarding public participation in the community, regarding the development of quality of life and infrastructure, regarding the promotion and development of local wisdom, regarding community development based on the principles of sufficiency economy philosophy, and regarding the conservation of natural resources and the environment, in order to achieve sustainable community development: a case study of Khwaosinrin Community, Khwaosinrin Sub-district, Khwaosinrin District in Surin Province.

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

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Local Political; Political

Communication;

Administrative District;

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.

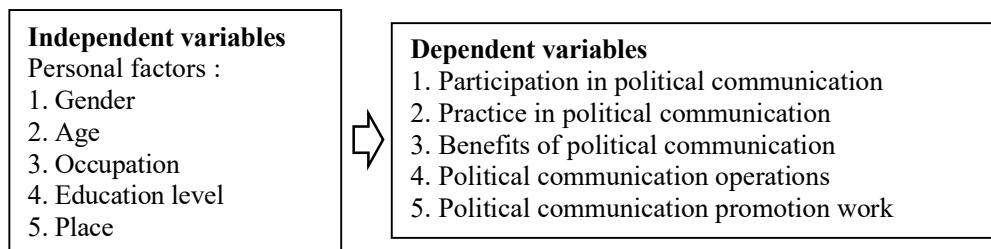


Figure 1. Conceptual Framework

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

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).

4.6 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

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, Sonom 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, Nakhon Ratchasima 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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Population and Political Participation in Ban Kok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province

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Abstract

Introduction: This research aimed to 1) study the level of population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, 2) compare the population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, classified by personal factors, and 3) propose guidelines for developing population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province.

Methodology: The research used a quantitative research method. The sample group was people in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, calculated using the Taroyamane formula, totalling 309 people, selected using the multi-stage sampling method. A questionnaire was used to collect data, with a reliability value of 0.952 for the whole questionnaire. The statistics used for analysis included frequency, percentage, mean and standard deviation, t-test, and One-way ANOVA.

Results: 1. The results of the study of the general personal data of the respondents are as follows: The sample population of Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, most of whom responded to the questionnaire were female, 142 people, or 46.0 percent. Most were aged 18-30, 93 people, or 30.1 percent. Most had primary education level 4-6, 168 people, or 54.4 percent. Most were farmers, 113 people, or 36.6 percent. Most had an average monthly income of less than 5,000 baht, 109 people, or 25.4 percent, respectively. The results of the study on the level of political participation of the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, overall, had an average value at a high level ($\bar{x} = 3.77$, S.D. = 0.446). When considering each aspect, it was found that there were two aspects at a high level and one at a moderate level. The average values, ranked from highest to lowest, were as follows: exercising the right to vote ($\bar{x} = 4.41$, S.D. = 0.652); expressing interest in politics ($\bar{x} = 3.52$, S.D. = 0.605); and providing and receiving political information ($\bar{x} = 3.38$, S.D. = 0.500). 2. The results of the comparison of the level of political participation of the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, classified by personal factors, found that people with different genders, ages, education levels, occupations, and average monthly incomes had no different overall levels of political participation. Therefore, the hypothesis was rejected. 3. Guidelines for developing political participation of the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, separated by each aspect. It was found that the guidelines for the development of political participation of the people of Ban Khok Lamduan, Nong Lek

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Subdistrict, Sikkhoraphum District, Surin Province, in terms of expressing interest in politics, when considering each item, it was found that the suggestion for expressing interest in politics, the item with the highest level was wanting the government to come in and promote and develop various issues that the people wanted, 40.0 percent, followed by wanting to create the community in the village to have progress and become a good leader for the people, 30.0 percent, respectively, and finally, the current political participation is good, the people are very interested, 30.0 percent.

1. Introduction

Encouraging citizen involvement in politics, overseeing the use of government authority, and ensuring that individuals possess a proper understanding of the democratic framework, with the monarch serving as the state's leader, constitute the rights and liberties of the Thai population. Citizens must be aware of their rights to obtain and access public information or news maintained by state agencies as outlined by law, the right to submit complaints to state agencies and to receive prompt feedback on the outcomes of these complaints, and the right to pursue legal action against state agencies in instances of liability stemming from the actions or omissions of officials, officers, or employees of those agencies. Moreover, individuals ought to utilize their voting rights or engage freely in referendums, emphasizing the collective advantages for the country (The Constitution of the Kingdom of Thailand, B.E. 2560, 2017)

From the review of literature related to People's Political Participation in Sai Ma Subdistrict Municipality, Mueang Nonthaburi District has been studied mainly in 4 aspects: 1) information, 2) expressing opinions, 3) decision-making, 4) monitoring and inspection (Boonmoeang & Ratchatapibhunphob, 2021). Similarly, the study of people's Public participation in local development Lak Hok Municipality Muang District, Pathumthani Province, has mainly studied three aspects: 1) participation in decision-making, 2) participation in operations, 3) participation in evaluation (Siripan, 2020). It was also found that there were studies on The Public participation in local politics in Noong Maideang Municipality, Amphoe Mueang, Chon Buri Province, which was studied in 3 aspects: 1) Political interest, 2) Participation in local political change, 3) Participation in political struggle (Sengking, 2017). Therefore, the research team synthesized into a study framework of 3 issues: 1) Expressing political interest, 2) Exercising the right to vote, and 3) Providing political information and receiving news.

In addition, Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, is a village where most people follow political news via social media, television, radio, and from the village headman's public relations via the loudspeaker. They also exercise their right to vote every time there is an election at every level. However, they rarely gather to express their political opinions or join the campaign to exercise their right to vote because people in the village often spend their free time farming and working as labourers in their village or neighbouring villages to earn extra income. Some people work in factories and do not have time to gather with others. The people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province should be promoted to participate in politics, such as various activities that interest people and encourage them to come out and do activities together, along with having each person give suggestions for developing the village and the country to be more prosperous. This is so that community leaders will know the people's opinions and use them to make the community more progressive.

Therefore, research on people's political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, aims to develop people's participation towards sustainable practice and with reason. Therefore, it is important to conduct research on the political participation of the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, in order to study the potential to promote political participation of the people, where the community opens opportunities for the people to participate in community development, solves problems and obstacles, improves and increases the efficiency of people's participation in village and community development for the sustainable well-being of the people in the community.

2. Research Objectives

1. To study the level of population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province
2. To compare the population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, classified by personal factors
3. To present guidelines for developing population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province

3. Conceptual Framework

From the review of literature, concepts, theories and related research, the researchers were able to set the conceptual framework for the research as follows:

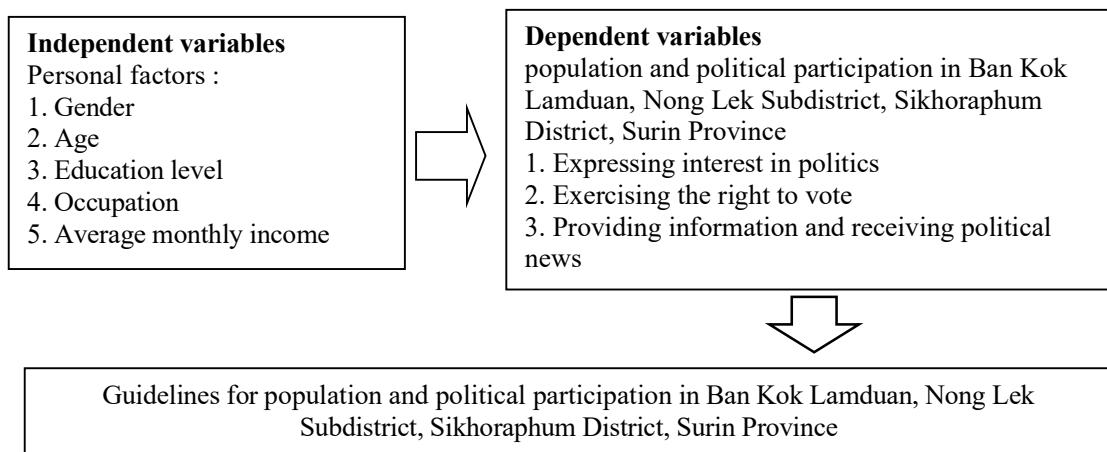


Figure 1. Conceptual Framework

4. Literature Review

The researchers studied the research results related to this study as follows:

Sengking (2017) studied the Public participation in local politics in Noong Maideang Municipality, Amphoe Mueang, Chon Buri Province. It was found that most of the respondents were female, aged 51 years and over, had a sixth-grade education, were hired, and had a monthly income of 15,001-20,000 baht, respectively. In addition, comparing local political participation by gender found that people of different genders did not have different levels of local political participation.

Yodkeeree (2021) studied people's Political Participation of People in Local Development of Chiang Mai District, Chiang Mai Province. It was found that the overall result was at a high level ($\bar{x} = 3.49$, S.D. = .193). Personal factors (gender, age, occupation, income), including the role of interest groups and political parties, including the role of political leaders, had no statistically significant influence (at the .05 level) on such political participation. It is recommended that local administrative organizations should develop political communication and information dissemination through various channels, including social media so that people can receive information more widely.

Chitrayon (2022) studied the Political participation of people in Na Pha That Subdistrict Administrative Organization area. Phanat Nikhom District Chonburi. It was found that most of the respondents were male, 31-40 years old, married, had a bachelor's degree, were office workers/shop employees, had a monthly income of 20,001-30,000 baht, and were general villagers. The study results indicated that the overall level of local political participation was at the lowest level. When comparing political local involvement classified by personal factors (gender, age, status, education level, occupation, and income), it was found that people with different personal factors had significantly different levels of local political participation at the .05 level, which was in line with the hypothesis.

5. Research Methodology

1. Research design

The research team used a quantitative research model using a questionnaire to collect data and obtain information about the “Population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikhoraphum District, Surin Province”. The research team selected a sample group of people to respond to this questionnaire, totalling 309 people.

2. Population and sample.

2.1 Population: People living in Ban Khok Lam Duan, Nong Lek Subdistrict, Sikhoraphum District Surin Province, totalling 676 people, in all four directions.

2.2 Sample group: People eligible to vote, aged 18 years and over, totalling 309 people out of the total population of 1,365 people, obtained by calculating according to Yamane's formula (Taro Yamane, 1973) and multi-stage sampling to get a sample size in proportion, using a 95% confidence level at a significance level of 0.05

2.3 Sampling method

The researchers used the multi-stage sampling method as follows:

Step 1: Divide the population in Ban Khok Lam Duan, Nong Lek Subdistrict, Sikhoraphum District Surin Province, a total of 1,365 people, six groups, consisting of:

Group 1, 227 people, 48 samples; Group 2, 236 people, 45 samples; Group 3, 220 people, 53 samples; Group 4, 216 people, 50 samples; Group 5, 232 people, 55 samples; Group 6, 234 people, 58 samples;

Step 2: Then, random sampling was used by determining the sample size as a proportion, considering the population size, to obtain data that is distributed about the population proportion, using Ban Khok Lamduan, Nong Lek Subdistrict, Sikhoraphum District, Surin Province as the sampling area using the formula:

3. Data collection

In this research, the research team collected data from the questionnaires according to the following steps:

3.1 Prepare a letter requesting permission to collect data from the Faculty of Humanities and Social Sciences, Surin Rajabhat University, to request permission from the village headman of Kok Lamduan, Nong Lek Subdistrict, Sikhoraphum District, Surin Province, to ask for permission to answer the questionnaire from the sample group of people in Kok Lamduan Village, Nong Lek Subdistrict, Sikhoraphum District, Surin Province.

3.2 Prepare the questionnaires in sufficient quantities for the sample group to be collected. Then, submit the questionnaires and the letter requesting permission to collect data to request permission to collect data, along with explaining the details of the research study and the procedures to use the questionnaires to collect data to the required number.

3.3 Take the questionnaires to collect data from the sample group by the research team to collect the questionnaires themselves.

3.4 For data collection, the research team has the respondents return all the questionnaires and check their accuracy and completeness. If they are incomplete, discard the questionnaires and collect new data until complete. Then, the data analysis begins according to the research methodology chosen for this time.

4. Data Analysis

In the research data analysis, the results collected from the questionnaires were recorded in a computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research. The researcher followed the following steps:

4.1 Return the questionnaires to check their completeness.

4.2 Record the data results into the computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research to find statistical values.

4.3 Present the results of the data analysis in the form of a table showing the analysis results with interpretation by descriptive methods according to the statistical values of each data table.

6. Results

1. The results of the study of the general personal data of the respondents are as follows: The sample population of Ban Khok Lam Duan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, most of whom responded to the questionnaire were female, 167 people, or 54.0 percent. Most were aged 18-30, 93 people, or 30.1 percent. Most had primary education levels 4-6, 168 people, or 54.4 percent. Most were farmers, 113 people, or 36.6 percent, respectively. Finally, the average monthly income of the sample population, most of whom had an average monthly income of less than 5,000 baht, 109 people, or 25.4 percent, respectively.

Table 1. Mean and standard deviation of the level of political participation of the people of Ban Khok Lam Duan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province, according to the three aspects of political participation, classified by each element.

Political participation of the people	\bar{x}	S.D.	Results	No.
In terms of expressing interest in politics	3.52	0.605	High	2
In terms of exercising the right to vote	4.41	0.652	High	1
In terms of providing information and receiving political news	3.38	0.500	Moderately	3
Overview	3.77	0.446	High	

From Table 1, The study's results on the level of political participation of the people showed their opinions on the level of involvement of the people in Ban Khok Lam Duan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province. The average value was high ($\bar{x} = 3.77$, SD = 0.446). When considering each aspect, it was found that the level of voting rights in the evaluation was the highest level, with an average value at a high level ($\bar{x} = 4.41$, SD = 0.652). Next was the expression of interest in politics, with an average value at a high level ($\bar{x} = 3.52$, SD = 0.605), respectively. Finally, providing information and receiving political news had an average value at a moderate level ($\bar{x} = 3.38$, SD = 0.500).

2. Summary of the overall results of the comparison of political participation of the people in Ban Khok Lam Duan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province.

Table 2. summarizes the overall results of the comparison of the level of political participation of the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province according to 3 aspects of political participation, classified by gender, age, education level, occupation and average monthly income.

Hypothesis	Independent variable	Test Value	Sig.	Result	
				Accept	Reject
1	Gender	t - test	0.831	-	✓
2	Age	F - test	0.695	-	✓
3	Education	F - test	0.271	-	✓
4	Occupation	F - test	0.610	-	✓
5	Average Monthly Income	F - test	0.025*	✓	-

* means statistically significant at the 0.05 level.

From Table 2, it can be concluded that:

1. People of different genders have different levels of career development and population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province. Overall, the hypothesis is not different. Therefore, the hypothesis is rejected.

2. People of different ages have different levels of population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province. Overall, the hypothesis is rejected.

3. People with different levels of education have various levels of population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkoraphum District, Surin Province. Overall, the hypothesis is rejected.

4. People with different occupations have different levels of population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkoraphum District, Surin Province. Overall, the hypothesis is rejected.

5. People with different average monthly incomes have various levels of population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkoraphum District, Surin Province. Overall, the hypothesis is accepted.

3. The analysis of the recommendations for the participation of the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikkoraphum District, Surin Province found that:

1. Guidelines for developing political participation of the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikkoraphum District, Surin Province, in terms of expressing interest in politics. When considering each item, it was found that the suggestion for expressing political interest, the highest level, was that the government should come in to promote and develop various issues that the people wanted, 40.0 percent. Next, the community in the village should develop and progress to be a good leader for the people, 30.0 percent. Finally, the current political participation is good and the people are very interested, 30.0 percent.

2. Guidelines for developing political participation of the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikkoraphum District, Surin Province, in terms of exercising the right to vote. When considering each item, it was found that the suggestion for exercising the right to vote, the highest level, was that the rights and voices of the people in the election should be the main principle, 40.0 percent. Next was that they had expressed their support for their favorite political party and went out to vote every time, 30.0 percent. Finally, they should select someone capable to govern the country, 20.0 percent.

3. Guidelines for developing political participation of the people of Ban Khok Lamduan Nong Lek Subdistrict, Sikkoraphum District, Surin Province, in terms of exercising voting rights, when considering each item, it was found that the suggestion regarding providing information and receiving political news, the item with the highest level was wanting the media to be more open and comprehensive with news, 40.0 percent, followed by wanting media to make people more politically aware, 30.0 percent, and finally wanting the campaign vehicles of election candidates to reach the community more, 30.0 percent.

7. Conclusion

The results of the comparison of the level of political participation of the people of Ban Khok Lam Duan, Nong Lek Subdistrict, Sikkoraphum District, Surin Province, classified by personal factors, found that

1. The sample population with different genders had a level of political participation of the people of Ban Khok Lam Duan, Nong Lek Subdistrict, Sikkoraphum District, Surin Province in all three aspects. Overall, the overall picture was not different. Therefore, the hypothesis was rejected. This may be because Thailand allows freedom of political participation to all genders. Both men and women have the right to participate in politics. Therefore, the political participation of each gender is not different. This is consistent with the results of the study by Siripan (2020) on the participation of the people in local development, which found that Public participation in local development Lak Hok Municipality Muang District, Pathumthani Province, classified by gender, was not different in political participation. The results of the study by Sengking (2017) on the participation of the people in Public participation in local politics in Noong Maideang Municipality, Amphoe Mueang, Chon Buri Province, found that the participation of the people in Nong Mai Daeng Subdistrict Municipality, classified by gender, was not different in local political participation. The study results of Chamnankar (2023) on the Political Participation of People in Ban Pet Sub-district Municipality, Muang District, Khon Kaen Province, classified by personal data factors, found that different genders had no different overall political participation.

2. The sample population of different ages had different levels of population and political participation in Ban Khok Lam Duan, Nong Lek Subdistrict, Sikkoraphum District, Surin Province.

Therefore, the hypothesis was accepted with statistical significance at the 0.05 level. This may be because each age group has different access to political media on social media. For example, people aged 50 and over usually do not have access to political media, but people aged 18-49 can access, follow news, and express political opinions on social media. Therefore, political participation in each age group is different. This is consistent with the study results of Siripan (2020) on the participation of people in local development, which found that the Public participation in local development Lak Hok Municipality Muang District, Pathumthani Province, classified by age, had different political participation with statistical significance at 0.05. And the study results of Sengking (2017) on the participation of people in Public participation in local politics in Noong Maideang Municipality, Amphoe Mueang, Chon Buri Province found that the local political participation of people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, classified by different ages, had significantly different political participation at a statistical level of 0.05. Chamnankar (2023) on the Political Participation of People in Ban Pet Sub-district Municipality, Muang District, Khon Kaen Province, found that the political participation of people in Ban Pet Municipality, Mueang District, Khon Kaen Province, classified by personal data factors, found that different ages had significantly different overall political participation at a statistical level of 0.05.

3. The sample population with different education levels had different levels of population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province. Overall, the hypothesis was not different. Therefore, the hypothesis was rejected. This may be because Thai society does not set a framework for people who graduated from primary and lower secondary schools to be prohibited from participating in politics. Therefore, no matter what level of education they graduated from, they can participate in politics equally with people who graduated from higher levels. Thus, the population and political participation who graduated from each level of education is not different. This is consistent with the study results of Sengking (2017) on the Public participation in local politics in Noong Maideang Municipality, Amphoe Mueang, Chon Buri Province, which found that the local political involvement of people in Nong Mai Daeng Subdistrict Municipality, classified by education level, showed that people in Nong Mai Daeng Subdistrict Municipality with different education levels had no different participation in local politics.

4. The sample population with different occupations had different levels of political participation of the people in Ban Khok Lam Duan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province. Overall, there was no difference in the level of political participation. Therefore, the hypothesis was rejected. This may be because the occupation did not affect political participation. No matter the occupation, they have the right to participate in politics. Therefore, the political participation of each occupation was not different. This is consistent with the study results of Chantana et al. (2019) on the Citizen participation of people in Preng sub-district, Bang Bo district, Samut Prakan, which found that the political participation of the people in Tambon Prang, Bang Bo District, Samut Prakan Province, classified by different occupations, had different political participation. The study results of Yimcharoen (2018) on the participation in Paticipation in activity orgniztion of the people in Lamplatiew, Ladkrabang, Bangkok, classified by different occupations, had no different political participation. Boonmueang & Ratchatapibhunphob (2021) on the People's Political Participation in Sai Ma Subdistrict Municipality,Mueang Nonthaburi District, found that people with different occupations There is no difference in overall political participation.

5. The sample population with different average monthly incomes has a different level of political participation of the people in Ban Khok Lamduan, Nong Lek Subdistrict, Sikkhoraphum District, Surin Province. Overall, it is different. Therefore, the hypothesis is accepted with statistical significance at the 0.05 level. This may be because most high-income people work in companies or factories and do not follow political news much. As for people with uncertain incomes, most of them tend to be farmers, so they have free time to follow political news and participate in politics. Therefore, political participation is classified by average monthly income, which has different political participation. This is consistent with the study results of Siripan (2020) on the political participation of the people in the development of Lak Hok Subdistrict Municipality, Mueang District, Pathum Thani Province, which found that the political participation of the people in the development of Lak Hok Subdistrict Municipality, classified by average monthly income, has a statistically significant difference at the 0.05 level. The study results of Chitrayon (2022) on the political

participation of the people in the Na Phra That Subdistrict Administrative Organization, Phanat Nikhom District, Chonburi Province, found that the political participation of the people in the Na Phra That Subdistrict Administrative Organization, Phanat Nikhom District, Chonburi Province, classified by average monthly income is different. There was a statistically significant difference in political participation at the 0.05 level. The results of the study by Sengking (2017) on the Public participation in local politics in Noong Maideang Municipality, Amphoe Mueang, Chon Buri Province, found that the local political participation of people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, classified according to different average monthly incomes, had a statistically significant difference in political participation at the 0.05 level.

8. Discussion

From the study of the political participation of the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikhoraphum District, Surin Province, the study can be discussed as follows:

The level of political participation of the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikhoraphum District, Surin Province, overall, has an average value at a high level. This may be because the people are interested in politics, follow political news in Thailand, and exercise their right to vote every time there is an election, which is consistent with the study results of Sengking (2017) on the Public participation in local politics in Noong Maideang Municipality, Amphoe Mueang, Chon Buri Province, which found that the local political participation of the people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, overall and in all aspects, was at a high level. The study results of Yodkeeree (2021) on the Political Participation of People in Local Development of Chiang Mai District, Chiang Mai Province, found that the Political Participation of People in Local Development of Chiang Mai District, Chiang Mai Province Overall, it is at a high level. Nandabuddhi (2015) on the political participation of people in the Rongkhum Subdistrict Municipality, Rongkhum District, Kalasin Province found that overall, the political participation of people in the Rongkhum Subdistrict Municipality, Rongkhum District, Kalasin Province Province is at a high level.

Guidelines for developing population and political participation in Ban Khok Lamduan, Nong Lek Subdistrict, Sikhoraphum District, Surin Province, separated by each aspect, found that in terms of expressing interest in politics, 40.0 percent of the sample group of people suggested that political news should be distributed to people to be more aware and that news should be followed from reliable sources to make decisions with political information. Regarding exercising the right to vote, 40.0 percent of the sample group suggested that people should participate in selecting or selecting good leaders to develop the country. Finally, regarding providing and receiving political information, 40.0 percent of the sample group suggested that people should be given more precise and accurate information. This may be because political participation is not only a right of the people but also an essential mechanism in developing democracy and social justice. Therefore, promoting and supporting participation is necessary to create a strong and sustainable society, consistent with Siripan (2020) research on people's participation in local development.

9. Recommendation

1. Suggestions for applying the research results

1.1 The study also found that the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikhoraphum District, Surin Province, had the highest political participation in exercising their right to vote. The level of providing political information and news was at a high level. The level of interest in politics was at a moderate level. Therefore, the government should encourage the people to participate in politics by expressing their interest in politics even more to increase their interest in politics.

1.2 The study found that the people of Ban Khok Lamduan, Nong Lek Subdistrict, Sikhoraphum District, Surin Province, were quite interested in participating in politics in terms of expressing interest in politics, exercising their right to vote, and finally, providing information and receiving political information. Therefore, the government should take care of and support and encourage the people to study and become more aware of the country's politics to learn and develop the country. Public sector administration should be transparent, efficient, and effective in its work.

These practices will help strengthen the democratic system and develop the people's quality of life sustainably.

1.3 The people's participation in political decision-making, proposing various policies that are consistent with the needs of the people in the local area, and applying the principles of Dhamma About politics and governance to apply to the establishment of politicians' party policies, such as holding public meetings or using online platforms for expressing opinions.

1.4 The public should have an agency to monitor and inspect politicians' operations. Information about operations and inspection results should be disclosed for easy public access to build confidence so that inspections are impartial and transparent. 1.5 Politicians should have activities or projects for people in the community to learn about political movements, organize activities to listen to opinions and suggestions from the public, implement projects that respond to public needs, such as building roads, schools or public places, organize courses or training on the rights and duties of the public to increase knowledge and participation, organize activities to promote elections or participation in other political activities. These activities help strengthen relationships between politicians and the public and promote political participation in society.

2. Suggestions for future research

2.1 Village data should be studied to facilitate fieldwork. There should be coordination between community leaders and research teams regarding documents and information for the public in the area to be ready for fieldwork to collect images and data for research.

2.2 There should be coordination between community leaders and research teams regarding documents and information of the public in the area and to be ready for fieldwork to collect images and data for research.

2.3 There should be an organization of attire, travel during fieldwork and routes for surveying data. Set important positions for fieldwork

2.4 The questionnaire should be organized so that it is easy for people who do not understand the questions to understand to facilitate fieldwork so that people can understand the questions and answer them.

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Guidelines for Developing Political Participation of People in Ban Nong Khean, Nong Phai Lom Subdistrict, Samrongthap District, Sarin Province

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Abstract

Introduction: This research aims to study the political participation of the people in Ban Nong Khaen, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, to compare their participation levels, and to propose development guidelines for political participation of the people in Ban Nong Khaen.

Methodology: The study follows a quantitative research approach, with a sample group of 262 residents aged 18 and above selected through multi-stage sampling. Data were collected using a questionnaire with a reliability coefficient of 0.921. Statistical analysis involved frequency, percentage, mean, standard deviation, t-test, and one-way ANOVA. If significant differences were found, Fisher's Least Significant Difference test was applied, with a significance level set at 0.05.

Results: 1. The results indicate that most respondents were female (58.4%), most were aged 18–30 years (22.9%), had an education level of primary school (Grades 4–6) (58.4%), and worked primarily as farmers (56.9%). Most had an average monthly income of less than 5,000 baht (3.52%). Overall, the people's political participation in Ban Nong Khaen was at a high level. Involvement in community activities scored the highest, followed by political and governance activities, while interest in political participation was at a moderate level. 2. When comparing political participation based on demographic factors, the study found no significant difference in participation between genders, leading to the rejection of the hypothesis. However, age, education level, occupation, and monthly income were all significantly associated with different levels of political participation, confirming the hypothesis at a 0.05 significance level. 3. Regarding guidelines for improving political participation, the study found that 40% of respondents suggested the government should provide more opportunities for citizens to express their opinions. Regarding community activities, 40% recommended encouraging social interactions through activities that promote teamwork. Additionally, 40% suggested organizing civic education programs to help people understand their rights, responsibilities, and political processes, ensuring more effective participation in the political system.

1. Introduction

The involvement of the populace in politics is a crucial factor that will contribute to establishing a democratic regime in Thailand. Creating a democratic political culture requires honouring individual rights, encompassing all individuals' political and legal equality. This also entails being

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receptive to the public's views and demonstrating tolerance towards the opinions voiced by individuals. This democratic political culture will act as the essence that upholds democracy, guaranteeing it continues as a persistent and lasting democratic system. (Dhiravekin, 2020)

From the review of literature related to political participation, it was found that the political participation of most people has been studied in 4 main aspects. From the review of literature related to political participation, it was found that the political participation of the majority of the people has been studied in 3 main aspects: 1) election campaigning, 2) exercising the right to vote, 3) election monitoring (Vachirayano et al., 2021). It also found a study on the people's political participation in general elections of citizens in the Municipality Kantrom Sub-District, Khun Han District, Sisaket Province. There were three areas of study in total: 1) election proceedings, 2) election campaign participation, and 3) political decision-making (Suphong et al., 2020). Therefore, the research team synthesized the study into five issues: 1) political opinion expression, 2) awareness and access to political information, 3) political participation in elections, 4) political interest, and 5) exercising the right to vote.

Moreover, the study of guidelines for the development of political participation of the people found in many researchers. An example of the area of Thepalai Subdistrict Municipality Kong District Nakhon Ratchasima Province revealed the community must raise awareness among the public and assist in disseminating the information, awareness and comprehension of respect for rights, liberties, and regulations while acknowledging one's freedom Nomkasem & Chokworakul (2023). The suggestions for incorporating Buddhist principles to enhance political participation awareness in Muang District, Rayong Province, indicated that individuals should be informed about their rights and freedoms to foster political engagement (Sucitto et al., 2023). Moreover, the emphasis on women's political participation development indicated that women ought to engage in self-improvement and enhance their political knowledge to help them take on political roles and engage actively. Women who excel in their performance and possess political experience ought to assist in sharing knowledge with other women, while governmental bodies or local authorities should disseminate information about political updates, gatherings, and electoral campaigns to guarantee accurate comprehension and preparedness for engaging in political activities, thus fostering increased political participation (Duangponporm & Boonmee, 2019).

Therefore, from the background and importance mentioned above, the research team is interested in studying the guidelines of political participation development of the people of Ban Nong Khan, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province to study the level of political participation of the people, to compare the opinions of the people in political participation, and to present guidelines for developing the political participation of the people of Ban Nong Khan, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province. The results of this research study will be used to enhance the people's political participation.

2. Research Objectives

1. To study the level of political participation of the people of Ban Nong Khan, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province.
2. To compare the political participation of the people of Ban Nong Khan, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province.
3. To present guidelines for developing political participation of the people of Ban Nong Khan, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province.

3. Conceptual Framework

Based on the literature review, theories, concepts, and relevant research, the researchers formulated the conceptual framework for the study as outlined below:

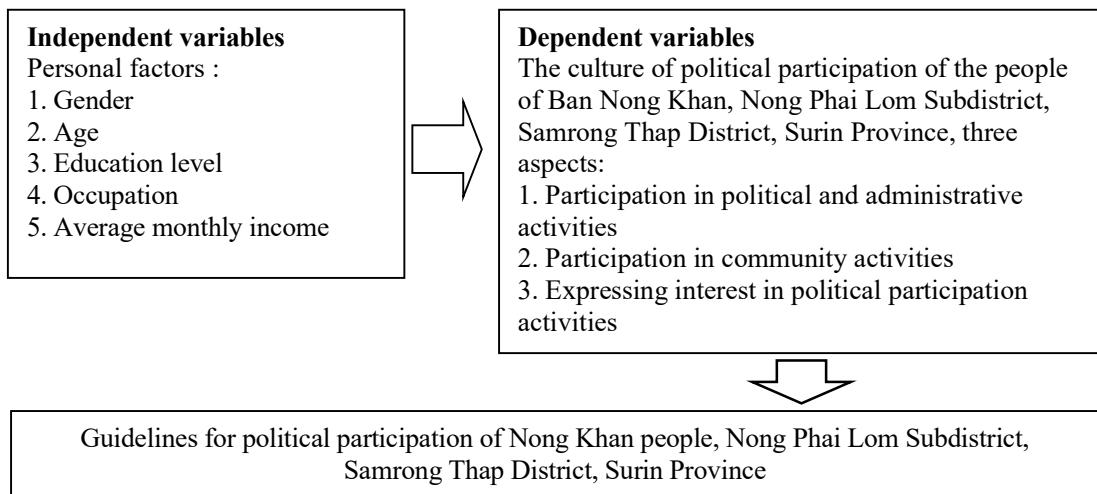


Figure 1. Conceptual Framework

4. Literature Review

Nandabuddhi (2015) defined political participation as providing opportunities for individuals from all sectors to engage collaboratively in decision-making, carry out activities, and conduct monitoring and evaluation freely and equally. The outcomes are utilized to enhance, revise, and develop work, leveraging each person's creativity and expertise to address community issues and foster greater transparency and efficiency within the group. This involves active participation in expressing opinions for the public good and contributing to decision-making, planning, and collective monitoring through community organizations, among other activities. It also highlights examining the nature of administration stemming from policy implementation and the practical involvement of government officials alongside the community.

Wannaying et al. (2016) indicated that political participation encompasses a range of voluntary actions where individuals engage directly and indirectly in choosing the nation's leader, shaping public policy, casting votes, keeping up with news, debating and sharing viewpoints, participating in gatherings, contributing funds, and communicating with representatives in the House. The traits of enthusiasm for political engagement can be viewed through actions like applying to join a political party, election campaigning, seeking roles as a political party official or government official, while excluding involuntary activities.

Sengking (2017) defined political participation as the actions taken by individuals that affect politics, influencing policy-making, government choices, and the selection of national leaders, whether directly or indirectly.

Yodkeeree (2021) expressed that political participation involves the involvement of individuals in actions within the processes or stages of society. In the political process, engaging in political participation involves the exercise of power, which manifests itself through actions in different public activities that are distinctly observable in the public policy process as citizens of the state. Political engagement has two defining traits: (1) it should be voluntary and (2) it should seek to affect the choices of those in authority. Moreover, political engagement activities must be allowed by the political framework and legislation, or could entail unlawful methods

5. Research Methodology

1. Research design

Quantitative Research is a method of searching for knowledge and truth by focusing on numerical data with a research design that controls the variables studied and prepares quality data collection tools with accuracy that can be measured by using statistical methods to analyze and process the conclusions obtained from the Research to have the least error.

This research consists of a questionnaire in the form of a 5-level rating scale, which was created according to the objectives and conceptual frameworks. The questionnaire created by the research team to study the political involvement of the people of Ban Nong Khan, Tambon Nong Phai Lom, Amphoe Samrong Thap, Surin Province, is divided into three sections, consisting of Section 1 General information of the respondents, five items, consisting of gender, age, education level, occupation, income. Section 2 Level of political participation of the people of Ban Nong Khan, Village No. 8, Tambon Nong Phai Lom, Amphoe Samrong Thap, Surin Province, a 5-level rating scale questionnaire, 10 items. Section 3 Suggestions Political participation of the people of Ban Nong Khan, Village No. 8, Tambon Nong Phai Lom, Amphoe Samrong Thap, Surin Province, three items.

2. Population and sample.

2.1 Population: People living in Ban Nong Khan, Village No. 8, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, totalling 939 people. This research study only studied people aged 18 years and over, totalling 764 people in 7 households.

2.2 Sample: People aged 18 years and over, totalling 764 people from a total population of 939 people, obtained by calculating according to Yamane's formula (Yamane, 1967) and multi-stage sampling to get a sample size that is proportional to the proportion, using a 95% confidence level at a significance level of 0.05.

2.3 Sampling: The researchers used a multi-stage sampling method by dividing the population in Ban Nong Khan, Village No. 8, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province. The population aged 18 years and over, totalling 764 people, were divided into seven groups: Group 1 with 105 people, Group 2 with 99 people, Group 3 with 115 people, Group 4 with 91 people, Group 5 with 125 people, Group 6 with 110 people, and Group 7 with 119 people, about the population proportion, using age range as the criterion for random sampling.

3. Data collection

In this research, the research team collected data from the questionnaires according to the following steps:

3.1 Prepare a letter requesting permission to collect data from the Faculty of Humanities and Social Sciences, Surin Rajabhat University, to ask permission from Ban Nong Khan, Village No. 8, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, to request permission to answer the questionnaire from the sample group.

3.2 Prepare the questionnaires in sufficient quantities for the sample group to be collected. Then, submit the questionnaires and the letter requesting permission to collect data to request permission to collect data, along with explaining the details of the research study and the procedures for using the questionnaires to collect data to the required number.

3.3 Take the questionnaires to collect data from the sample group by the research team to collect the questionnaires themselves.

3.4 For data collection, the research team has the respondents return all the questionnaires and check their accuracy and completeness. If they are incomplete, discard the questionnaires and collect new data until complete. Then, the data analysis begins according to the research methodology chosen for this time.

4. Data collection

In this research, the research team collected data from questionnaires according to the following steps:

4.1 Prepare a letter requesting permission to collect data from the Faculty of Humanities and Social Sciences, Surin Rajabhat University, to request permission from the village headman of Nong Kan, Village No. 1, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, to ask for permission to answer the questionnaire from the sample group of people in Nong Kan Village, Village No. 1, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province.

4.2 Prepare the questionnaires in sufficient quantities for the sample group to be collected. Then, submit questionnaires and letters requesting permission to collect data to request permission to collect data, along with explaining the details of the research study and the procedures to use the questionnaires to collect data to the required number.

4.3 Take the questionnaires to collect data from the sample group by the research team to collect the questionnaires themselves.

4.4 For data collection, the research team has the respondents return all the questionnaires and check their accuracy and completeness. If they are incomplete, discard the questionnaires and collect new data until complete. Then, the research team begins analyzing the data according to the research methodology chosen for this time.

5. Data analysis and statistics used for data analysis

5.1 Data analysis

In analyzing the research data, the results collected from the questionnaires were recorded on a computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research. The researcher followed the following steps:

1) Return the questionnaires to check their completeness.

2) Enter the recorded data into the computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research to find statistical values.

3) Present the results of the data analysis in a table, showing the results with descriptive methods and interpretation according to the statistical values of each data table.

5.2 Statistics used in data analysis

The researcher analyzed the data using a ready-made statistical program for social science research to present the data and use the statistical values to analyze the data.

6. Results

1. Results of the study of general data on the status of the sample group of people who responded to the questionnaire were primarily female, 153 people, or 58.4 percent. They were between 18 and 30, 60 people, or 22.9 percent. Their education level was primary school, 153 people, or 58.4 percent. Their occupation was farming, 149 people, or 56.9 percent. Their average monthly income was less than 5,000 baht, 64 people, or 3.52 percent.

Table 1. Mean and standard deviation of public opinion on political participation of people in Ban Nong Khan, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province.

Political Participation	\bar{x}	S.D.	Results	No.
In terms of participation in political activities and governance	3.72	0.662	High	2
In terms of participation in community activities	3.79	0.720	High	1
In terms of expressing interest in political participation activities	3.43	0.808	Moderately	3
Overview	3.64	0.647	High	

From Table 1., it was found that the public's opinion on the level of public opinion of Nong Kan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, overall, had an average value at a high level ($\bar{x} = 3.64$, S.D. = 0.647). When considering each aspect, it was found that the level of public opinion of Nong Kan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, in terms of participation in community activities, was the highest level, with an average value at a high level ($\bar{x} = 3.79$, S.D. = 0.720). The second highest level was participation in political and administrative activities, with an average value of a high level ($\bar{x} = 3.72$, S.D. = 0.662), respectively. Finally, expressing interest in political participation activities, with an average value at a moderate level ($\bar{x} = 3.43$, S.D. = 0.808).

2. Summary of the overall results of the comparison of public opinion levels on political participation of Nong Kan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province According to the potential for political participation in 3 dimensions

Table 2. Summarizes the overall results of the comparison of the level of public opinion on the political participation of people in Ban Nong Khan, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province according to the potential for involvement in 3 dimensions, classified by gender, age, education level, occupation, and average monthly income.

Hypothesis	Independent variable	Test Value	Sig.	Result	
				Accept	Reject
1	Gender	t - test	0.146	-	✓
2	Age	F - test	0.033	✓	
3	Education	F - test	0.000	✓	
4	Occupation	F - test	0.033	✓	
5	Average Monthly Income	F - test	0.011	✓	

* means statistically significant at the 0.05 level.

From Table 2., it can be concluded that:

1. The sample population with different genders has a level of political participation of the people of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province; overall, it is not different. Therefore, the hypothesis is rejected.

2. The sample population with different ages has a level of political participation in Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, overall is different. Therefore, the hypothesis is accepted with statistical significance at the 0.05 level.

3. The sample population with different education levels has a level of political participation of the people of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, overall is different. Therefore, the hypothesis is accepted with statistical significance at the 0.05 level.

4. The sample population with different occupations has a level of political participation of the people of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, overall is different. Therefore, the hypothesis is accepted with statistical significance at the 0.05 level.

5. The sample population with different average monthly incomes has a level of political participation of the people of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, overall is different. Therefore, the hypothesis is accepted with statistical significance at the 0.05 level.

3. The analysis of the recommendations for guidelines for the participation development of the people of Nong Khan village, Nong Phai Lom sub-district, Samrong Thap district, Surin province found that:

1. Guidelines for developing political participation of the people of Nong Khan village, Nong Phai Lom sub-district, Samrong Thap district, Surin province in terms of the involvement in political and administrative activities. When considering each item, it was found that the recommendation for participation in political and administrative activities, the highest-ranking item, was that the government should provide opportunities for the people to express their opinions, at 40.0 percent. The second-ranking item was that the people should be supported to express their views freely on political issues, at 40.0 percent. Finally, the people should receive sufficient education about the political system, laws, and civil rights, at 20.0 percent.

2. Guidelines for promoting political participation of the people of Nong Khan village, Nong Phai Lom sub-district, Samrong Thap district, Surin province in terms of participation in community activities. When considering each item, it was found that the recommendation for participation in community activities, the highest-ranking item was that activities should be organized that allow everyone in the community to participate, regardless of age or experience, to promote participation from various groups, at 40.0 percent. The second-ranking item was that participants should be supported to have the opportunity to build relationships with others. By organizing activities that promote teamwork, 40.0 percent, respectively. Finally, activities that can increase knowledge and skills for community members should be organized, 20.0 percent.

3. Guidelines for promoting people's political participation in Ban Nong Khan, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, in terms of showing interest in political participation activities. When considering each item, it was found that the suggestion for showing

interest in political participation activities, the item with the highest level was that educational activities should be organized on the rights and duties of citizens, including the political process, so that people understand the situation and participate in politics, 40.0 percent. Next, there should be an online space or channel that allows people to exchange opinions and have more freedom of thought and expression, 40.0 percent, respectively. Finally, there should be an opportunity for people to participate in decision-making at the community level, 20.0 percent.

7. Conclusion

The conclusions of the research were as follows:

1. The level of political participation of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, overall, has an average value at a high level.

2. The comparison of the level of political participation of the people of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, classified by personal factors, found that:

2.1 The sample population with different genders had a level of political participation of the people of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province in all three dimensions, overall, no difference. Therefore, the hypothesis was rejected.

2.2 The sample population of different ages had different levels of political participation of people in Ban Nong Khan, Tambon Nong Phai Lom, Samrong Thap District, Surin Province. Overall, the hypothesis was accepted with a statistical significance of 0.05.

2.3 The sample population with different education levels had different levels of political participation of people in Ban Nong Khan, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province. The hypothesis was therefore accepted with a statistically significant difference of 0.05.

2.4 The sample population with different occupations had different levels of political participation of the people of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province. Overall, the hypothesis was accepted.

2.5 The sample population with different average monthly incomes has different levels of political participation of the people of Ban Nong Khan, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province. Therefore, the hypothesis is accepted with statistical significance at the 0.05 level.

3. The guidelines for developing political participation of the people of Ban Nong Khan, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, recommend enhancing political engagement. It has been determined that the government should create additional chances for citizens to voice their views. Concerning community events, fostering social interactions via activities that enhance cooperation is advised. Moreover, proposed establishing civic education initiatives to assist individuals in comprehending their rights, duties, and political mechanisms, promoting more efficient engagement in the political framework

8. Discussion

From the study of the level of political participation of the people of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, the study can be discussed as follows:

The level of political participation of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, overall, has an average value at a high level. This may be because the people are interested in politics, participate in political activities, follow political news in Thailand, and exercise their right to vote every time there is an election, which is consistent with the study results of Sengking (2017) on the public participation in local politics in Noong Maideang Municipality, Amphoe Mueang, Chon Buri Province, which found that the public participation in local politics in Noong Maideang Municipality, Amphoe Mueang, Chon Buri Province, overall and in all aspects, is at a high level. The study results of Yodkeeree (2021) on the political participation of people in local development of Chiang Mai District, Chiang Mai Province, found that the political participation of people in local development of Chiang Mai District, Chiang Mai Province Overall, it is at a high level. Nandabuddhi (2015) on the The political participation of people in the Rongkhum Subdistrict Municipality, Rongkhum District, Kalasin Province. found that overall, the political participation of people in the Rongkhum Subdistrict Municipality, Rongkhum District, Kalasin

Province is at a high level. This is consistent with the results of the study by Wannaying et al. (2016) on the political participation of the people in Bang Khonthi District, Samut Songkhram Province, which found that the political participation of the people in Bang Khonthi District, Samut Songkhram Province, classified by gender, was not different in political participation.

In comparing political participation based on demographic factors, the study found no significant difference in participation between genders, leading to the rejection of the hypothesis. However, age, education level, occupation, and monthly income were all significantly associated with different levels of political participation, confirming the hypothesis at a 0.05 significance level.

The reason for the gender factor: This may be because Thailand currently allows freedom of political participation to all genders. Whether male or female, they have the right to participate in politics. Political participation in the community is open to all genders to participate equally. Therefore, the political participation of each gender is not different. Inconsistent with Iamchai et al. (2023) found that gender affects local political participation in conducting elections, local political participation in electoral campaigns, and local political participation in electoral decisions.

The reason for the age factor: This may be due to differences in life experiences and access to political information between different age groups. For example, younger generations may have higher education and more access to social media, resulting in greater awareness and participation. Meanwhile, older people may have beliefs or experiences that affect participation differently. In addition, interests and methods of political participation may change according to age. Therefore, political participation in each age group is different. This is consistent with the study results of Wannaying et al. (2016) on the political participation of the people in Bang Khonthi District, Samut Songkram Province, which found that the political participation of the people in Bang Khonthi District, Samut Songkhram Province, classified by different ages. There is a statistically significant difference in political participation of 0.05.

The reason for the education factor: This may be because the level of education affects the understanding and perception of politics. People with higher education tend to be more aware of political rights and duties. In addition, education may increase the opportunity to access information and resources related to political participation, such as joining activities or organizations. In addition, the ability to analyze and criticize political situations may develop according to the level of education. As a result, the participation of this group is more intense and diverse, resulting in a different political participation culture among people who graduated from different levels of education, which is consistent with the study results of Iamchai et al. (2023) found that education affects the local political participation in conducting elections and local political participation in electoral campaigns.

The reason for the occupation factor: This may be because occupation affects interest and access to political information. People working in public service sectors or non-profit organizations may have more opportunities to participate in political activities. In comparison, those working in agriculture or occupations that require a lot of time may have fewer opportunities. This may affect the level of interest and political participation. People with stable occupations may have more time or resources to participate. Therefore, political participation in each occupation is different, which is consistent with the study results of Kwaounla & Jaroonroj Na Ayuthaya (2020), who found that different education has different political participation.

The reason for the average monthly income factor: This may be because most high-income people work for companies or factories and do not follow political news much. As for people with uncertain incomes, most of them tend to be farmers, so they have free time to follow political news and participate in politics. Therefore, political participation classified by average monthly income has different political participation, which is consistent with the study results of Wannaying et al. (2016) on political participation of people in Bang Khonthi District, Samut Songkhram Province, which found that political participation of people in Bang Khonthi District, Samut Songkhram Province By classifying according to different average monthly income, there was a statistically significant difference in political participation at the 0.05 level.

Guidelines for developing political participation of people in Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, separated by each aspect, found that in terms of participation in political and administrative activities, 40.0 percent of the sample group suggested that the government should provide opportunities for people to express their opinions. Regarding

participation in community activities, 40.0 percent of the sample group indicated that participants should be supported in building relationships with others by organizing activities that promote teamwork. Finally, in terms of expressing interest in political participation activities, 40.0 percent should organize educational activities on the rights and duties of citizens, including the political process, so that people understand and know how to participate in the political system effectively. This may be because awareness and understanding of the rights and duties of citizens in the community are still limited. Organizing activities that promote participation can help increase interest and encourage people to feel that they are an essential part of the political system. Creating opportunities to express opinions and collaborate will help strengthen community relationships and increase political participation. In addition, studying the political process will enable people to participate effectively and know their rights more, which is consistent with the research of Sengking (2017) who studied the level of local political participation of people in Noong Maideang Subdistrict Municipality, Mueang District, Chonburi Province and to compare local political participation of people in Noong Maideang Subdistrict Municipality, Mueang District, Chonburi Province. It was found that the local political participation of people in Noong Maideang Subdistrict Municipality, Mueang District, Chonburi Province, overall and in all aspects, was high. When classified by aspect, it was found that participation in local political change had the highest average value, followed by participation in political struggles and political interests, respectively. As for the results of the comparison of local political participation of people in Noong Maideang Subdistrict Municipality, Mueang District, Chonburi Province, classified by gender, age, education level, occupation and income, it was found that people in Noong Maideang Subdistrict Municipality with different genders, ages, education levels, occupations and incomes had no other participation in local politics at a statistical significance level of 0.05.

9. Recommendation

1. Suggestions for applying the research results

1.1 The study also found that the people of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, had the highest level of political participation in community activities. Participation in political and governance activities was moderate. The expression of interest in political participation activities was at a moderate level. Therefore, the government should support the people in expressing their opinions on political issues freely and organizing educational activities on the rights and duties of citizens, including the political process, so that the people understand and know how to participate in the political system effectively.

1.2 The study found that the people of Nong Khan Village, Nong Phai Lom Subdistrict, Samrong Thap District, Surin Province, were quite interested in participating in political participation activities in terms of community participation and participation in political and governance activities. Finally, the expression of interest in political participation activities. Therefore, the government should organize training activities to provide knowledge to the people so that they receive sufficient education about the political system, laws, and civil rights. It should also provide an online space or channel for people to exchange opinions and suggestions about policies and problems affecting the community.

1.3 The people should participate in presenting policies that are consistent with the needs of the community. The public needs to promote participation in political activities. It should organize a forum or activity that allows the public to express their opinions and participate in decision-making in various matters in the community, such as community meetings or seminars.

1.4 The government should promote the stimulation of various groups' participation and support participation from diverse groups of people, such as youth, women, and ethnic groups, to create comprehensive and diverse participation.

1.5 Politicians should have activities or projects for people in the community to learn about political movements or increase their knowledge of political rights of the people, which will create good relationships between politicians and the people and create cooperation with external organizations, linking with government agencies or non-profit organizations to support projects related to public participation in politics and community development.

1.6 The government should evaluate and monitor the results and organize continuous evaluation of participation in political activities to know the efficiency and improve the implementation guidelines in the future. Implementing these suggestions will help develop political involvement in the community to be stronger and more sustainable.

2. Suggestions for future research

- 2.1 There should be coordination between community leaders and research teams regarding the complete documents and information about people in the area so that they are ready for fieldwork.
- 2.2 Village information should be studied to facilitate fieldwork.
- 2.3 The survey route should be organized. Set important positions for fieldwork
- 2.4 The questionnaire should be organized so that it is easy for people who do not understand the questions to facilitate fieldwork so that people can understand the questions.

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