

Development to Sustainable Community Potential of Local Wisdoms Productive “Native Skill” based on Sufficiency Economy & Creative Economy in Chaiyaphum Province the Communities, Thailand

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Summary:- Development strategies based on potential and sustainability in socio-Cultural Capital was the strategies for community economic system development. This research aimed to analyzed and development to sustainable community potential of local wisdoms productive of native skill based on sufficiency economy and creative economy. The collection by community analyzing, in- depth study, interview, questionnaire with target group in 3 communities in Chaiyaphum province, Thailand to data. The cultural contexts to the native skill productive “Laymekunkounaree skill cotton” this is a production based on the original identity. By the production capacity enhancement based on using knowledge, learning for jobs creative, and apply the intellectual property that is linked to the cultural basis into a creating unique identity and marketing values. A successful for development to sustainable community potential at level of high levels, and successful levels follows up comments of the 3 groups did not different.

Keywords:- Development to sustainable community potential, local wisdoms productive “native skill”, sufficiency economy and creative economy.

I. INTRODUCTION

The entry of world’s culture into passing globalization and cyber world to rapidly are important factors affecting Thai’s cultural and societies including life style, attitude, belief, interpersonal relations, learning process and behavior to focus on the pursuit of happiness, creating personal of identities, and creating social networks through cyberspace for born to a sub-contemporary culture to form of grouping people with similar interests. [1] Which the development strategy is based on the potential and sustainability of cultural and social capital was the strategies for community economics of traditional system in Thai’s communities, because the former community economy of Thailand in families and communities are production units were existence and preservation of families and communities to able a supporting themselves and reproduce.[2] Especially into community productive development. A community productive development is an important thing of good and quality productive can be helping a promoted in the image of the products include the

locals as well as in the matter and community productive. Also, one problem that can be found in almost every community in Thailand there are still problems in the form of productive that are not needed by consumers, the product’s design is therefore an important part of improving the quality of communities productive.

The current philosophy of alternative development concepts that create stability and sustainability of Thai society, both now and in the future is “Philosophy of Sufficiency Economy” of the King Phumipon Majesty, Thailand to guide the way of life for Thais’ citizen to survive and be able to sustainably under globalization and changes were alternative production methods are based on the context of Thai society to creative. [3] Which is a development strategy based on the strength and potentially of Cultural-Social Capital, and this developing strategy should start for creating such production paths in the community which is an important foundation for development. Therefore, it is necessary to create a culture of change based on ideas and understanding to creative economy for making a link to transfer production development, design and invention that the creative community recognizes is important include a value in one’s own cultural to sustainable communities. This research aimed to analyzed and development to sustainable community potential of local wisdoms productive of native skill based on sufficiency economy and creative economy in Chaiyaphum Province the communities, Thailand.

II. REVIEW LITERATURE

A. Thai’s Culture Capital

Chathip Natsupa and Teams [4] to presented of the cultures are an important capital of the communities, community development to be self-reliant must to understand the communities culture. Which is a concept of community culture Caused by the community having its own culture, there is a traditional belief in kinship and family systems of bound together in the communities. management mechanism is to participate in developing strong communities and important role in development of sustainability. Identity and culture Is something that can indicate knowledge And the wisdom of the local communities or Nationality are indicators of identities and values. Community productive

are the ways of creating and producing behaviors of that communities to Indicates base upon thought and knowledge has been inherited, need to be preserved and preserve the uniqueness in the products of that community to remain strong and sustainable.

B. Sufficiency Economy

Jedaman. P., and authors [5] to summaries of “*Sufficiency Economy*” were an applying principles of knowledge and technology of suitability to used on since the planning phase and implementation, which *sufficiency economy* is Knowledge base economy of Learning society. However, the sufficiency economy is the main idea, practices in life and works for according the principle of the middle path on carelessness, indication of self-reliance And able to support of themselves based on modest, rationality, immunity by using conditions of knowledge and morality to a balance, ready to change in objective, social, environmental and cultural for sustainable community potential of local wisdoms productive “Native Skill” in Chaiyaphum Province the communities, Thailand.

C. Creative Economy

Bamrung Bunpranya [6] a presenting the “Creative Economy” were the common elements of the conceptual to with creative issued to human resource under the knowledge including education, creativity, and Intellectual Property that are linked to cultural foundations, accumulation of knowledge and innovative technology into creative value and value. Which, sustainable community potential of local wisdoms productive “Native Skill” in Chaiyaphum Province the communities, Thailand.

III. THE METHODS

In this research using data method was participatory rural appraisal for learning & development to applied from community analysis of participatory rural appraisal and transformative action and learning research. Also, the studying focus on all sectors in the communities to participate in learning and playing an attention to paradigm-shift, values about production methods, a way of thinking and existence for focusing the productive development to the goals with intelligence of development to sustainable community potential of local wisdoms productive “Native Skill” based on sufficiency economy & creative economy in Chaiyaphum Province the communities, Thailand.

A. Areas/ Targets Group/ Sampling

Research has chosen the research target area that is consistent and appropriate for incasing a community productive of local wisdoms productive “Native Skill” in Chaiyaphum province, amount 3 communities were Khonsawan community, Khokmagoue community, and Banklaw community. The targets group were 6 community leaders and opinion leaders, 80 members of the silk productive groups of participating in the project, they all by purposive sampling for Key informant on individual unit of analysis and focus group. And 650 sampling for survey to the opinion were community leaders and opinion leaders,

members of the silk productive groups, Resellers and buyers of products. They all were by multi- stage cluster sampling.

B. Data Collection

The collection, first to analyzed of community context and cultural of local wisdoms productive “Native Skill” with targets group were six community leaders and opinion leaders, eighty members of the silk productive groups of participating in the project by interview semi structure for studying the community context and cultural to suitable application in productive and create values of local wisdoms productive “Native Skill” , second to implementation of action plans and learning for development to sustainable community potential of local wisdoms productive “Native Skill” based on sufficiency economy & creative economy with eighty members of the silk productive groups of participating in the project, there are the qualitative research, and third to survey by questionnaire of 5 rating scales with 650 sampling into the opinions for studying the levels of successful to development to sustainable community potential of local wisdoms productive “Native Skill” based on sufficiency economy & creative economy, this is quantitative research of the data.

C. Data Analysis

The data analysis on qualitative data using Grounded Theory to relying on analytical methods as; 1) open coding of creating the most concepts are divided into 2 levels, (1) substantive code, (2) theoretical code is conceptualization on step 2 after creating all the concepts this stage is based on knowledge of theoretical sensitivity on analyzer, in addition, a comparison of stability to content comparative method of each data unit, 2) category when creating concepts or opening codes at both levels will be categorize the code of similarity or related in a context, condition, and consequences, which these are things make it visible on the process of clear phenomenon, 3) axial coding for relationships analyzed between the resulting category and context for getting the main category and subcategory include central concept to checking with the data provider, 4) theoretical generalization for interpretation lead to conclusion. Quantitative data for analyzed of levels successful will be analyzed by descriptive statistically analysis include percentage, mean, standard deviation. Also, to comparison of successful levels and opinions of all 3 groups using one way ANOVA by F-test.

IV. THE FINDINGS

Analyzed and development to sustainable community potential of local wisdoms productive of native skill based on sufficiency economy and creative economy in Chaiyaphum Province the communities, Thailand were as following:

The community context and cultural of local wisdoms productive “Native Skill” in Chaiyaphum Province the communities, Thailand were occurred in the reign of Phraya Phakdi Chumphon, the first ruler of Chaiyaphum and Thao Bunmee has a wife, which is a city of Wiang

Chan in Laos to immigrated to found a city at Chaiyaphum Province. Chaiyaphum has a culture that is overlapping. Including the culture of the pattern design on the fabrics (e.g., Mudmee patterns) which the patterns that were obtained caused by thoughts and beliefs that has been around since ancient times. Thao Bunmee was specialize in weaving to Chaiyaphum woman for knowing to grow mulberry and raise skills, and weaving. In addition, it also teaches the invention think of different patterns (e.g., Laimikho, Laimikun). Since Chaiyaphum people are art people themselves, Mudmee patterns are created from various things around them. Designed to be fabrics patterns “Native Skill of Laimikunkounaree” Resulting in a unique pattern of local fabric Chaiyaphum Province. For this reason, the community has the wisdom of “Native Skill” to a continuous time until nowadays.

The development to sustainable community potential of local wisdoms productive of native skill based on

sufficiency economy and creative economy in Chaiyaphum Province the communities, Thailand from exchanging learning for developing the patterns, working process, equipment, and knowledge transfer there are knowledge set that has been used to benefit from integration a new productive local wisdoms productive of “Native Skill of Laimikunkounaree” were followed;

a) Weaving characteristics: Inserting a thread between the warp threads, which is alternately split up, to up 1 down 1 or up 2 down 2, according to the number of threads sorted when weaving the loom, the resulting fabric will be smooth and consistent. Standing thread is a small thread, and a large thread is a bigger than. The weaving requires more standing thread than the cross thread. Weaving pattern will be separated of a new in “Native Skill of Laimikunkounaree” for depending on the using.

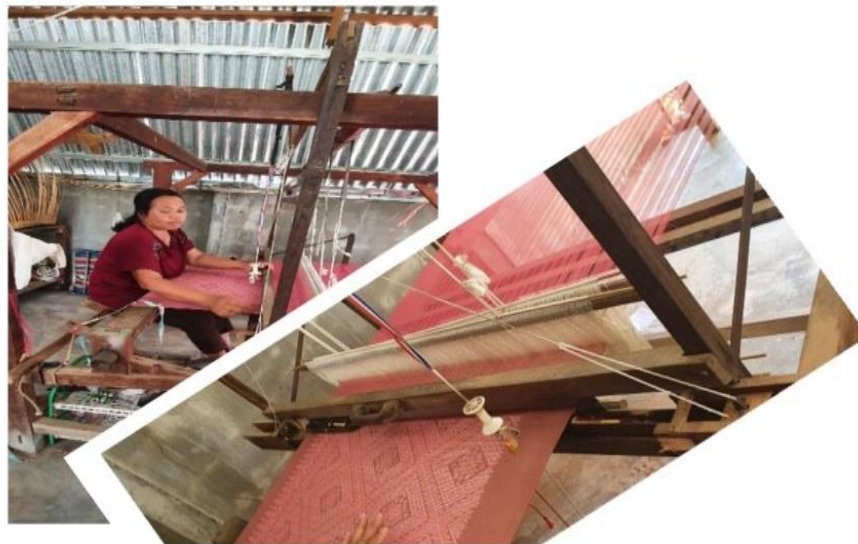


Fig 1:- Production workshop of development to sustainable community potential of local wisdoms productive “Native Skill of Laimikunkounaree” based on sufficiency economy and creative economy

b) Dyeing the fabric in the productive: by using natural dyes on a new productive local wisdoms productive of “Native Skill of Laimikunkounaree”. To make the color long lasting need to thread through the process of fat dissolving. By boiling the water for about half hour, then wash with cold water until the cotton is white and to dyed while the thread is getting wet. Natural materials used to (e.g., Turmeric used is the tuber, the rhizome is yellow, Jackfruit, use the essence to be green).

c) Production process while weaving: 1) The pattern setting is to be made at the same time as the thread arrangement, which is to use more thread than usual which need to be raised, 2) usual number of warp and weft threads

but inserted in alternating colors while standing or when inserting the thread Will be woven in alternating colors and embossed in the fabric, 3) the pattern weaving by inserting the thread, lifting the warp thread will not follow the raising The weaver will use the fingers to help insert and lift the thread up according to the amount that is calculated. To insert the desired color thread between the warp threads, 4) It is woven by the same pattern throughout the pattern is a built-in pattern by specifying the color according to the standing thread. And separating the warp threads by counting the warp threads by inserting the sapwood into the conductor to help separate the threads between the warp threads.

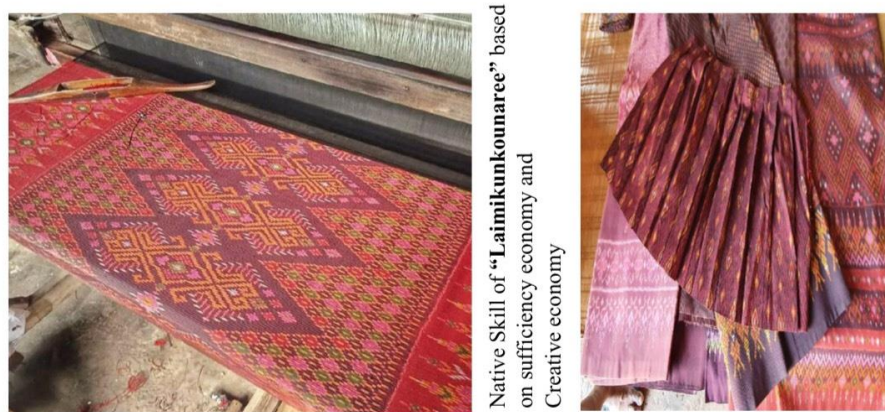


Fig 2:- The local wisdoms productive “Native Skill of Laimikunkounaree” based on sufficiency economy and creative economy in Chaiyaphum Province the communities, Thailand

Levels of successful to development to sustainable community potential of local wisdoms productive “Native Skill” based on sufficiency economy & creative economy and comparison of successful levels and opinions of all 3 groups to shown on table 1.

Successful to development to sustainable community potential	Comparison of successful levels and opinions of all 3 groups						F-test
	Group 1		Group 2		Group 3		
	\bar{X}	S.D.	\bar{X}	S.D.	\bar{X}	S.D.	
1. Productive Identity	4.27	0.66	4.31	0.64	4.30	0.65	.00*
2. Productive Pattern	4.33	0.61	4.29	0.64	4.31	0.62	
3. Productive Quality	4.28	0.66	4.30	0.65	4.27	0.67	
4. Productive Marketing	4.25	0.68	4.26	0.67	4.27	0.67	
Totals	4.28	0.65	4.29	0.65	4.28	0.65	

* Not different.

Table 1:- mean, standard deviation of the levels of successful and comparison by F-test (n=650)

The levels of successful to development to sustainable community potential of local wisdoms productive “Native Skill” based on sufficiency economy & creative economy at “ Key” of 4 elements were productive identity, productive pattern, productive quality, and productive marketing at a level of high levels (\bar{X} = 4.28, S.D.= 0.65), first in productive pattern was highest (\bar{X} = 4.31, S.D.= 0.62), second in productive identity (\bar{X} = 4.29, S.D.= 0.65), and third in productive quality (\bar{X} = 4.28, S.D.= 0.66). Respectively. comparison of successful levels and opinions of all 3 groups did not different.

V. SUMMARY AND DISCUSSIONS

The development to sustainable community potential of local wisdoms productive of native skill based on sufficiency economy and creative economy in Chaiyaphum Province the communities, Thailand on community context and cultural of local wisdoms productive “Native Skill” were occurred in the reign of Phraya Phakdi Chumphon, the first ruler of Chaiyaphum and Thao Bunmee has a wife, which is a city of Wiang Chan in Laos to immigrated to found a city at Chaiyaphum Province. Chaiyaphum has a culture that is overlapping. Including the culture of the pattern design on the fabrics (e.g., Mudmee patterns) which the patterns that were obtained caused by thoughts and beliefs that has been around since ancient times. The sustainable community potential of local wisdoms

productive of native skill based on sufficiency economy and creative economy in Chaiyaphum Province the communities, Thailand from exchanging learning for developing the patterns, working process, equipment, and knowledge transfer there are knowledge set that has been used to benefit from integration a new productive local wisdoms productive of “Native Skill of Laimikunkounaree” including *weaving characteristics*, *dyeing the fabric in the productive*, and *production process while weaving*. levels of successful to development to sustainable community potential of local wisdoms productive “Native Skill” based on sufficiency economy & creative economy at “ Key” of 4 elements were productive identity, productive pattern, productive quality, and productive marketing at a level of high levels, and successful levels follows up comments of the 3 groups did not different. Because the cultural context studying the productive “Laimikunkounaree” for seeing the true condition and used to a guideline for the development of the design process based on sufficiency economy and creative economy to accordant with Jedaman. P. and authors [5] for discussing sufficiency economy in the dimension of social capital development to keep up with the changes there are applying the knowledge and suitable technology for using from the planning stage and implementation to learning society. Prawas Vasi [3] sufficiency economy is guidelines for sustainable leaving. Which the local wisdoms productive “Native Skill” there is a way of production that is balanced between people and

people, people and the environment [6] by adhering to the production method according to the sufficiency economy philosophy and creative to make it clear to yourself was productive based on the use of intellectual property to linked on cultural foundations of sustainable community potential of local wisdoms productive of native skill.

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