

A Communication Model for Community Development for the Sustainable Development Goals

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Abstract

Development communication is the application of all forms of communication that supports community and national development processes. Nowadays, the media landscape has changed dramatically, resulting in the development of new formats that are consistent and appropriate to the context. The objective of this research was to study communication patterns and processes for community development. This study was participatory action research. The study from Piang Din San Pa Pao Community Enterprise, San Sai District, Chiang Mai Province was used. The tools used were in-depth interviews, participant observations and small group meetings. The results of the study showed that communication for the development of their community enterprise was the most needed by the community. Although the community lacks the capacity for communication and engagement, the community overall needs to improve its communication potential. Community development communication that is appropriate for the era is social media (such as Facebook) to promote the marketing of one's products while creating understanding among others in the community. Communication can enable people in the community to participate in community development for strength, self-reliance, and readiness for sustainable development.

Keywords— Community Development, Sustainable Development Goals, Social Media

Introduction

In the past, the guidelines for the community and social development in Thailand emphasized the development of infrastructure and the development of community areas in the suburbs or rural areas of Thailand to be modern. These developments focus on investment in core fundamentals and economic development to accelerate national income in line with the United Nations Development Guidelines. Subsequently, there are various national economic and social development plans to serve as a framework for all implementation. In the 21st century, the world has changed to an information society. Due to the rapid technological change, the development of the country has to be adjusted to suit the changing social context. The United Nations has set the Sustainable Development Goals (SDGs) as a direction for the development of countries with a 15-year framework from 2015 to 2030. Its essence is to set goals for the sustainable development of the country and the elimination of hardships while preserving the environment and quality of life for everyone on the planet [1]. Thailand has made the commitment of this goal to the United Nations meeting. The draft of the 13th National Economic and Social Development Plan also outlines a focus on development in line with the SDGs [2].

Community development is a development process for communities to be strengthened with jobs, income, unity, and participation to raise the quality of their communities. Communication should be a priority in creating engagement for each community. Development communication is the application of all forms of communication for the benefit of supporting

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the social, community, and national development processes. The rapid advancement in information and communication technology has influenced a wide range of changes in a global society. Technology has been incorporated into almost all of our daily lives. The media landscape as the era of mass communication has transformed into the digital communication era [3]. In addition, the impact of the Covid-19 epidemic is an important driving force for journalists to adjust to work and learn to develop them to keep up with the advancement of technology to enable communication to achieve the desired objectives. As for the situation of the media landscape in Thailand, the value of media budget spending in 2019-2020 indicates that the Internet is the only media with increased budgets. As shown in Figure 1[4], most people are restricted to live in their residences, thus the Internet has become the main medium that people choose to use for communication including researching various information and using it to shop for things of their own life. As mentioned above, it shows that Internet media has completely become the main part of human communication in the digital social era of the 21st century.

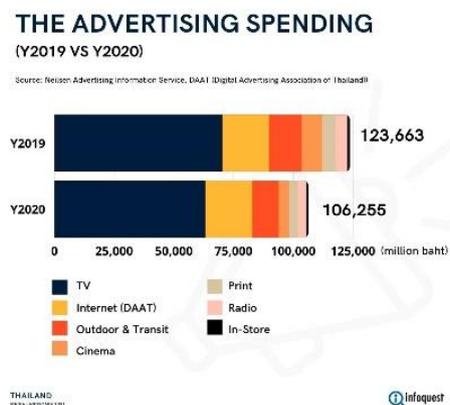


Fig.1 shows an overview of the advertising expenditure budget of various media in Thailand [4].

Chiang Mai University stipulates that the university's strategy must be consistent with the sustainable development goals. The researcher, as a working group of a high-impact academic service agency, was assigned to operate in parallel with the management of media instruction with the community. This course aims to enable learners to learn and understand the working of communication with communities and be able to apply communication skills and knowledge to develop communities with social responsibility. Students embark on community development practice using their communication knowledge from real-life locations and events. The researcher has worked in academic services for the Piang Din San Pa Pao Community Enterprise, San Sai District, Chiang Mai Province for a time, which is an integrated work with many sectors. We have seen many positive changes. Especially the situation of the COVID-19 epidemic in 2020, the government has ordered to stop all promotion activities and budget for various projects, causing enterprises to start planning for community development on their own. They have organic agricultural products, so they bring their products to sell by setting up a “Kad Piang Din” market as a public space for members to sell their products, including further development of tourism in their communities. The main problem facing enterprises is the lack of public relations communication so that people in the community can know and understand what the enterprise's purpose and operation are for. As a result, the enterprise has only 21 members out of a total population of 4600 [5]. Moreover, most of the enterprise's products are sold to people in the same area. Enterprises still lack marketing and public relations to gain widespread recognition, as well as increase sales and subscriber numbers. The researcher saw this opportunity to bring communication as an

important part of the development of the enterprise along with the determination to seriously integrate it into teaching and learning. We entrusted this task to our students to enable them to communicate on-site community development. The researcher and students will mentor the group in teaching, advising, and guiding the group's communication planning. The group initiates their own needs into action along with taking actions on their own, which strengthens the community and leads to sustainable development goals. The findings are beneficial to relevant sectors by applying this model of community development communication to other communities in similar contexts.

Research Objectives

To study the communication model for community-oriented development using a case study of the Piang Din San Pa Pao Community Enterprise, San Sai District, Chiang Mai Province.

Literature Review

The main idea of this research is communication for the community-oriented development of Kanchana Kaewthep [6]. The main points can be summarized as follows: Community development communication means using all forms of communication to enhance and support the development process. Community development works with multi-sectoral agencies and people who live in a given community and each person has differences in age and qualifications. Community development must develop in parallel with both perspectives, that is, object-oriented development (development of the physical environment) and the mental development of people in the community so that everyone can learn and understand the development in their community with the use and cooperation to develop together to achieve common objectives.

In addition, research that focuses on the 17 Sustainable Development Goals corresponding to this solution includes: Goal 1 is to end poverty in all its forms and everywhere. "Kad Piang Din" is the center of trading and exchanging goods of villagers and outsiders. Our products are made by grouping or are products that come from each household. Therefore, it is considered an enterprise that can end poverty because we can create a career for the villagers in the San Pa Pao community. Goal 8 is to promote continuous, inclusive, and sustainable economic growth. Full employment, productivity, and individual work are true advocacy for development-oriented policies. Kad Piang Din encourages production activities, encourages entrepreneurship, motivates merchants, and promotes new entrepreneurs and the growth of small-scale enterprises by using communication technology as a medium for advertising Public relations of the enterprise [1]

Successful and sustainable community development requires the concept of community participation. Thawilwadee Burikul [7] concluded that participation is an important guarantee that all people can live in the community sustainably. In carrying out any activity with the community, the Operator must act as a mentor to provide support and advice so that the community can achieve its objectives and must be required by the community. Participation in community activities must arise from the readiness, willingness, and commitment of the local people, way of life, culture, and people's enthusiasm to participate in solving their community problems. In many projects, this may not be successful because most of the problems and obstacles are not co-operated and participation by the public sector. This is because people still lack awareness and awareness of public and environmental responsibility. or a centralized

public administration system that makes the civil servants view the people as just the beneficiaries Researchers need to focus on these and find ways to accomplish their objectives.

In this research, the researcher has been working with the community, so spatial understanding is very important. We can summarize the field research and interviews from local governments as follows: The community context in San Sai District is one of the rapidly growing metropolitan areas of Chiang Mai, located 20 kilometers from the city center. This district is designated as a place to support the prosperity of the city center and the location of many government agencies such as hospitals, agricultural research centers including Mae Jo University. Tambon San Pa Pao is about 6 kilometers from San Sai District Office. The demographic characteristics are the indigenous population and the immigrant population. The community of the indigenous population is characterized as an agrarian society with the suburban society of the immigrants.



Fig.2 *Geographic environment of San Sai District, Chiang Mai Province*

Occupation of the population in the community - In the past, the community-focused mainly on working in the agricultural sector, such as cultivating many agricultural products for sale. Recently, groups have begun to produce goods, processed food, souvenirs, and some have become more interested in community tourism. The Piang Din San Pa Pao community enterprise was finally merged in June 2019 with "Kad Piang Din" as the center of collecting the group's products in the form of a flea market. The market is open every Friday from 3 pm-6:30 pm. n. to distribute products directly to consumers. In addition, an agricultural learning center, a community vocational training center, and an agricultural technology transfer center have been built, funded by government agencies. There are 21 members of the group, representing each village in San Pa Pao Subdistrict [8].



Fig.3 *Location of the Piang Din San Pa Pao Community Enterprise*

A problem of the community- At present, the agricultural area has been transformed into a village allocated according to the nature of the suburban society. The outbreak of COVID- 19 has caused the population to change their mindset from production to sell agricultural raw materials to production to sell products. Initially, it was sold in their community, which was well received by the suburban population. In addition, Maejo University has also attended training and encouraged the community to develop skills in terms of adding value to agricultural products, processing produce for sale, promoting souvenirs and community products including the organization of community-based tourism. Members of the enterprise are open to approaches both in terms of technology and new knowledge, but

enterprises cannot still communicate to develop their community enterprises. As they are still in the early stages, they lack participation as others in the community still do not understand how to set up an enterprise, resulting in a relatively small amount of community participation. Moreover, there is a large amount of information and knowledge of enterprises, but they lack the skills to communicate outside the society.

In terms of media or communication models for community development, the researcher found that these are academic works in which the conceptual basis of communication in traditional media and the era of journalism is incompatible with the changing media landscape. The researcher studied further to find a suitable solution and respond to the digital communication era where information is disseminated rapidly. Social media is a digital medium used to communicate through websites or programs using an internet connection. The messenger can share messages in various forms such as still images, animations, text, and audio in mixed media to the audience through the online network by interacting between the messenger and the recipient or the recipient. Two-way communication makes social media a distinct difference from traditional media, that is, each user can be both a receiver and a messenger at the same time. It can also be used from both computers and smartphones. Popular social media come in many forms, but Facebook is the most popular American social media service around the world. According to a survey by “We are social”, a UK-based social media advertising research firm, there are 2.7 billion Facebook accounts worldwide. In Thailand alone, there are 51 million Facebook account users. It also found that Internet users in Thailand spend an average of 2 hours and 25 minutes on social media per day [9]. This figure indicates that if a Facebook user posts any information on social media and that information can be released to the world quickly without any restrictions on time and place.

Research conceptual framework

After reviewing all the documents, the researcher created the conceptual framework “Community- oriented development communication model of Piang Din San Pa Pao Community Enterprise, San Sai District, Chiang Mai Province” as follows:

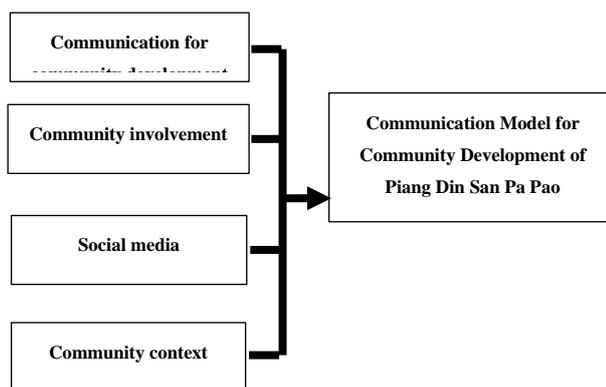


Fig.4 Research conceptual framework

Research Methods

Key informants

- 1 Officials from government agencies that support enterprises 3 people
- 2 3 Advisors and staff from Mae Jo University who are involved in the enterprise
- 3 21 members of Piang Din San Pa Pao Community Enterprise
- 4 12 students participating in the project from the Faculty of Mass Communication, Chiang Mai University

Spatial boundary

The research was studied in San Pa Pao Subdistrict, San Sai District, Chiang Mai Province.

Time boundary

This research took time to survey and collect data from June 2019-November 2020.

Research Tools/Data Collection

- 1 In-depth interview form - Data was collected from government officials, stakeholders, and enterprise leaders.
- 2 Participatory observation - In this activity, the researcher assigns students to visit the area to collect actual data and activities as assigned. Researchers will follow them later to observe and record information in the role of project advisor.
- 3 Focus group - After organizing activities for enterprises, focus groups were used to extract lessons and bring all the information to a conclusion.

Data analysis

Qualitative data analysis is used to classify, categorize and correlate the data.

Research Methodology

Research Methodology as shown in Fig.5.

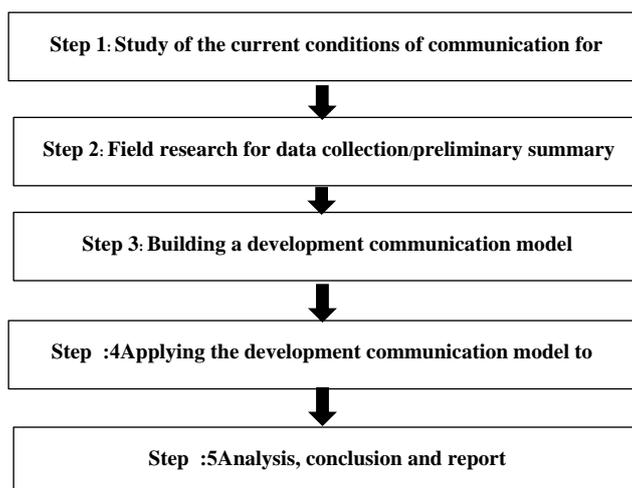


Fig.5 Methodology

Research Results

The results can be summarized as follows:

The condition of communication for the development of enterprises in the field of public relations and advertising is low because even the people in the community are not aware of it. The main communication channel is communication through personal media through word-of-mouth through all 21 members. Social media communication channels are operated via Application Line, which is communication only for friends of users but not publicly available. As a result, sales did not meet the target and did not receive cooperation from others in the community. The solution is detailed below.

Communication channels must be increased by focusing on communication via social media channels. In this regard, enterprise members must sign up for Application Facebook

along with creating a Fanpage “Kad Piang Din San Pa Pao Chiang Mai” to be used as a medium for public relations about the operations/ activities of the enterprise such as advertising for the sale of goods and products that the enterprise sells by specifying details about the person, contact methods, location, timing of distribution, and the price of the product. Members should be encouraged to share or recommend others in the community to visit the Fanpage to properly understand the purpose of the operation.

There should be activities in the “Kad Piang Din Knowledge Promotion Project for Entrepreneurs” by students who participate in the project. This activity is aimed at improving communication and public relations for enterprises and developing enterprises as well as promoting products to be widely known and able to generate income for members and communities. It also communicates to others about the enterprise and on-site purchases. The content for educating enterprises has the following key elements: 1) Using Fanpage in the role of page admin 2) Adding and selecting photos/videos for publishing via Fanpage. 3) Writing interesting messages for advertising/public relations through social media



Fig.6 *Activities for the group*

In developing a communication model for the development of the Piang Din San Pa Pao community enterprise, the researcher applied Berlo's theoretical concept of communication [10] to outline the activity model. Once the project is completed, the data will be analyzed and synthesized, and the results will be used to create and develop a new model as shown in Figure 7.

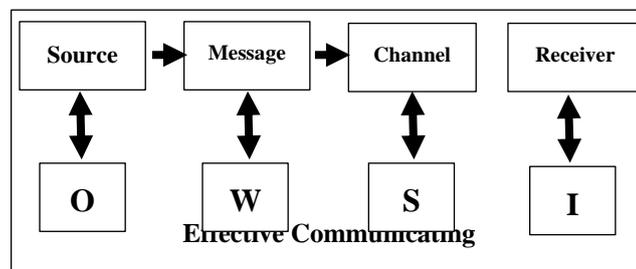


Fig.7 *Communication Model for Community Development in a Case Study of Piang Din San Pa Pao Community Enterprise, San Sai District, Chiang Mai Province*

Discussions

Source means messenger. Usually, the sender must be someone who has communication skills and understanding of the information to be transmitted. The key element is O or Ownership. As the operation of the enterprise is not a standalone operation, the group members are considered joint owners of the enterprise, which allows the community enterprise to run smoothly and gain cooperation from all members.

The message refers to news, events, or products. If an enterprise wants to distribute or sell products through the media, it must have a W or Widen of Message. Since social media distribution can be presented in a mixed-media format, each message must be planned so that the communication is accurate and relevant to the needs of the audience.

Channel means a communication channel. This research chooses communication via Social Media and chooses the Facebook platform as the main communication channel.

Receiver refers to the target customers of the enterprise or other people in the community whom they want to communicate to these people to know and understand their operations. The audience is aware of the information and then they create an I or impression on the enterprise. The behavior of repeat purchases, recognition, word of mouth, and the decision to join the enterprise in the future will occur, which is the ultimate goal of community development communication because it fosters community engagement. Enterprises will have more products/products for distribution and further sustainable local development.

All this is based on effective communication, which is something that members of the enterprise must take seriously and they should develop themselves to reach this goal.

Discussions

Results - The current conditions of communication for enterprise development reveal that community enterprises have no restrictions on access to information technology and social media skills. Everyone in the group's mobile phones is connected to the Internet and can use social media. In all areas of San Sai District, there are similar conditions. The researcher found that since San Sai District is a suburban community, there may be problems in understanding communication. The results of the survey in a community context show that the majority of people in the community place a greater emphasis on making a living. Consistent with the research of Prasert Kongsong [11], villagers in Cha- uat district, Nakhon Si Thammarat province do not attach importance to communication for their community development. Since they see it as the duty of the government directly, people pay more attention to work. The results of the interviews with the stakeholder groups were all in the same direction. In addition, Ekkapot Srisuk's work [12] concluded in the same way that People living in the suburbs, even if the distance from the province is not more than 30 kilometers, access to prosperity in the public utility system and some people work in the province but they also have a mindset for living closer to rural communities, that is to prioritize their livelihoods over anything else. Therefore, the stability of life depends solely on the main source of income: salary or wages.

These issues are the main obstacles to the successful implementation of the project. However, the enterprise was able to complete the project because of the leadership that can convince and advises members to be open to these changes so that the enterprise can move forward. This is consistent with the research by Supanitch Chansong[13] that stated that one of the main factors of communication for developing self-reliance potential and promoting careers in the community is community leadership. Community leaders have the unique ability to persuade other members to participate in these activities and are important research assistants in community development research.

The results of the use of the communication model for development activities revealed that social media is an ideal communication model as a primary communication tool. Distinctive features of social media are quick and easy access via mobile phone and an internet connection, low cost of operation, and users can modify and add information on their own. These are the use of media for community development. Consistent with the concept of Kanchana Kaewthep [6] stated that Appropriate community development media must be media through which the community can learn and use on its own without the influence of outsiders. This proves that the concept of media for community development is not outdated. What has changed in the modern media landscape is Self- development into social media channels

Modern communication is not limited to group communication or mass media; it is communication with everyone online. Therefore, the new generation of journalism has to keep up with the times and learn to use information technology to achieve communication goals.

Content communicated via social media can reach recipients quickly. The number of recipients is as large as the number of Facebook accounts, which is considered the number one social media platform in the world. Facebook can communicate to people outside the community to let them know about the group's products/services. People who are interested in products can order products directly with the manufacturer via chat in the message box or phone number specified on the Fanpage. In addition, Fanpage can also communicate about all products and services of members. The inclusion of everything in the Community Enterprise Fanpage makes it more accessible to interested parties and increases marketing opportunities for other types of products/services. These are essential parts of understanding how to use technology properly.

Communicating to enable others to understand the purpose and actions of the enterprises in their community will create a correct understanding of the community. In addition, movements on a member's Fanpage such as posting, offering their products/services, those who are interested in posting inquiries, or dealing with each other. These are all incentives for others in the community to participate in the activities of the enterprises. This is consistent with Thawadee Burikul's concept of community participation [7] in terms of inviting people in the community to participate in the development of the community to be self-reliant and lead to the goal of sustainable development.

Suggestions for implementing research

Other community enterprise groups can use this communication model, but it must be adapted to the context of their community and product. In addition, the communication potential of members of their community should also be explored for any limitations to find solutions. Such as training or advising so that all members can work effectively. In addition, to get the most benefit from communication for community development, members of the enterprise must recognize the importance and use it continuously to be effective.

Suggestions for the next research

More specialized communication formats such as online marketing communications, community tourism communications, and other product communications should be developed. In addition, further studies in the dimension of transformational leaders should be studied as group leaders are a key factor in the operation of enterprises and increase the knowledge of media literacy for enterprises.

Conclusion

Communication for community development in the modern era must develop a model that is consistent and appropriate to the changing context. The ideal communication channel is social media as it can communicate information in multimedia form to a large audience without limitations in terms of time, location, budget, and accessibility. The community can use the results in terms of marketing communication to create jobs and income, public relations to present to people outside the group to know and understand the operations/activities. Everyone can develop themselves as messengers. Using media for community development, the problem

is not the tools, technology, or channels of communication but the means of communication. Finally, everyone in the community learns, participates, and understands the positive developments in their community. These are the scientific and artistic approaches that modern journalists need to learn and develop themselves concerning the best interests of the community.

Acknowledgement

This research can be completed. The researcher would like to thank the Faculty of Mass Communication for giving the researcher a great opportunity to undertake this project, thus enabling the researcher to learn and develop themselves in working with the community. It is a very important skill to work in development media and lead to the Sustainable Development Goals based on Chiang Mai University's proactive strategy. The researcher would like to thank the Piang Din San Pa Pao Community Enterprise for participating as an important part of this research. The researcher sincerely hopes that enterprises can apply this knowledge and skills to the development of their communities. In addition, the researcher would like to thank Mae Jo University and all the people involved in this project for their cooperation in providing useful information for this research. In the conclusion of this research, the researcher will continue to develop and develop in the dimension of communication for community development, which is an academic work that is likely to be of greatest benefit to the community. It must not be useless academic work.

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