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The Study of Factors Affecting the Development Community Using the Philosophy of Sufficiency Economy : A Case Study of Banbangkrasan Community Phra Nakhon Si Ayutthaya Province.

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Abstract—This study aimed to identify factors affecting the development of community, understanding and introducing the concept of sufficiency economy to the life of Banbangkrasan community Phra Nakhon Si Ayutthaya province. The study researchers recruited a sample of five samples. The study will identify the best example of that is the objective of the research. The data were analyzed using Content Analysis is a technique that aims to interpret the true meaning of who was interviewed by the media requirements of such research is key. The results of the interviews were analyzed and depict. The synthesis of information from the interviews, questions can be summarized as the factors affecting economic in Banbangkrasan community Phra Nakhon Si Ayutthaya province. Income is a factor affecting economic used the most, followed by education and age, respectively. The gender and marital status were a result, the concept of sufficiency economy to a minimum.

Keywords— Pilosophy of sufficiency economy, Banbangkrasan community

I. INTRODUCTION

IN today's world, we found many crises, whether economic, social or even lives. Not to be denied the chaos of the world. Every country wants to develop the country into a developed country. The developing countries are both advantages and disadvantages. Thailand is another country that is moving towards developing countries. The people in the country began to abandon well-being is our go to Thailand. Focus turns to the next industrial materialism like overspending. Causing changes in almost every aspect, be it economic, political, cultural, social and environmental. Such changes are both positive and negative. The positive developments in areas such as education, health, utilities, etc. But the changes also have a negative impact, followed by the expansion of the state into the countryside. The weakness in many rural areas, both rely on market the degradation of natural resources experience, wisdom, knowledge, and collective problem solving to be modified. Forgotten dissolved the most important thing is sufficiency in life. Thailand, which is the basic condition that makes people self-reliant to be live

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with dignity and to have the power and the freedom to determine their own destiny. The ability to control and manage to get their response to various needs including the ability to handle the problems all by themselves, which is considered a potential base in Thailand and Thailand had originally. Must not be affected the economic crisis of the bubble and the weakness of the country. As well as other problems that appear as proof and confirmation of these phenomenon as well [1-4]. The concept of sufficiency economy as His Majesty the King's philosophy guiding the lives of the people of Thailand, especially since 1974, since before the economic crisis [5]. And when the latter had emphasized the solutions to deliver and can survive under sustainable globalization and change. This philosophy was used as a conceptual framework and direction for the development of an economy of Thailand, which contained the National Social and Economic Development Plan No. 10 to strive for sustainable and balanced development of immunity. The wellbeing towards a society that is sustainable happiness. Also known as "Green society" with such principles. The National Social and Economic Development Plan No. 10. This is not to focus on the economic growth figures, but continue to focus on the economy dichotomous or an economy where there are differences between urban and rural economy. The country will be able to move towards sustainable development. It must come from the "Economic community" to strengthen economic, social and environmental issues in order to decrease or go away from that community by turning to consider the philosophy of sufficiency economy. There are five main reasons that the (Office of National Economic and Social Development, 2005)[6-11].

1. The framework is a philosophy that guides the existence and behave in the way they should be. The basis of the traditional lifestyle of Thailand. Can be applied at any time and a systematic world view has changed over time. Focus escape from disaster and critical to the stability and sustainability of development.

2. Sufficiency feature can be applied to their practice at all levels, with emphasis on the middle path and development stages.

3. Definitions sufficiency must include the following three features simultaneously modesty means the fit is not too little and not too much without hurting yourself and others, such as

production and consumption in moderation realistic means to decide on the level of self-sufficiency must be rationally by considering the factors involved and take into account the effects that are expected to arise from the act carefully and with great immunity in the means to prepare for the impact and changes that will take place, taking into account the possibility of different circumstances that will occur in the future, both near and far.

4. Terms of the decision and implementation activities at a level sufficient time requires both knowledge and moral basis, the conditions include knowledge about technical knowledge related to the field providence to put that knowledge into account to link together to engage in careful planning and execution and moral conditions to strengthen contain a moral awareness. Honesty Patience and perseverance have a sense of life.

5. Guidelines, the expected result will be from the philosophy of sufficiency economy application is to develop a balanced and sustainable with the changes in all aspects, Economic, Social, Environmental knowledge and Technology. So the economic picture is in every society of macroeconomic. The bases of the prosperity of the more handful in terms of crisis or economic downturn in the economy, the community will show the potential that is out of the way to survive together. A humanitarian moral force of non-wealth individuals. The growth and spread out horizontally indicative of the liberated and engaging in joint development [12-14]. In that respect, Economic development, so it is interesting. The knowledge and experience to disseminate to the public has to know each other thoroughly and is also beneficial to those who want to study further economic development. From the foregoing, the research should be conducted to develop Banbangkrasan community to study the bundles together to solve problems in their own communities and economic development in the community even further.

II. METHODOLOGY

A. Objective of the study

The objective of economic development based on the concept of sufficiency economy to identify factors affected with the economic development Banbangkrasan community.

B. Tool used in the research

Scope of research

The scope of the economic development of the concept of sufficiency economy. In this research report consists of three parts can be explained as follows.

The scope of the area research in this area has studied Banbangkrasan community because the majority of farmers and is the first professional start of this community.

Scope of content this research study reported on. The social and economic conditions of the Banbangkrasan community attitude cognition and introducing the concept of sufficiency economy to the life of the Banbangkrasan community.

Framework of the study

From the document review was found that a variety of factors that could explain the economic development of the concept of sufficiency economy community. The study and other research with similar characteristics, that has set the framework for research properly. The research was conducted in order to make possible an orderly manner. The framework can be determined from the study below.

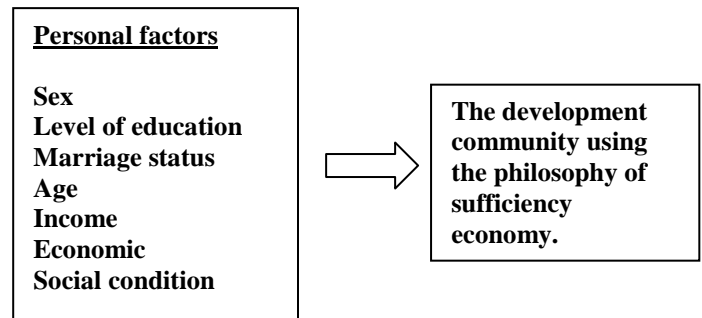


Fig. 1 Conception framework of the research.

Form of the study

This study is a qualitative research the study focused on the economic development community, Banbangkrasan community with an emphasis on education that cater to store descriptive information and analysis. Researchers are collecting samples by itself using research methods in the study of in-depth interviews. Why use qualitative research to understand the social context of the fundamental concepts used in the study of economic development. Data will be collected on the environment. The data is directly reflect the thinking of those who want to collect data from individual data sources. Selected as those who know it well (Key Informant) how the data were collected by in-depth interviews. It is a qualitative research technique for that feature.

How to do research

This research is carried out as follows:

This study is divided into two parts. The first study provides general information about the general state of Banbangkrasan community. The two primary qualitative research study that profile. The community has embraced the concept of sufficiency economy to the economic development of communities.

There is a process as follows:

1) synthetic analysis document research and theory.

That is associated with the development of communities with

1.1.) The theory that public participation in the development. Includes the theory of persuade the masses to using the methods and systems of the funding to create the gift theory,

theory to change attitudes theory and theory of economic development.

- 1.2) the community development.
- 1.3) target of the community development.
- 1.4) features, the distribution of the accepted
- 1.5) community development process
- 1.6) The assessment.
- 1.7) and other documents

C. Data collection

Method of data collection is divided into two parts: primary (Primary Data) and secondary (Secondary Data) below. Primary data: The research and data collection based on interviews and observations to gather information from people in the Banbangkrasan community. Secondary data by gathering information from books, research papers and other news about economic development, the concept of sufficiency economy. The instrument used in the research report. This study is a qualitative research, researchers analyzed using content analysis and study of the interview. The sample interview questions on various issues.

In this study has identified steps to collect the data into two phases.

1. This research used interview data collected from interviews with representatives from the villagers in Banbangkrasan community. The researchers conducted interviews in advance. The main contributors to the village or community organization leaders. A good example is the knowledge, expertise and experience regarding the purpose of the research.
2. Data from observation. Data collection was based on the context of community.

D. Population and sample

By the way qualitative research is a research subject. Economic development based on the concept of sufficiency economy. A sample of five samples to support approximately 6-10 sample that the sample is enough to help researchers understand more about the study. For the sampling method used to select a judgment (Judgment Sampling) of storage. The study will identify the best example to provide information on matters related to the research that the purposes of research. In other words, the research determined that a sample of community leaders who have been involved in the development of Banbangkrasan community. This is a great example of getting to know the needs and problems of the real situation choosing this model may not be accepted in the findings. However, the study results can be used as a basis for the study.

E. Data analysis

For data analysis methods that use a technique called Content Analysis, which Bordens & Abbott has explained that the analysis results are used Content Analysis is a technique that aims to interpret the true meaning of the interviewees. To the media, by virtue of such research is key, and then take the information from the interview was concluded as a result of the research interview again[15].

F. Research and Ethics

The research done in this research report. Economic development based on the concept of sufficiency economy Banbangkrasan community. Request an assumed name with sample-based studies. For both sides, the study is that the data is analyzed research studies and so does not cause problems, according to the community sample. This is all the fame, money and the problems that would ensue and benefits to the community, for example, is the result of research and development to succeed even more. For the sampling method used to select a judgment (Judgment Sampling) of data by the user such studies will identify the best example to provide information on matters related to the research that the purposes of research. In other words, the research determined that a sample of community leaders who have been involved in the development of Banbangkrasan community. This is a great example of getting to know the needs and problems of the real situation. Choosing this model may not be accepted in the findings. However, the study results can be used as a basis for the study.

III. RESULT AND DISCUSSION

On the issue of understanding about the sufficiency economy of Banbangkrasan community. The community has embraced the concept of sufficiency economy to the economic development of the community in the following areas.

Factors contributing to bringing economic use. Factors affecting lead to economic self-sufficiency. The interview indicates that it can be said that money is the main factor affecting the economic development of the concept of sufficiency economy. The sample has between 5,001-10,000 baht. Some samples with relatively high income, it does not necessarily lead to economic self-sufficiency in life. It is available to people of all economic levels. If you know a reasonable cost, self immunity recognize the merits on their self-sufficiency. For the sake of the marriage, most of the samples are a married status. The sample was still engaged in agricultural activities within the household as a single episode. For the well-being of families, that would show that Marital status had little impact on bringing economic use. The lives of such people still carry the original style. However, there were some who could not understand the concept of sufficiency economy as accurately, who graduated in the class that is not very high. Still do not understand the concept of sufficiency economy correctly. As a result, unable to bring this concept to be fully effective. In addition, interview it also found that the more senior person. Or who have life experiences that quite a lot. Often understand the concept of sufficiency economy as well. Compared with individuals with less seniority. It can be

seen that in general. Although there is a knowledge which is not very high but because of who has endured a lot and experienced a lot in life. It can make you have a better understanding in economic matters as well. So it may be concluded that the factors mentioned above that affect the economic concepts used.

Question No. 1. Sufficiency Economy within the meaning of the sample is.

Sufficiency Economy philosophy that points to the existence and practice their lines of people at all levels. Since the family level, the community level to the state level in both countries to continue to develop and manage. In the middle especially economic development to keep pace with the globalized world. The samples can provide a means of economic self-sufficiency. Different out results of the interview about the concept of sufficiency economy. The group has seven groups of similar meaning. Most are different in terms of words but the meaning is similar anyway. The group has provided a means of economic self-sufficiency is "moderation" "enough" "enough", "we are not ambitious beyond their ability" is how much it's used. It also has added to that. The concept of sufficiency economy concept is based on the guidelines of the Royal Majesty has for the people of Thailand to help farmers bring applications in daily life. From the interviews, it can be deduced that. Just based on the answers of the respondents said it was consistent with the overall concept of the sufficiency economy philosophy. That is, the sample has extended its own answers to the same things of life. And enough to eat, do not exceed increasing income, reduce costs, do not create liabilities, superfluous and ways of living moderates who conducted the study. The samples have been meaning to economic self-sufficiency in the primary and was put into practice in daily life. Since the guidelines majesty the King saying to the people of Thailand. But if you delve deeper into the meaning of sufficiency economy. The study sample that has no knowledge of such a sample is not clear that any of the elements of economic self-sufficiency, which consists of three loops two terms is enough justification to have a good immune. Conditions Knowledge and moral conditions correctly, that will lead to environmental, economic and social life to balance stable and sustainable.

Question No. 2. Why were therefore introduced the concept of sufficiency economy used to live.

The result of the interviews, the five samples. The sample has embraced the concept of the sufficiency economy. Since today is bringing the resources are exhausted and without the use of renewable resources. Put human needs are endless, not enough Self-reliance does not allocate resources to their existing benefits. The introduction of the concept of sufficiency economy concept has been used as a renewable resource that is allocated to benefit. People recognize themselves; It also found that people had migrated to work in cities as well. The abandonment of agriculture to work in factories instead. The people lack the income to make a living and problems of slums in the big cities. Therefore, it is another reason to make the sample group has sufficient economic concepts used in everyday life. For the people will not have enough to eat live worthy conventionally in the economy. Do

not starve yourself and feed Even in any given season. To allocate resources are limited it to maximum benefit, too. In the opinion of the author of the study. Strongly agree Why not bring sufficient economic used to live. The Royal speech of His Majesty the King [11-15]. Reflects his vision to strengthen their public and can make a living, to have enough to eat. On the road People use it to build irrigation To help people in the developing person or a person with knowledge of health and strength. By providing education and hygiene. People can apply to the local agriculture and trade. Interview the samples from the five samples. On application, the sufficiency economy to life, careers and community relations in the sample has led to major economic used to live. Careers and relationships in the community. The sample That is bringing major economic applications in lifestyle. In terms of planned spending, whether accounting income. We can know the expenses each month. As a result, the financial plan saving money is to be spent in the future or expenses but necessities. To reduce costs, the girl needed. They planted vegetable garden, cooking for the family as part of the occupation. The sample can be used in agriculture such as growing vegetables, animal husbandry and so on. To reduce costs and productivity within the household are bringing products to market community. Thus, increasing household income to the other one and also the promotion of existing professional groups such as the mushroom and applying fertilizer and in terms of community relations. The samples have been encouraging people in the community with greater economic self-sufficiency. A group for people in the village can be self-supporting without having to rely on others. People in the community have these things happened. Whether leniency. Taking things to know taking a share of surplus labor, knowledge can help each other's work without hope of consideration. It can be seen that the concept of sufficiency economy used. The sample have adopted a lifestyle applications in the first ranks second in career and the relationship of the community, it will appear along with them. Most of the families have adopted the sufficiency economy concept used in life is to grow vegetables, fish that eat and be sold it has already made a major career. Therefore, the sufficiency economy is to use organic manure instead of chemical fertilizers. The sufficiency of such concepts used in everyday life. You can save costs and the extra income to grow my own vegetables, eat vegetables and immunological.

Question No. 3. samples that economic self-sufficiency can be applied in community samples or not.

Interview the five samples were found that could lead to the application of the concept of sufficiency economy community. Careers people in the community can make to live more efficiently on the basis of economic self-sufficiency. The application issues such as the integration of various professional harmony and that everyone involved in the governance of their own communities and also applied in the implementation of the state policy. Whether the environmental, social occupations, growing crops and raising animals. In terms of economic and social are applied in the spending plan. The revenue increase and make people more moral. In the opinion of those studied, there is an opinion that can be applied in every family and community, or even in a

country such as growing vegetables. Organic Rice Cooperative groups networks or may be promoted to the community or cooperatives in other countries such as the Bank for Agriculture Research Institute, which is building a large company networks fulfill the inherited wisdom. The exchange of knowledge Technology and lessons from the development or joint development and so on. The one factor that affects the economy just enough to take the leadership. Factors affecting the sufficiency economy concept in Banbangkrasan community was the most money, especially the majority who earn between 5,001-10,000 baht, although the sample will earn more or less. The samples will be available to people of all economic levels. By applying economic concepts used can be applied to all people of all ages who can not earn more or less adopted the sufficiency economy concept in lifestyle as well as the age and educational level. Bringing economic influence to moderate and sex, marital status affects conductivity sufficient economy to a lesser degree. Because the sample is a married status. It has a living as a single episode. Living the sufficiency economy of the people, that the concept of sufficiency economy to use in daily life. This is consistent with the concept of sufficiency economy. Just as the existence and behavior of people at all levels. Since the family Community level to the state level by promoting and encouraging the community to include adequacy, sufficiency of reasons, including the need for a defense system in the medium to any impact arising from the change. Both external and internal this requires knowledge. Prudence and extreme caution in the use of various academic planning and knife. According to the process interview found that a better understanding about the sufficiency economy to a certain extent and understand that the sufficiency of the initiative of His Majesty the King has for the people of Thailand. The samples were taken on the sufficiency economy concept in lifestyle. Careers and relationships in the community. The samples show that the ideas were applied in various fields on the basis of self-reliance is a key step to doing so is prudent to consider the reasonableness reasonably fit. And with changes the creation of a unity based on the balance in each account for each level covering the psychological, social, technology resources and the environment of the economy.

IV. CONCLUSION

In education Economic development based on the concept of sufficiency economy of Banbangkrasan community. The research summarized the results from the interviews of five samples. In terms of factors affecting economic development. The study found that factors affecting economic development is the most revenue, followed by the age and level of education. Bringing economic influence to moderate and sex, marital status affects conductivity sufficient economy to a lesser degree. In terms of attitude understanding regarding the concept of sufficiency economy showed that gave them a sense of sufficiency economy is modest enough to eat, including sufficiency of the initiative of His Majesty the King has for the people of Thailand.

The sufficiency economy concept in lifestyle, career and relationships in the community, it was found that the samples were applied in various fields such as growing vegetables to

feed his family to increase revenue, reduce expenses and enhance existing professional groups such as the mushroom and making fertilizer people in the community have unity, generous help each other do not leave and the community has increased and people in the community have a better living. The community has developed in the future with a group of professionals is increasing and the exchange of ideas among community leaders and villagers is supported by government agencies in some communities [13].

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