

## **Development of the Model for Television Programs to Promote Local Identity of the Northeastern Region of Thailand**

**By**

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### **Abstract**

This research aimed to investigate the current condition of television programs and develop the model for television programs to promote the local identity of the northeastern region of Thailand. The data were collected from 91 informants, including 17 key informants, 17 casual informants, and 60 general informants. Research instruments included a survey form, an observation form, an interview form, and a focus group discussion form. Both secondary and primary data were collected, arranged, and analyzed using descriptive statistics. According to the study, television stations have increased the content variety of local programs, the number of channels for specific groups, the income channels for service businesses, and the strategy to access the audience. The focus is on being local television channels that present local news content and knowledge primarily in news programs, talk, and magazine programs. In particular, television programs to promote local identity are presented with content that reflects the locality of the Isan region in the local language in the form of magazine programs, variety programs, and local news programs. The confirmed model of television programs to promote the local identity of the northeastern region consists of 7 elements. The first element is the audience whose age ranges between 35-45 years old. The second element is the concept that presents the relationship and connection between the past and present through local stories, learning about specific features of the culture or remarkable attributes of the local, creating new experiences, and experiencing the way of life. The third element is the structure, including the title, content, interlude, and credit. The fourth element is the content, including a presentation about beliefs, faith, historical sites, natural landmarks, tourist attractions, culture and traditions, and local products. The fifth element is the presentation methods, including documentaries, magazine, and variety programs. The sixth element is the announcers, who should have communication skills and cultural knowledge, and insights into the topics being discussed. Announcers could be local people, celebrities, or YouTubers. The seventh element is the presentation time, ranging from 4-5 minutes or 15-25 minutes.

**Keywords :** Model, Television program, Local identity

### **Introduction**

The northeastern region of Thailand, or locally known as Isan, is an important region for the country's main economic crop production, especially the plain of Thung Kula Ronghai, covering the areas of Yasothon, Sisaket, Surin, Maha Sarakham, Roi Et, and that of Thung Samrit, covering the provinces of Nakhon Ratchasima and Buriram. These plains produce the best jasmine rice in the country. Its location at the central part of the Mekong subregion is an essential factor for economic growth, industrialization, and urbanization, such as Khon Kaen

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and Nakhon Ratchasima. Thai people from other regions have immigrated and settled down in the region. Native people have been living in the region for centuries. As a result, Isan is the most populous region in Thailand, with Nakhon Ratchasima topping the population ranking, followed by Ubon Ratchathani and Khon Kaen.

Isan culture is unique as portrayed by lifestyle, way of thinking, beliefs, faith, religions, and ceremonies. These attributes have become the identity of Isan culture, such as the belief in Buddhism, the faith in Thao Suranari, Phra That Kham Kaen, Phuk Siao ritual (friendship bonding), the illuminated boat procession, the candle festival, and the longtail boat racing. Local wisdom is passed on from past to present generations. Local people are creative in turning local raw materials into local products, such as Korat noodles, Khem Bak Nat (Salted fish fermented with pineapple), handmade ikat Thai silk fabric, Kap Bua fabric, brassware, and pottery. Furthermore, the northeastern region of Thailand is also rich in Isan art and architecture that express its ancient civilizations. Isan art and architectures tell local history through the design, construction, conservation, and renovation from one generation to another. Remarkable historic sites include Pha Taem National Park, Phu Wiang National Park, Phimai Historical Park, Prasat Pueai Noi, and Ku Praphachai. Well-known natural landmarks include Khao Yai National Park, Phu Pha Man National Park, Sam Phan Bok, and the two-color river. Famous tourist attractions include Wat Sirindhorn Wararam Phu Phrao, Wat Phrathat Nong Bua, the Petrified Wood Museum, Phu Wiang Dinosaur Museum, and Bueng Kaen Nakhon Lake.

Communication is a fundamental factor for the inheritance of local culture, way of life, way of thinking, beliefs, values, traditions, ceremonies, and local wisdom that a group of people and society have created, collected, cultivated, inherited, learned, improved, and changed for spiritual and materialistic advancement, peace, and sustainability (National Cultural Act B.E. 2553, 2007). The change in television media from the development of modern technology has made television stations improve the quality of the signal as well as the quality of the picture and sound. The equipment within TV stations used in the production and broadcasting process should be effective enough to transmit HD digital signals. Television has become common mobile communication channel. Viewers can choose to watch television programs on demand and enjoy retrospective television programs through a television set or signals on various mobile phone models. This allows viewers to watch whenever and wherever, as well as interact and comment back on the television program as soon as it airs. Moreover, a change in media consumption behavior has been observed; television program viewers have a rush lifestyle, and there is an increasing demand for online media in their daily lives. For these reasons, both central and provincial television stations, including cable TV, are competing to increase channels to reach viewers, especially online media, such as YouTube and Facebook. The stations choose to deliver content quickly by shortening the broadcasting time. Viewers can further adapt the knowledge from the programs in their lives. The presentation format has been adapted to suit social media as well.

The shift in mass communication has forced local TV stations in the Northeast, both the public and private, to consider their ability to operate in the midst of a fluctuating economic climate, maintain the number of sponsors, and increase the number of viewers in every channel. In the meantime, they are obliged to maintain the roles and duties of the social media institutes in five areas, including providing information, social integration, social continuity, entertaining society, and social, political and economic campaigns. The focus is on transferring social mainstreams and accepting subcultures, alternative cultures, and emerging cultures (Siriyuvasak, U. 2007). Directors of television stations, program moderators, producers, and personnel involved in the production of television programs must be aware of ways to

comprehend the needs of the audience with rapidly changing media consumption behaviors. They must be able to produce exciting television programs to suit the local context by presenting Isan identity in terms of beliefs, faith, religions, places, history, natural landmarks, tourist attractions, culture, traditions, and local products by local people as the owners of their resources. The engagement of local people is a means to inherit and disseminate the identity of Isan people from the future generations.

## **Objectives of the research**

1. To investigate the existing condition of television programs.
2. To develop the model for television programs to promote local identity of the northeastern region of Thailand.

## **Research methodology**

In this study, the qualitative approach was used. The secondary data were collected from documents, research, and other relevant literatures, such as books, textbooks, journals, online articles, research reports, and theses. The primary data were collected from a survey, along with participant and non-participant observation, structured and unstructured interviews, and focus group discussions.

## **Population and sample**

The populations used in this research were administrators, staff and viewers of a local radio station in Nakhon Ratchasima Province, Khon Kaen Province, Ubon Ratchathani Province.

The sample used in this research were 17 people a group of knowledge (journalists in journalism), 14 people a group of practitioners (officials such as news anchors, and 14 people a group of general information providers (viewers) of 60 people, totaling 91 people, which were derived from purposive sampling.

## **Research instruments**

1. The survey form is an instrument used to explore basic information about the background of television programs according to the objectives of the research.
2. The observation form was used for observing the general condition of the research area. There are two types of observation: participant observation and non-participant observation. Participant observation is a method in which the researcher also actively engages in the activities of the research participants. Non-participant observation is the observation in which the researcher does not participate in the activities.
3. Interview guide is an instrument that the researchers used to interview the informants. There are two types of interview in this research: structured interview and unstructured interview. Structured interview employs the interview guide with a certain set of questions. An unstructured interview guide does not contain a certain set of questions. The topics in the unstructured interview guide encompass the background of television programs, the existing conditions and programs of television programs, and the pattern of television programs to promote the local identity of northeastern Thailand. With the interview guide, the researchers utilized the in-depth interview technique to interview the informants according to the objectives of the research. Furthermore, the structured

interview guide was used for interviewing the experts who review and confirm the model for television programs to promote local identity of northeastern of Thailand.

4. Focus group discussion is the instrument used to discuss with a group of 3 – 5 informants. In the focus group discussion, the unstructured interview technique was used as the guideline questions about the model of television programs to promote local identity of the northeastern of Thailand.

### **Validation of the research instruments**

1. The researchers discussed the draft of the instruments from documents, research studies, and relevant literature with the thesis committee in order to examine its language, content, and consistency with the research objectives.
2. The draft instruments were submitted to the experts to review content validity and agreement between the questions and research objectives. The experts included a cultural expert, a mass communication expert, and a mass communication scholar. The index of item objective congruence (IOC) was then calculated.
3. The validity test of the instruments revealed that the instruments passed the criteria of validity ranging from 0.60 – 1.00 (Chaichanawiro, U & Wanthum, C., 2017). Therefore, the instruments are acceptable for collecting the data.

### **Data collection**

The researcher scoped the research period from July 2019 to June 2020. The data collection procedures are discussed in detail below.

1. Secondary data were collected from relevant literatures, such as books, textbooks, journals, online articles, research reports, and theses.
2. The primary data were collected from the field survey. The primary data were collected by using a survey, observation, interview, and focus group discussion. The informants were divided into three groups: experts (including 17 interviewees providing key information), practitioners (14 interviewees providing casual information), and general interviewees (including 60 interviewees providing general information).

### **Data analysis**

1. The secondary data from documents, research studies, and relevant literatures were collected, prepared, categorized based on the research objectives.
2. The primary data from the field study, i.e., survey, observation, interview, and focus group discussion, were categorized, sorted, and summarized.
3. To develop the model for television programs to promote local identity of the northeastern region of Thailand, the analysis was divided into three steps:
  - 3.1 Step 1: The (draft) model for television programs to promote local identity was formulated based on the data from observation, interview, and focus group discussion.
  - 3.2 Step 2: The (draft) model for television programs to promote local identity were discussed with the informants to review, examine, and confirm the model for television programs to promote local identity
  - 3.3 Step 3: The confirmed model for television programs to promote local identity was analyzed and concluded.

## Results

### *History of radio and television programs*

The Northeastern Television Station arose from the idea of using radio and television media for public relations, publish news and create a good understanding for people in the Northeast. Initially, the radio station of Thailand was established, Khon Kaen Province, the area responsible for covering the upper Northeast. And the Television Station of Thailand Ubon Ratchathani Province has responsible areas covering the lower Northeast by broadcasting in black and white and color. But at that time found many areas cannot receive radio and television signals clearly. Therefore, the radio and television signal transmission area has been expanded to cover more provincial areas, broadcast via cable television. Therefore, TV viewers have changed the way of receiving television signals from an antenna to a cable system, using fiber optic cable or fiber optic cable as the main cable and then forwarded via coaxial cable to the audience's home and via satellite with a monthly fee. Cable TV began to develop various channels by purchasing a license for quality channels and produce more local news programs as channels. Until there is the Broadcasting and Telecommunications Commission or the NBTC and digital TV that affects the operation of the local cable TV business that must be at a loss and close the business. As well as costs and competitors causing local cable businesses to adjust their service, number of channels, and the quality of both picture and sound clarity. The nature of the operation of the Northeastern Radio Station divided into provincial government television stations it is an agency owned and operated by the government. To be the main medium for disseminating knowledge, education, press releases as well as supporting government policies and create a better understanding between the government and the people. And private television radio stations it is a business organization operating in the business of radio and television subscription systems for business purposes for profit.

The administration government-owned television stations operate in accordance with government policies and private television stations operate in a competitive market and seek to profit from their operations. The operating structure of the organization represents the relationship and role of the organization. To achieve effective management to aim for the success goals of the organization that have been set. By organizing the main structure the duties of the television station are divided into administrative departments, office department or administrative department, news department, item department, marketing or public relations department and the transmission room department or the technical department or the broadcasting department or the technician department. In this regard, the organizational structure must define duties and responsibilities responsibility division of work chain of command to achieve the goals of the organization that will lead to the success of the organization. However, the source of income comes from the state budget. Income from membership fees income from equipment installation costs and other income such as support from agencies, airtime rental, production of various types of programs, etc. Supervised and regulated by government agencies such as the Mass Communication Organization of Thailand or MCOT, Public Relations Department, Prime Minister's Office and the Broadcasting Committee, National Television and Telecommunications Commission or NBTC.

The radio and television program mainly deals with local news and there are also other content presentations with diversity such as agriculture, sports, food, art and culture, dharma and tourism, etc. Most of them are presented in the form of news programs. There are also other ways of presenting programs, such as talk shows, conversation programs, pakinka shows, or variety shows and documentary programs, etc. Radio and television programs to promote local identity most of them are presented in the form of a variety show or variety show and

there is a way to present the program in the form of news programs or news scoops. As well as the content of local identity promotion programs is inserted into other lists. The radio and television programs to promote local identity present a variety of knowledge content. It is close and beneficial to TV viewers such as local news, community activities, lifestyle, agriculture, law, sports, food and health, etc. It also presents content that focuses on entertainment such as music, travel, contests and answering questions, etc. In addition, radio and television programs have the characteristics of producing programs such as self-produced radio and television programs, co-produced radio and television programs, radio and television programs that have been purchased for broadcasting rights and live television broadcasts.

### ***Current conditions and problems of radio and television programs***

#### ***Current conditions of radio and television programs***

The current state of the television station is operating under the economic situation of the country that affects the operation of radio and television media, especially the change in technology communication equipment and internet. Including the emergence of digital TV as an alternative to viewers. Radio and television media have to adjust the presentation of local content and increase the variety of special channels and increasing the business of providing services such as the internet, off-site productions, live broadcasts, various productions. To expand the opportunity to generate income for the establishment as well as adjusting the presentation strategy, namely on air, online, and on ground to meet the needs of local people. The nature of the operation is that the government radio station is an operation operated by the government, supporting the operation of government agencies, there is a government management system. And private television radio stations are operators of non-governmental persons in the form of a limited partnership and a limited company. Which has a form of operation, which is a business that has jointly established to do business together by person (partners or shareholders) who have knowledge and abilities, expertise, and experience to manage effectively. And has the purpose of establishing for the purpose of profiting from business operations. Television station focuses on the development of the organization to be successful is a local television station and as a medium for presenting local information by improving the credibility of information. Determine the mission of operating as a medium for disseminating information. Producing and presenting various items quality through radio and television media, meet the demand for information consumption that is up to date with the current situation. As well as encouraging the viewers to have knowledge, understanding, and being able to access information and useful information. However, in the implementation of the aforementioned mission the media must be within the framework of professional law and social responsibility. There are characteristics of the organizational structure, including the organization of a government organization, emphasis on formal structure, there are rules for working. Divide the duties and responsibilities according to their knowledge and abilities with a clear line of command assigning tasks. Have powers, duties and responsibilities in a hierarchical order and business organization Emphasis on responsibility. Clearly define each person's job title and responsibilities, there is a chain of command in a hierarchy. Command from top to bottom and reflect from bottom up to provide opportunities for communication between each other. The revenue of the radio station comes from the government budget by the government supporting money to implement the policy. Subscription income it is income from cable business services. Revenue from program sponsors, such as advertising costs, display fees, guest appearances, and revenue from services such as satellite services, internet service get a job producing television programs, etc. The supervision and control of a television station is overseen by the government and self-regulation. And there are limitations of radio and television stations, namely personnel, budget, and materials. As for the operating

guidelines of the television station, such as producing quality programs. Communication channel management and other business ventures as well.

By the television program television program content is an important element in attracting and reaching viewers. By presenting content mainly about local news programs and knowledge and presenting content on arts and culture science of progress in various fields and agriculture, etc. Which the format of radio and television programs, there is a news program format that presents events, facts, news stories, happening locally. Talk show format is a presentation by raising various issues, interesting to present and a magazine list format that presents the same content but there are variations in the way they are presented. The radio and television programs to promote local identity are presented in magazine format, variety show and local news programs. As well as presenting with communication in the local language as well reflecting locality in many aspects such as the subject of way of life, matter of cultural traditions, stories of beliefs and religions, local news, community activities, lifestyles, agriculture, law, sports, food and health, and entertainment-focused content such as music, travel, contests and answering questions, etc. By inserting in radio and television programs to promote local identity it has a presentation style in a magazine list format, variety show and local news programs. As well as presented with communication in the local language the characteristics of radio and television programs are radio and television programs produced by themselves, co-produced radio and television programs, radio and television programs that have been purchased for broadcasting rights, radio and television programs that provide airtime, and live television broadcasts. Determining the proportions of radio and television programs is in accordance with the rules for program planning of the broadcasting commission. National Broadcasting and Telecommunications Commission (NBTC) by emphasizing the presentation of useful news programs local, social and cultural programs. And external involvement or sponsorship of radio and television programs is participation in joint productions; audience participation and award support.

### ***Problems of radio and television programs***

- 2.1 Radio and television program structure cannot motivate viewers to watch the program, lack of distinctive, attractive presentation lack of empathy and components such as letters, symbols, lists are out of date and not creative.
- 2.2 The content of radio and television programs did not meet the needs of the audience, with a small number and lack of variety and the list contents are inserted.
- 2.3 The characteristics of radio and television program presentations are not diverse and cannot attract viewers to follow the program from beginning to end.
- 2.4 Radio and TV presenters lack knowledge and understanding about the context of the area and cultural knowledge. Incorrect communication according to Thai principles, indistinct speech, and lack of characterization of one's own for viewers to remember the show.
- 2.5 The presentation time is too long.

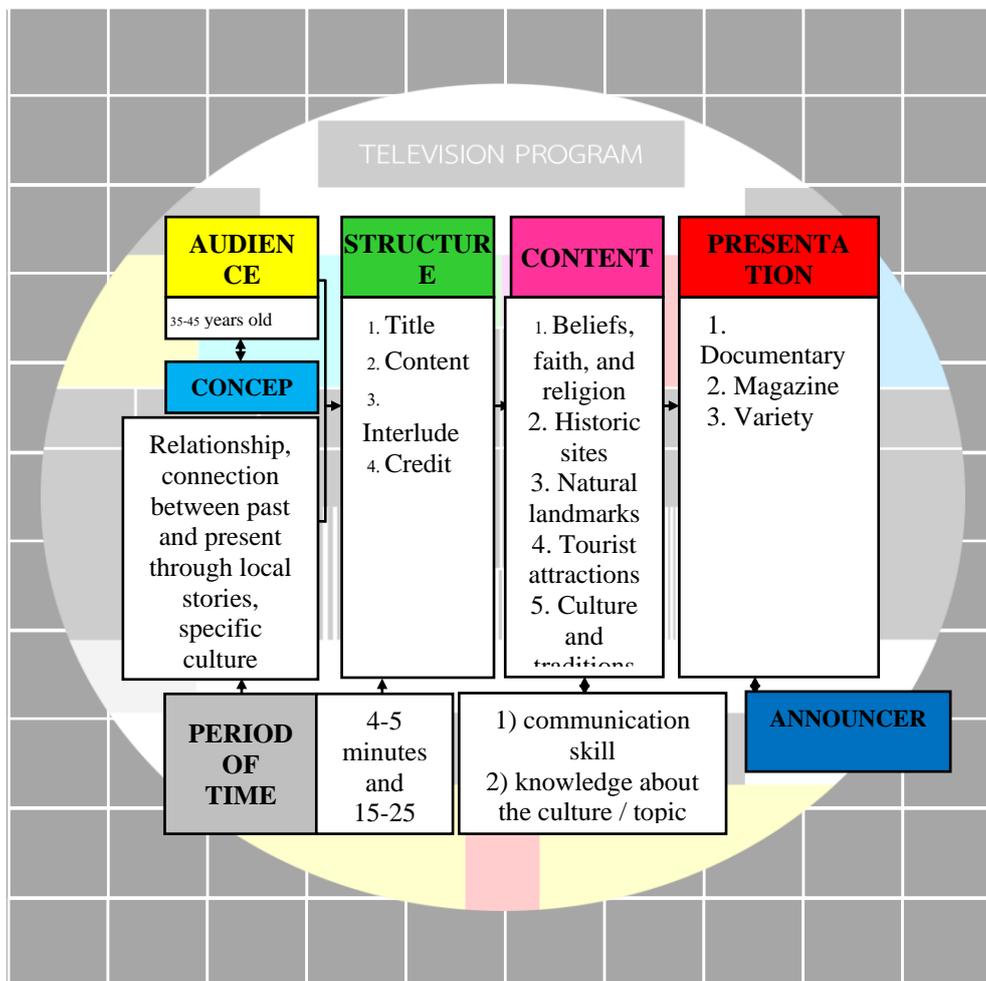
### ***Radio and television program format to promote local identity of the Northeastern region***

Development of radio and television program formats to promote local identity of the Northeastern region the researcher used the data to be classified into 3 steps as follows:

**Step 1:** Preparation (draft) a radio and television program format to promote local identity.

**Step 2:** Developing a radio and television program format to promote local identity.

**Step 3:** Radio and television program format to promote certified local identity of the Northeastern region.



**Figure 1:** *The model of television programs to promote the local identity of the northeastern region of Thailand*

The elements of radio and television program formats to promote local identity consist of 7 components: 1) Audience group 2) Concept of radio and television programs 3) Structure of radio and television programs 4) Content of radio and television programs 5) Presentation of radio and television programs 6) Television presenter and 7) Period of Time, the details are as follows:

Element 1: Audience group, the audience is between 35-45 years old, which is a group of people with potential and readiness in financial, physical, and well-being, and able to adapt, accept and understand different local contexts. In addition, this age group is a new generation of people who want to open up their learning perspectives, especially learning different local identity of the northeastern region.

Element 2: Concept of radio and television programs, the television program concept is a television program approach to promote local identity in relation to demonstrating relevance, relationship, connecting past and present stories through local storytelling, learning about the characteristics of different and diverse local cultures or highlights. As well as creating new experiences through the local culture way of life, beliefs, faith, religion, tourist attractions and cultural traditions it's like truly experiencing the way of life of one's own life.

Element 3: Structure of radio and television programs, the radio and television program structure is an important component that shows the uniqueness of each radio and television

program. The structure of the radio and television program to promote local identity in the Northeast consists of the title of the program, item content, list separator, and the closing section.

Element 4: Content of radio and television programs, radio and television program content is a presentation of the story, story, information, and knowledge of the local identity of the Northeast for communicating or presenting to the audience of radio and television programs. The content of radio and television programs to promote local identity in the northeastern region, such as beliefs, faith, religion, historic site, natural place, tourist attraction, cultural traditions, and local products.

Beliefs, faith, and religions: The content about these elements is presented about public figures or cultural landmarks that are spiritually valuable. It involves the faith and something people believe in, respect, and use as the guidance in life.

- 1.1) Nakhon Ratchasima: Thao Suranari (Lady Mo) and Luang Phor Koon Parisuttho.
- 1.2) Khon Kaen: Phrathat Kham Kaen (Wat Chetiyaphum), Phra Mahathat Kaen Nakhon (Wat Nong Waeng), and Wat Chaisi.
- 1.3) Ubon Ratchathani: Wat Mahawanaram, Wat Nong Pa Phong, and Wat Luang.

Historic sites: The content in this topic is about places or buildings with cultural, historical, or architectural significance that represent the unique identity of each local community.

- 2.1) Nakhon Ratchasima: Phimai Historical Park and Ruean Korat.
- 2.2) Khon Kaen: Phu Wiang National Park.
- 2.3) Ubon Ratchathani: Pha Taem National Park.

Natural landmarks: The content in this topic is about natural tourist attractions. It shows the beauty of natural environment, geography, or the exploration of unique natural identity of the area.

- 3.1) Nakhon Ratchasima: Khao Yai National Park and Wang Nam Khiao.
- 3.2) Khon Kaen: Phu Kao – Phu Phan Kham National Park, Phu Pha Man National Park.
- 3.3) Ubon Ratchathani: Sam Phan Bok, Pha Chanadai, and the two-color river.

Tourist attractions: The content in this topic is about tourist attractions created for recreational purposes. They have unique local features that contribute to entertainment, experience, and learning opportunity about the local.

- 4.1) Nakhon Ratchasima: Somdet Phra Phutthachan (To Phromrangi) Temple and the Petrified Wood Museum.
- 4.2) Khon Kaen: Bueng Kaen Nakhon Lake, Phu Wiang Dinosaur Museum, and King Cobra Village.
- 4.3) Ubon Ratchathani: Wat Sirindhorn Wararam Phu Phrao, Wat Phrathat Nong Bua, and Kham Pun Museum.

Culture and traditions: The content in this topic is about the activities that have been observed and accepted by local people. They are about the way of life, community, culture, and traditions, which might be reflected in the form of festivals.

- 5.1) Nakhon Ratchasima: Victory Celebration of Thao Suranari, Phimai Tourism Festival and the Longtail Boat Racing, and Korat Song Performance.
- 5.2) Khon Kaen: The Silk Fair and Phuk Siao Tradition, Dok Khun Siang Khaen Festival, and Songkran Festival on Khao Niao Road.
- 5.3) Ubon Ratchathani: The Candle Procession and Mo Lam Band performance.

Local products: The content in this topic is about local products that have unique properties and are developed by using local wisdom or local ingredients.

- 6.1) Nakhon Ratchasima: silk, Korat noodles, Dan Kwian pottery and Ban Pradok rice vermicelli.
- 6.2) Khon Kaen: handmade ikat Thai silk fabric and Khao Suan Kwang grilled chicken.
- 6.3) Ubon Ratchathani: Kab Bua fabric, Ban Pa-ao brassware, white pork sausage, Khem Bak Nat (Salted fish fermented with pineapple), and paste of rice flour.

Element 5: Presentation of radio and television programs, presentation style is a method of presenting content or parts contained in a radio and television program to the target audience. To enhance the highlights and interest to occur in radio and television programs. The characteristics of radio and television programs to promote local identity in the Northeast are as follows:

- 1) Documentary is a presentation of information, knowledge, facts or true story by inserting entertainment as well. However, the documentary program will focus on only one subject or presenting only one point but there are many different ways of presenting such as talks, interviews, demonstrations and experiments, etc.
- 2) Magazine is a presentation that has a specific main content. Divided into several sub-subjects, the magazine focuses on a variety of presentation methods. Where the list contents are consistent and connected.
- 3) Variety show is a presentation that has a variety of content and methods of presentation emphasis on fun and entertainment in many ways, pattern together.

Element 6: Television presenter, the presenter of the radio and television program is responsible for conducting the program as prescribed and must appear on the radio television, to convey stories to viewers which radio and television presenters to promote local identity should look like.

- 1) Communication skills - television presenters to promote local identity should have the ability to speak, pronunciation, using the Thai voice clearly, diphthongs have a soft, attractive and charming tone, causing the audience to feel sympathetic and able to communicate in both the common language and the local language appropriately.
- 2) Cultural knowledge or issues presented - television presenters to promote local identity should have a knowledge base in various fields, whether it is knowledge about each local culture, knowledge of space context, knowledge of events and situations around, and knowledge of the issues presented in the program.
- 3) Personality - the presenter of a radio and television program to promote local identity should have a good personality, interesting, fun, cheerful, and smiling and have good human.
- 4) Local persona or famous person or YouTuber - TV presenter to promote local identity should be a local person or famous person or YouTuber. This may be childhood or youth serves to convey stories presented to reach the target audience.

Element 7: Period of Time, presentation period is the length of time that is appropriate to present a radio and television program in order to promote local identity in accordance with the target group. A radio and television program to promote local identity should be between 4-5 minutes and 15-25 minutes in length.

## **Discussion**

### ***History of radio and television programs***

The first Northeastern Television Station was established for public relations, publish news and create a better understanding of the people. Operated under the supervision and control by government agencies, divided into radio stations, provincial governments, operate according to government policies as the main medium for disseminating knowledge, education, and press releases. As well as supporting government policies and create a better understanding between the government and the people. And a private television station operates as a business organization operating a subscription-based radio and television business. Aim for profit and expand the signal area to cover all areas in the Northeast the organization's operating structure represents the relationship and role of the organization. For radio and television programs in the Northeastern region, the content is mainly about local news, and has a way of presenting that focuses on the format of news programs. This is consistent with the research of Nitikasetsunthorn, P. (2009) found that the major type of program for local television is local news or regional news. Due to the nature of local or regional news programs are closely because it can present more locally relevant stories than any other show and it is a list that is presented continuously every day. The radio and television programs to promote local identity are presented in the form of pakinka or variety programs. And the news program format presents a variety of knowledge content, close and useful to TV viewers such as local news, community activities, lifestyle, agriculture, law, sports, food and health, etc. And Chantrangkul, N. (2014) found that the local news is different from national media and national coverage. Because the news that local journalists have presented to the community and people in that society, there is only a certain number of viewers. Various facts that spread will be highly relevant and relevant to the audience. At the same time, the audience had expectations that the facts presented by local journalists will be able to meet the needs of the people especially the needs at the basic level of livelihood and livelihood of the people. There are many types of programs such as radio and television programs produced by ourselves, co-produced radio and television programs, radio and television programs that have been purchased for broadcasting rights, and live television broadcasts. And Wongnaya, N. (2014) found that the evaluation results according to the criteria are appropriate. The average is at a high level, such as government agencies sending information, useful news to the station to disseminate public relations regularly. And Pakdeejit, R. (2020) found that the digital television the community service category is one of three types of digital television services that have been defined as one of the approaches to promote free competition in line with international principles that take into account the use of spectrum for public and non-profit purposes, by focusing on serving the community.

### ***Current conditions and problems of radio and television programs***

#### ***Current conditions of radio and television programs***

The Northeastern Television Station has adjusted its operations in accordance with the competitive environment of radio and television media. Technology change and behavior of viewers, whether it is increasing the variety of local content Increase the number of channels in a specific group and increase revenue channels from service businesses such as internet, off-site productions, live broadcasts, and various productions. Including adjusting strategies to

reach viewers by presenting radio and television programs through on-air channels, online and onground. There is an organization that emphasizes the importance of the authority and responsibility of the individual and allows for two-way communication with personnel in the television station. The production of television programs refers to the planning process and to make the television program come out to the audience of the television program is a job that requires personnel who have knowledge of the production process of television programs. Understand how to communicate with images and sounds as well as to understand and have the skills to use many different devices (Sirisunthornpaiboon, U. 2009). TV production it is a work process about bringing “ideas” that have been filtered through the creative process. Which will appear according to the program production action plan to be used to produce a television program (Suthiyothin, Ch. 2005). This is consistent with the research of Khamthong, S. (2017) found that the last factor affecting the survival and competitiveness and profitability of digital TV operators is the change in strategy and marketing. By creating an advantage and competing for market share, it means knowing your own strengths and weaknesses and use their own strengths to create an advantage. As well as being able to analyze competitors because we face different potential competitors. Must be able to adapt and adjust business strategies to compete with competitors in the same industry and competitors outside the industry. The traditional mass market marketing strategy may not work in an era where consumers have more choices. May have to adjust the marketing strategy to be a niche market and have a clear target customer group. And Euajarusphan, A. (2011) found that the television and radio are the media that farmers are most interested in. It can encourage farmers to feel the need to seek agricultural information. It is agricultural news at the right time for farmers, items are easily accessible and cost is not expensive. The media that farmers focus on are television and radio, because it is easily accessible and the cost is not expensive. Importantly, farmers are accustomed to using television and radio media. Other media that farmers often use to exchange information on agriculture include personal media such as cells/dealers/stores of agricultural products and farmer groups. And Chaiyanich, P., Thodthankhun, Th., Pluempan, R., Yaikamuk, S., Kesanuch, S. (2021) found that the results of the process of development of inspirational media through the process of personality development for work, a case study of a television program following in his footsteps through the teacher into the classroom: satellite distance education television station. The development results in this form can be seen that an important base for the development of such media lies in the pre-production stage. In pre-production, program producers and viewers will be able to communicate through program content at this stage.

### ***Problems of radio and television programs***

The problem of radio and television programs is that the program structure and presentation style of radio and television programs cannot motivate viewers to follow the program continuously and lack of distinctive, attractive presentation. Which the television program presents the content of the program lack of diversity and does not meet the needs of the audience. This is consistent with the research of Olumorin, C., Aderoju, M., Onojah, A. (2018) found that the students are unaware of educational radio and television programs even if accessible. Studies suggest that high school teachers should include educational broadcasting as a form of stimulation they can apply to their classes, and that radio and television educational program producers should raise enough awareness about the program so that students follow the program in a timely manner. This is consistent with the research of Laura Di Spurio. (2017) found that by analysing these discussions, we see that several problems with the radio emerge: first, the issue of distracted listening; second, the issue with noise; and third, the issue with modern music. These concerns reveal that there existed, from an adult sociocultural perspective, a “good” way of listening to radio and “good” genres of music to appreciate. This

is consistent with the research of Back, M., Zavala, V., & Franco, R. (2022) findings indicate that a lack of access to technology in rural areas, even for radio broadcasts, is inscribed in historical inequities and ideologies regarding the rural population, exacerbating the so-called “digital divide” and complicating the traditionally dichotomous perspective on this divide. We highlight student and parent difficulties with access and technological know-how, as well as some of the creative ways that teachers provided access to the curriculum for students and family members, often at risk to their own health and finances.

***Radio and television program format to promote local identity of the Northeastern region***

Element 1: The audience age ranges between 35-45 years old. They have specific interests and needs. Wawwoodthinan (Phumpradap, K. 2015) states that the target audience of a TV program must be clearly determined. In general, the target audience is the general public of any age. However, there are TV programs with particular target audience, for example, for women, for the elderly, and for teenagers. This finding is consistent with the study by Sawaengphak, T. (2017), who discovers that single female working consumers put the highest emphasis on social and cultural factors. More precisely, they seek good experience and relationship with people of different kinds. This finding is consistent with the study by Bernice O. Sanusi, Felix O. Talabi, Omowale T. Adelabu, and Moyosore Alade. (2021) findings also revealed that 40.6% of them listened to the program three times per week and this implied that frequency of exposure could influence literacy skill. The study concluded that radio instructional techniques were effective in promoting adult literacy and therefore recommended that the radio listening sessions should be increased as part of efforts to reduce adult illiteracy in the country.

Element 2: The concept of a TV program is set to tell stories about local identity. The content should be about the relationship and connection between the past and present through local stories, unique cultural attributes, and various remarkable local landmarks. TV programs should create a new experience through viewing local culture, way of life, beliefs, faith, religions, tourist attractions, and traditions as if viewers were actually experiencing them. Similarly, Nitikasetsunthorn, P. (2003) views that television programs play a role in maintaining mainstream cultures and subcultures or inserting cultural tips through various programs. In addition, TV programs also take the role of socialization by reflecting social orders and educating viewers about social rules and how to lead a life. In terms of cultural promotion, TV programs need to maintain the balance by inserting the knowledge of Thai culture in the programs. Lastly, TV programs play a role in promoting local wisdom, particularly culture and traditions. In this token, they portray the past culture to the later generations.

Element 3: The structure of a television program consists of the title, content, interlude, and credit. The structure of a program displays its unique features and enable the viewers about the objectives or message that the program wants to communicate. The finding is consistent with that of Serithanawong, M. (2004) who reveals that the elements of a TV program clearly show the unique image of the program. The program elements encircle the concept of the program. The producer should meticulously use art to make the program elements interesting. This also reflects meticulousness of the production.

Element 4: The content of television programs is related to local culture and local identity, including beliefs, faith, religions, historic sites, natural landmarks, tourist attractions, culture and traditions, and local products. These elements reflect the identity of the northeast of Thailand. This finding is consistent with Burarak, P. (2013) who finds that the strength of the content of local television programs is presentation of the action condition of the area and the presentation topics mainly based on their significance and relativeness to the locality. Similarly, Burarak, P. (2008) also mentions that the role of local TV programs as the message

sender is to communicate about career, income, and reputation for local people, moral teachings, cultural reflection, and local identity. It is the stage where national and cultural features can be expressed, the economic area of the locality, and a tool for developing the local community. More details are discussed below.

#### ***Element 5: The presentation method***

1) Documentary program: Stories in TV programs are presented with various forms, including talks, interviews, demonstrations, and experiments. This finding is consistent with Nitikasetsunthorn, P. (2003), who states that, in the effort to conserve traditions, television programs can present the content in the form of documentaries that portray mainstream cultures and subcultures at the appropriate proportion. Similarly, Kanchanachet, N. (2007) viewers have shifted to view documentaries because they are a good option in the era of learning. Viewers these days are looking for the content about people's way of life and cultures that are uncommon for entertainment and educational purposes.

2) Magazine program: The main content is presented for specific issues and divided into sub-content. It is characterized by the variety of presentation. The content is related and connected. In this aspect, Moragas and Garitaonandia (Nitikasetsunthorn, P. 2009) explain that local TV stations usually present the content in the form of air magazine because it is flexible and open to various topics, including reports, discussion, parodies, music, and sports.

3) Variety program: This type of program presents a variety of content and presentation methods. This finding is consistent with Atchariyakul (Ngoenkhamkhong, S. 2007), who comments that variety programs provide a variety of entertainment while maintaining knowledge, such as quizzes, interviews, songs, music, fashion, and plays.

Element 6: The announcers should have effective communication skills, clear speech, gentle voice, and the ability to communicate in central Thai and local dialects fluently. Furthermore, they should have good knowledge of the culture or the topics being discussed, the context and situations around them. They should also have interesting, funny and delightful personality and inter-personality. TV announcers could be local people, celebrities, or YouTubers. The above finding is consistent with Noiprom, W., Kachenthaphak, P., Thongrin, S. (2020) there was the need for presentation methods using the method of storytelling the most, followed by the use of Isan dialects for presentations and news reports by reporters from the incident area, respectively. For the most part, the audience needs to present the news in a way of telling the news as much as possible. The above finding is consistent with Sa-nguan-ngam, S. (2014) who says that TV program moderators or announcers is the person that makes the program interesting. The announcers should use easy language and accurate Thai language. They should be friendly, have good personalities, and entertain the audience.

Element 7: The presentation period that is suitable is about 4-5 minutes and 15-25 minutes. The content in TV programs should be of great quality, various, and able to serve the needs of the audience. This finding is consistent with the study by Sattabut, S. (2019) who says that the appropriate period for presenting the event and the TV program is 20-25 minutes per episode. Dividing the programs into several breaks and allowing viewers to participate in the program will enable them to gain knowledge and benefit from the program unconsciously.

## **Conclusion**

1. The study, television stations have increased the content variety of local programs, the number of channels for specific groups, the income channels for service businesses,

and the strategy to access the audience. The focus is on being local television channels that present local news content and knowledge primarily in news programs, talk, and magazine programs. In particular, television programs to promote local identity are presented with content that reflects the locality of the Isan region in the local language in the form of magazine programs, variety programs, and local news programs.

2. The confirmed model of television programs to promote the local identity of the northeastern region consists of 7 elements.

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