DEVELOPMENT OF COMMUNICATION TO STRENGTHEN PEOPLE'S FAITH TOWARDS ADMINISTRATION OF KHU KHOT MUNICIPALITY

Jananya Ngamnet
Phranakhon Rajabhat University, Bangkok Thailand

ABSTRACT

This research was aimed to study 1) condition of people's communication to strengthen people's faith towards administration of Khu Khot Municipality, 2) issues and obstacles of communication development to strengthen the people's faith towards the administration of Khu Khot Municipality, and 3) patterns of communication development to strengthen the people's faith towards the administration of Khu Khot Municipality. The research methodology used was a combination of a quantitative approach using 400 sets of questionnaire answered by representative sample and a qualitative research which deployed an in-depth interview of representatives from 4 communities as well as conversations with Khu Khot Municipality staff. Quantitative data analysis was done by descriptive statistics, percentages, and averages while the qualitative data analysis was done with interpretation-conclusion induction and content analysis of the data collected.

The research found that :

1. Conditions of people's communication in Khu Khot Municipality consisted of 1) information awareness through Khu Khot Municipality's communication channels of which a wire broadcasting was an outstanding mean (22.5),2) communication to strengthen the people's faith towards the administration of Khu Khot Municipality which covered 4 aspects: (1) raising awareness of the value of community, (2) encouraging the people's participation in the communications of Khu Khot Municipality, (3) the people's involvement in Khu Khot Municipality's activities and events, and (4) the contents useful to the community. The result indicated that the most distinctive point was the people's involvement in Khu Khot Municipality's activities and events (3.86). Factors that affected the communications to build faith in the administration of Khu Khot Municipality were found in four dimensions: (1) the approach of Khu Khot Municipality media access, (2) enforcement practices regarding the public notice, (3) the ability of community leaders in communication, and (4) the ability of Khu Khot Municipality staff in communication. It was found that the most outstanding point was the ability of Khu Khot Municipality staff in communication (3.98).

2. Issues and obstacles of the development of communication to strengthen the people's faith towards the administration of Khu Khot Municipality included 1) lack of thorough information distribution, 2) staff's lack of skills to relay information, 3) community leaders' lack of responsibility, 4) conflicts within community, and 5) notice board.

3. Patterns of development of communication to strengthen the people's faith towards the administration of Khu Khot Municipality involved communication development in three aspects: 1) application of online communication technology, 2) encouragement of people to become communicators rather than audiences, and 3) increase of variety of contents/channels to communicate with the people.

Keywords : Communications, People's Faith, Khu Khot Municipality

Background and Significance

Communication is a vital part of human relation as human requires communication to create relation with others in the sustaining of life such as in daily living, in society, in business, in politics both in domestic and internationally. Communication becomes important element of society as human needs social interaction. Over more, communication is also a tool that is used to foster relation with another in the society. Thus, communication is important to daily life, to domestic and international politics, and to business, industries, and organizational communication. Human use communication to achieve certain end purpose, and as such, communication is important in any organization whether in aspect that it creates positive common atmosphere or good relations between members; all of which will boost the efficiency of work and thus help achieve goals of said organization.

Communication is important to the administration of any organization. One of the factors that lead to organization's success is effective communication. If any organization suffers ineffective communication, then, this will inevitably affect the inefficiency of its administration and may leads to failure in meeting goals. Therefore, organizations should develop their communication to become effective as organizational problems may occurred as a result of communication problems such as problems of communicator, the medium of communication, or the receiver. From the field study and survey of Khukhot Municipality and community members, the communication problems between the municipality and its community is the delay of communication in communication channel and sometime doesn't reach the people that it often result in the people in community saying "they have never learn such a thing". These channel that the municipality use as a media to connect with the community are broadcasting line, broadcasting vehicle on weekends and after work time, newsletter, website, and Facebook page of Khukhot Municipality.

In addition to the problem caused by communication channel, other organization issues also exist such as incongruity in communication between communicator and receiver and problems of false information. These problems rooted from communication may undermine the work of any organizations and will affect the trust that the community has toward the information received from that organization.

From these problems, the researcher become interested in how to foster trust of the community toward the works of organization of Khukhot Municipality in order that the organization become the leading example of local administration organization, one that will adapt with the progress of society and develop to excellency.

Purpose of Study
1. To develop a guideline of how to develop communication which foster community's trust toward Khukhot Municipality.
2. To study the communication condition of the people in community which foster community's trust toward Khukhot Municipality.
3. To study problems and obstacles in developing communication which foster community's trust toward Khukhot Municipality.
4. To study the communication development model which foster community's trust toward Khukhot Municipality.

The goal that this study hopes to achieve
1. Achieve guideline of how to develop communication which foster community's trust toward Khukhot Municipality.
2. Achieve knowledge in regard to communication which foster community's trust toward Khukhot Municipality.
3. To understand the problems and obstacles of communication in which foster community's trust toward Khukhot Municipality.
4. To develop the communication development model which foster community's trust toward Khukhot Municipality.

Study Framework

Contextual Framework: The framework is to study the Best Practice of communication of Donkaew Sub-district Administrative Organization, Chiangmai and to study the communication of Khukhot Municipality which foster community's trust toward Khukhot Municipality.

Informational Framework: 1) The area of study is the area under administration of Khukhot Municipality, Pathumthani. 2) Source of Qualitative Research consists of the Administrator and Head Divisions of 16 people. 3) Source of Quantitative Research consists of member of community of 400 people.

Time Framework: The study of communication development which foster community's trust toward Khukhot Municipality employs tools such as data analysis, survey, interview form, and group discussion to collect data. The study covers the period of 1 year.

The study is Participatory Action Research using mixed method, employing Quantitative Research via Survey Research Method, anticipating 400 surveys, while on Qualitative measure employs In-depth interview from 4 of the community's sample and from Group Discussion of the staff of Municipality.

The Framework

```
┌─────────────────────────────────────────────┐
│   Guideline in developing Communication which │
│   foster community's trust toward Khukhot      │
│              Municipality                      │
└─────────────────────────────────────────────┘
        │                              │
        ▼                              ▼
┌──────────────────┐          ┌──────────────────┐
│  Communication   │          │      Trust        │
└──────────────────┘          └──────────────────┘
        │                              │
        ▼                              ▼
┌─────────────────────────────────────────────┐
│   Problems and Obstacles in Communication     │
└─────────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────────┐
│   The Communication development model which   │
│   foster community's trust toward Khukhot     │
│              Municipality                      │
└─────────────────────────────────────────────┘
```
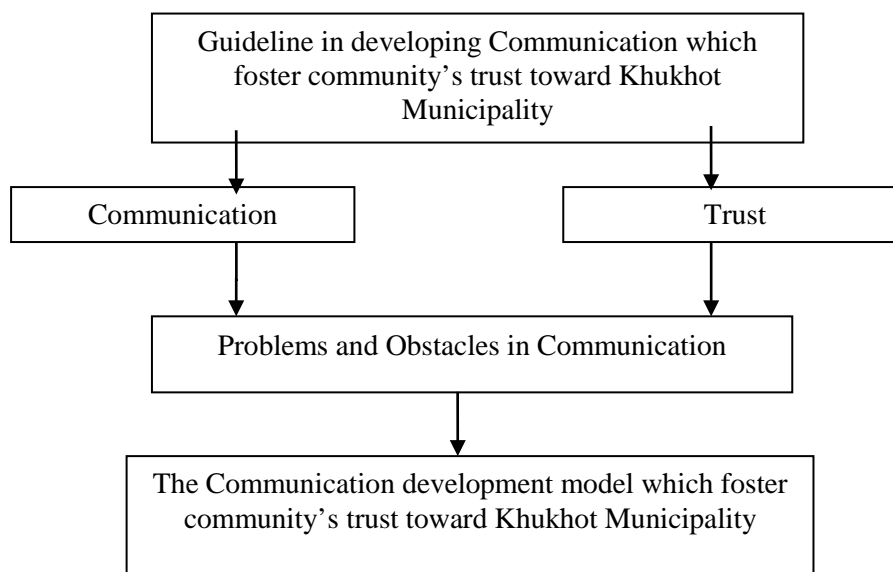
The Results

1. Guideline in developing Communication which foster community's trust toward Khukhot Municipality: The best practice learned from Donkaew Sub-district Administrative Organization, Chiangmai in regard to communication is listed in 5 aspect as follows; 1) Awareness toward community's value. 2) Community's participation in communications. 3) Community's participation in activities. 4) The content that is relevant and useful for the community. 5) Acquired good channel of communications.

2. The communication condition of Khukhot Municipality are such as 1) circular notice 2) Governmental notice 3) Brochure 4) Website 5) Telephone 6) Line Broadcasting 7) Billboard 8) Broadcasting Vehicle 9) Direct contact 10) Line Application 11) Facebook Page 12) E-mail. It is found from our quantitative research that the condition of communications of the Khukhot community that reach most people are 1) Line Broadcasting (22.5%) 2) Direct contact (17.8%), and 3) telephone (15.5%)

Communication which foster trust among community's member consisted of 4 aspect; 1) Awareness toward community's value. 2) Community's participation in Khukhot Municipality's communications. 3) Community's participation in Khukhot Municipality's activities. 4) The content that is relevant and useful for the community. It is found that among the four, the most anticipated is Community's participation in Khukhot Municipality's activities (3.86), the second most is Awareness toward community's value (3.84), and the third is the content that is relevant and useful for the community (3.72) respectively while the least anticipated is Community's participation in Khukhot Municipality's communications at (3.32).

The factor that influence the communication that will foster community's trust toward Khukhot Municipality is concluded into 4 aspects such are 1) the means of access to Khukhot Municipality's media, 2) The use and enforcement of the information that is communicated, 3) the community leaders' ability to communicate, 4) the ability of the Municipality staff to communicate. Among these, the most anticipated is the ability of the Municipality staff to communicate (3.95), the second is the use and enforcement of the information that is communicated (3.95), the third is the community leaders' ability to communicate (3.79), and the least respectively is the means of accessto Khukhot Municipality's media (3.76)

1. The problems and obstacles in developing communication which foster community's trust toward Khukhot Municipality are 1) Inaccessibility of information, 2) lack of communication ability among the Municipality's staff, 3) lack of responsibility among community's leader, 4) conflict among community,

2. The communication development model which foster community's trust toward Khukhot Municipality included developments in 3 aspects which are 1) application of online channel of communication,

2) promote community's to become communicator rather than receiver, 3) increase the variety of content and channel of communication.

From the quantitative data analysis in order to develop communication to foster trust of the community toward Khukhot Municipality, the study found that most of the community has average knowledge tending toward the low side and individual income is not high. This lead to the observing of communication behavior which points that the most preferred means of communication are direct explanation and hearsay from peer to peer, the means of which are primary method to human communication. The qualitative research shows that most interviewee of Khukhot Municipality use Line Broadcasting and direct contact or using community's leader to explain any information. From these result both in quantitative and qualitative researches, the author likes to introduce the communication model which foster community's trust toward Khukhot Municipality as follows;

1. Direct communication with the community
     1.1 Direct communication with the community where the community's leader works as coordinator to directly explain information directly to the community.
     1.2 Communication via Line broadcasting which foster trust and give clearer information.

2. Indirect communication
     2.1 Communication in a way that create member's participation in their community.
     2.2 Communication in a way that create value mentality toward the community.

Result Discussion

From the study, it is found that the model of communication which foster trust of the community toward Khukhot Municipality is to develop into into three aspects; 1) application of online channel of communication, 2) promote community's to become communicator rather than receiver, 3) increase the variety of content and channel of communication. These coincides with the study done previously by Ornanong Sawadburee (2012), Nongnuch Siriroj (2011), Suparak Thitikulcharoen (2011), Choosuk Janeprakone (2006), Jumroen Yaichid et al. (2004), Amornrat Tiplert et al (2003), Sonthaya Posri (2002), Kanjana Kaewthep et al. (2000), Rujira Supasa (1999), Kedsinee Jutawijit (1997), Rogers and Shoemaker (1971), Berelson and Steiner (1964), Osgood (1954), Jurgen Ruesch and Gregory Bateson (1951), Warren W. Weaver (1949). These are study which this study was based its framework upon.

Suggestion for further Study

1. Inviting the mayor of Khukot and head of governmental branch to be a part of study could lead to greater benefit as this study aim at the further use of its result into development. Therefore, both the mayor and relevant government authority who are in direct power could give greater insight and widen angle to various practical application.

2. Studying model of communication of organizations is one of the appropriate topic to study whereby the interested person may choose to research the best practice done by communal administrative body whether on sub-district, district, or provincial level. So to speak, the case study has proven that some of the practice is a good practice and thus these findings even further their impact and prove its applicability of the communication model found in this research.

Applying Khukhot Communication Model into Practice

1. Online Communication Technology Improvement Project
Khukhot Municipality may adopt this by first training its staff in the area of online communication technology, combining it into annual budget, making it a policy to make Facebook Page one of the main channels of communication. The staff of the Municipality would act as the public relation and communicator for the community. On this platform, the community can also reflect back and contribute information as well. This channel is considered one of the most accessible, fast, and easy and helps create the participation between communi9ty and the Municipality in regard to their communication.

Therefore, it is one of the channels which could foster the trust of the community toward Khukhot Municipality whereby it allows the community to be a part of information contributor.

2. Communication Skill Development Project
The Khukhot Municipality could provide communication training for its staff in order to use it in public relation and to pass on information to the Khukhot community effectively.

3. Development Project of Khukhot Municipality Communication Result Report System.
The Khukhot Municipality creates communication result report system which is a summary of result of communication with community from the first project. The summary could be done in monthly or yearly and to be used for future development.

4. Line Broadcasting Improvement Project
Khukhot Municipality has already initiated this project for quite sometimes and will strive to further develop this project. As the preexisting Line has suffered some damage and may worn out, causing the disruption in communication to certain spot.

The 4 communication models which could foster community's trust toward Khukhot Municipality is a result of community's leaders and Municipality collaboration in order to bring about accessible communication toward the community, employing online technology such as Facebook page, encouraging the community to be the communicator rather than the information receiver. On the other hand, it strives to widen range of content and channel that could easily and quickly reach the community whereby its results could be continually summarized for further development. Therefore, these models could foster the trust of the community toward the Khukhot Municipality.

References

Amornrat Tiplert et al. (2003). **Performance of the communications media to mobilize people
    power development.**
Choosuk Janeprakone. (2006)**. Organizational communication workshop.** Bangkok:
    Ramkhamheang University.
Jumroen Yaichid et al. (2004). **Communication level in the community to address: the issue of
    AIDS in the Chiang Rai province.** Office of Research Fund**.**
Kannjana Kaewthep et al. (2000). Communications Community. **Community media: cognitive processing.**
Office of Research Fund.
Kedsinee Jutawijit. (1997). **Communications for local development.** Department of Communications and
Public Affairs, Rajabhat Nakhonpathom Institute. Nakhonpathom: Petchkasem Printing.
Nongnuch Siriroj. (2011). **Introduction to Journalism.** Bangkok: Ramkhamheang University.
Ornanong Sawadburee. (2012). **Behavioral and organizational communication.** Bangkok: Chulalongkorn
University.
Rujira Supasa. (1999) **Creating media contribute to the environmental development of NGOs.** Master of
Communication, Chulalongkorn University.
Suparak Thitikulcharoen. (2011). **Communication theory. (6th edition).** Bangkok: Ramkhamheang University.
Sonthaya Posri. (2002). **Theory and community development.** Bangkok: Odient Store Printing.
Berelson, B., and Steiner, G. H. (1964). **Human behavior: And inventory of scientific findings.**
    New York: Harcourt Brace and World.
Jurgen Ruesch and Gregory Bateson. (1951). **Communication**: **The Social Matrix of Psychiatry.**
    New York: W.W. Norton & Co.
Osgood, C. E., ed. (1954). Psycholinguistics: A survey of theory and research problem. **Journal of
    Abnormal and Social Psychology** 49 (October). Morton Prince Memorial Supplement.
Rogers, E. M., and Shoemaker. (1971). **Communication of innovations.** New York: The Free Press.
Warren W. Weaver in Claude E. Shannon and Warren W. weaver. (1949). **The Mathematical
    Theory of Communication.** Urbana, Ill: University of Illinois Press.