

CHAPTER I

INTRODUCTION

1.1 Background

Since the switch to a new government on June 24th, 1932, this transition has been considered the first time the country has been governed by a democratic system with the King as the leader. It is an opportunity for the citizens of the country to participate in determining the direction of their own nation, both directly and indirectly. This demonstrates the sovereignty that is truly owned by the people. When the 2007 Constitution dedicated the participation of the populace in politics, Development, and other matters according to your specific Pawn's context, In Particular, the government promotes the participation of people in local government, which results in a decentralized distribution of power to more local areas. As a result, it's extremely important to utilize communication to transmit understanding between the political sector and the public sector (Registration Administration Office, Department of Provincial Administration, Ministry of Interior, Thailand: 2023).

Over the past decade, the Thai population has become more involved in politics. Because of the law, the Constitution of 1997 was amended until the Constitution of the Kingdom. The 2019 constitution of Thailand is the law of the Kingdom of Thailand, Issue 20, following the 2014 takeover in Thailand, this project was originally scheduled to be abandoned, but this was later changed to be held. The Thai Constitution, B.E. 2007's important updates regarding public participation in politics are centered around participatory democracy, rather than representative democracy. This implies that individuals are can participate in political and institutional activity at every level, including insisting that elections are the responsibility of the population. That the populous has the right to propose proposed laws Allowing the populous the opportunity to vote and participate in public discussions and providing people with the opportunity to have rights Assigned to remove senior members Including a focus on decentralizing power to local organizations of government, this will lead to an increase in awareness of their political contributions. People can participate in politics to solve problems

and bring benefits to society. Therefore, it is very necessary. This requires communication between the political and public sectors to achieve mutual understanding. Communication is therefore like the nerve fibres of the political system between the political and public sectors. Being a medium for presenting government news and policies to the people and at the same time a medium for presenting the opinions and needs of the people to the political sector, this leads to government policy decisions being effective and consistent with the needs of the people (Splichal S.: 2002).

Review of the Political Development Master Plan of the Establishment Committee of the Political Development Council and the Draft Master Plan of the Office of the Prime Minister. The report identified the use of mass media as a support tool, one of the ways to support the development of Thai politics. Both the five-year short-term plan and the ten-year long-term plan are in line with the research of the Reconciliation Committee on Political and Educational Reforms for the Parliamentary Constitutional Reform (2008), which emerged from the merger of many political parties. (Weerapong P, Seksan P, Niphakorn K.: 2012).

Finding appropriate solutions to the situation that has arisen One of the many conclusions is that "mass media" should contribute to building the reconciliation process, since communication through mass media helps to support public opinion. Therefore, the media should shape public opinion and stimulate public opinion. A tendency towards the desired political ideological direction. This leads to the success of modern political operations in processes related to this policy. Therefore, communication is a key factor, as it can have a variety of effects on the recipients in the most efficient way.

Community radio is a medium that emerged as a result of media reforms based on Article 40 of the Constitution of the Kingdom of Thailand in 1997. The essence of Article 40 is that radio waves are a national resource for the public interest. When allocating frequencies, the greatest advantage must be taken into account. From social trends to respond to changes, to grasp the trends of people at the national and local levels. Article 40 allows community radio to operate even without a clear law backing it.

There are many problems with community radio operations. However, it must be acknowledged that community radio is a medium that it has already happened in Thai society and is accessible to the media. Close to local listeners. If community radio operates by being aware of their roles and good intentions, it would be very beneficial to Thai society. In the past, the Public Relations Department, as a relevant agency, has set a framework for operations. In Thailand today, "radio" and its evolution into "community radio" are considered important developments in mass communication, and also reflect the progress of democracy and decentralization under the 1997 Constitution. This Constitution is called the "people's version" because, in Articles 39 to 41, it provides for the protection of the people's rights in mass media use and the protection of media workers' freedom in the face of the demands for media reform, such as the Black May incident in 1992. These sections are notably supported by the "Broadcasting and Television Act 2000". Furthermore, in Articles 282 to 290, the 1997 Constitution of the Kingdom of Thailand specifically mentions the decentralization of power to the local level, including the promotion of the so-called "community rights" to maintain the identity and well-being of the people. However, in general, research on community rights is still limited to the main themes of community forests, community property deeds, and the preservation of local culture. The role of community radio has also not been fully explored. The role of community radio is often seen from a mainstream perspective as a medium of "development" without emphasizing the "political nature" of community radio, which is important for understanding the current political crisis. It is the political aspect of community radio that interests the research team. The 1997 Constitution of the Kingdom of Thailand defines radio frequencies as public property, meaning that all citizens have the right to use radio frequencies, leading to the emergence of "community radio stations" in 2001, which is considered an important symbol of media reform, that is, the transfer of ownership of broadcasting rights from the government and capitalists to the people. After a decade of community radio in Thailand, Thai society has learned the benefits of the emergence of community radio. When talking about "community radio" today, some will praise it and others will have different opinions. There are many reasons why people in society only understand the role

of "Community Radio" in one way: as a means of political agitation to create division and lack of control in society, or as a means to propagate and deceive the people. The original purpose was to provide the people with their own means of communication. To be the voice of the poor and the needy has changed (Weerapong P, Seksan P & Niphakorn K.: 2012).

Community Radio Nowadays, some people yearn for "Community Radio", but some may have different opinions about community radio. There are many reasons why people in the society only understand the role of "Community Radio" in one way. B. As a tool of political agitation, as a means to divide society, as an uncontrolled means, or as a radio that advertises and sells to mislead the villagers, etc. The original intention of giving people their own means of communication and being a voice for the poor and needy has changed (Weerapong P, Seksan P & Niphakorn K.: 2012).

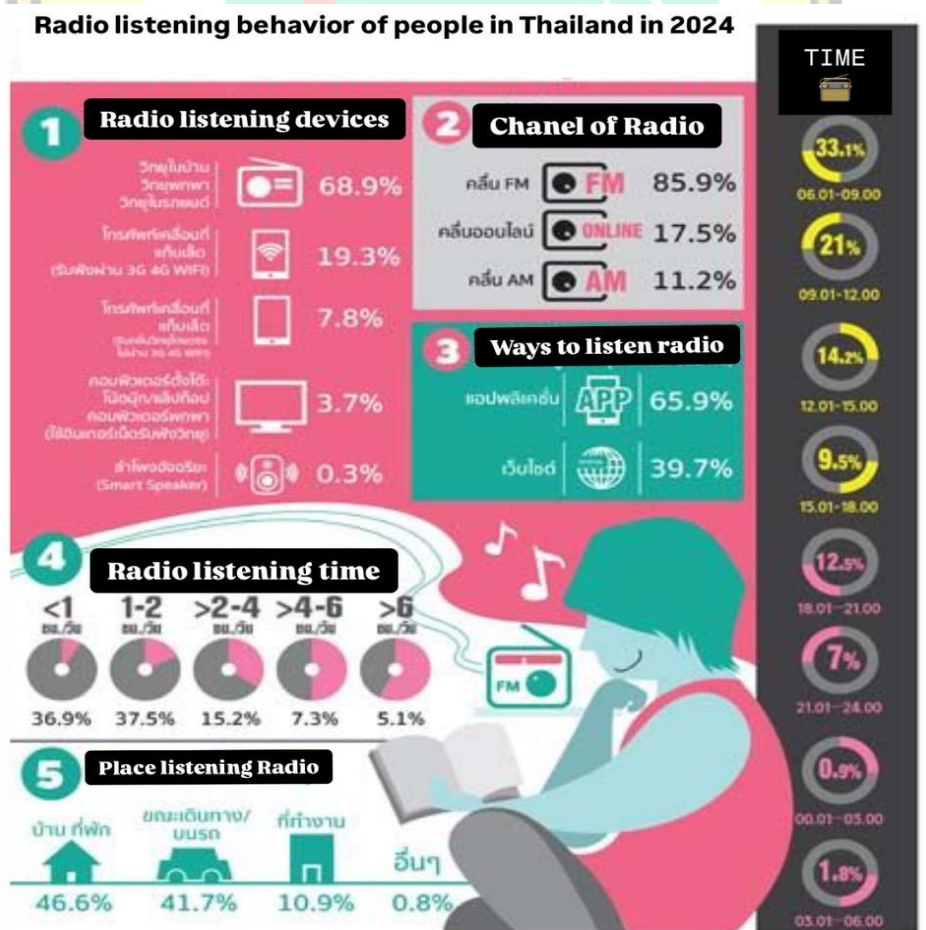


Diagram 1.1: Radio listening behavior in Thailand 2024

from <https://www.prd.go.th>

From the survey on radio listening behavior, it was found that the majority of audio media listeners, or 65.7 percent, still receive media via radio, while 34.3 percent do not listen to radio programs. In addition, there was a survey on consumer behavior in listening to radio programs in various dimensions, including the main devices used to listen to radio programs, the radio frequency used to listen to radio programs, the channels for listening to online radio, as well as the location, duration, and time spent listening to radio programs, as follows:

The main devices for listening to radio from the survey found that 63.9 percent of the radio group still prefer to listen from radio receivers, whether at home, portable radios, or car radios, followed by 19.3 percent who listen from mobile phones via both 5G and Wi-Fi mobile phone networks, followed by 7.8 percent who listen from radios on mobile phones and tablets, and the least, 0.5 percent, who listen via the Internet from computers or notebooks, laptops, and portable computers.

The frequency used to listen to radio programs from the survey found that the majority of listeners, or 85.9 percent, prefer to listening to radio programs from FM radio waves followed by listening to online radio at 17.5 percent and listening to AMM radio waves at 11.2 percent.

The channels for receiving online radio from the survey found that the main channel that consumers use to listen to online radio is listening through applications (65.9 percent), while listening through websites is only 39.7 percent.

Places to listen to radio programs from the survey found that most listeners still prefer to listen to radio programs at home or residence at 46.6 percent. Next is listening while traveling or in the car at 41.7 percent. While listening at work at only 10.9 percent. Time to listen to radio programs from the survey found that most people listen to radio programs between 1-2 hours per day (37.5 percent). Next is listening less than 1 hour per day at 36.9 percent.

It can be seen that consumers' behavior of not spending much time listening to radio programs is reflected in the proportion of people who listen to the radio for more than 6 hours per day, which is only 31 percent. Time to listen to radio programs from the survey found that the period from 06.01-09.00 a.m. is the time period with the most radio listeners at 33.1 percent. Next is 09.01-12.00 hrs.,

accounting for 21 percent. It was found that the time during the day from 15.01-18.00 hrs. is the time period with the most radio listeners, accounting for 9.5 percent. The nighttime period with the least number of radio listeners is 03.01-06.00 hrs., accounting for only 18 percent (The Government Public Relations Department of Thailand: 2024).

Radio program types	G.I. Generation ๑๕-๒๐ ปี 76 ปีขึ้นไป	Baby Boomer ๑๕-๒๐ ปี 57-75 ปี	Gen X ๑๕-๒๐ ปี 42-56 ปี	Gen Y ๑๕-๒๐ ปี 24-41 ปี	Gen Z ๑๕-๒๐ ปี 23 ปี
News	26.7%	26.8%	24.0%	22.4%	18.9%
Knowledge	15.8%	18.3%	18.6%	17.7%	18.5%
Entertainment	15.8%	19.9%	22.4%	28.1%	27.9%
Traffic	6.7%	8.6%	12.0%	13.7%	14.1%
Religion	20.8%	15.7%	12.0%	9.3%	9.6%
Community	14.2%	10.7%	11.0%	8.8%	11.0%
Total	100%	100%	100%	100%	100%

Diagram 1.2: Radio Program and Generation

from <https://www.prd.go.th>

The operational points for preparing a community radio should have the following key features:

1. To be easily accessible to diverse people within the broadcasting area. Equal and involved. Participate at every stage.
2. It is a public property shared by the community and established with its own ownership.
3. Work voluntarily.
4. It pursues no direct or indirect business interests and remains independent and free from influence and interference by influential groups; illegal interest groups, political organisations and political parties at any level.

5. It is a public communication channel in which members of the community act as both receivers and senders.
6. It is a medium of performance responsive to the needs of the people, with the aim of creating opportunities for the underprivileged.
7. It is an information center; connected learning to strengthen the community.

Local radio is a mass media that is mainly local. It can access local events and issues and reflect the problems of local people. The characteristic of local radio is the closeness between producers and local listeners. They often know their place better. Local radio knows its place better than local radio. Therefore, local radio stations have an advantage over central radio stations, where listeners can respond directly to reporters. From the above phenomenon, researchers see the role of local radio as an important factor. It makes people adjust their views and attitudes and makes them get information. Moreover, it is easily accessible to the public. Therefore, the researcher aims to analyze the role of communication radio in promoting public political participation in three southern border provinces of Thailand, namely Yala, Pattani and Narathiwat. The population of the three southern border provinces consists of Yala, Pattani and Narathiwat provinces, which have 33 districts with a total population of 1,424,728 people and 329,255 households, with the details as follows: 4,444 Pattani province has a population of 529,726 people, Yala province has a population of 416,628 people, Narathiwat province has a population of people, and Narathiwat province has a population of 478,374 people (Registration Management Office of the Provincial Administration Department, Ministry of Interior of Thailand: 2023).

In this regard, most Muslims (1,213,387 people, or 85.16 percent) and Buddhists, 207,033 people, or 14.53 percent (Ministry of Interior of Thailand: 2023) also primarily speak the local language Melayu, followed by Thai language. Community radio is considered to encourage and promote the active participation of community members in all aspects of radio production, including program production, program hosting, news reporting, and management of the station itself.

This participation is considered essential to the creation of content that is relevant and reflects the interests and concerns of the local community (Registration and Management Office, Department of State Administration, Ministry of Interior of Thailand: 2023).

1.2 Formulation of the problem

Department, Ministry of Interior of Thailand: 2023). In this regard, most Muslims (1,213,387 people, or 85.16 percent) and Buddhists, 207,033 people,

After the Frequency Allocation Organization Law and the Law on the Regulation of Broadcasting, Radio, Television and Telecommunications Businesses are enacted and promulgated. During the selection process, the Broadcasting Commission and the National Television Commission (NBTC) responsible for supervising broadcasting operations are established and appointed. The public is aware of their rights under the new Constitution. The establishment of "Community Radio" begins to serve as a platform for the expression of rights, freedoms and participation in politics and the public's freedom of expression in a democratic society. In addition, some people in different fields want their own broadcasting media. As a result, community radio has expanded rapidly.

On the other hand, some people in the community did not attach importance to this issue, which resulted in a lack of participation and cooperation in community radio stations in the community. Very few people are seriously interested in community radio. This is one of the reasons why capitalists, thieves and even professional radio operators play a role in the operation of community radios and use community radios for commercial and business purposes. Furthermore, some community radio operators still lack expertise in operation. Lack of knowledge of management and vision: Technical department staff still lack knowledge. Technical know-how and different devices have increased the transmission power in various ways, such as: B. broadcasting via the Internet or satellite, using antennas higher than those required by law, or by modifying broadcasting equipment to increase transmission power.

In addition to administrative problems, radio presenters are mostly just volunteers, who are interested in becoming radio presenters but lack experience and skills both in presentation methods and accuracy. B. Lack of use

of inappropriate language. Lack of preparation and ideology. Thus, the guidelines and strategies for setting up community radio vary greatly in many regions, as well as the operational orientation. This gives rise to many problems, such as: B. broadcast overlap and the use of frequencies that interfere with air traffic waves. This is interference that interferes with primary airwaves, and even radio and television broadcasts. This does not include controversial or immoral content.

Due to the above problems of community radio, the government set up a working group to determine measures and mechanisms for support and protection. The "Community Radio Learning Action Points" learning process sets a framework of rules, technologies and standards for establishing community radio stations so that community radio stations across the country can meet the technical and programmatic requirements. The transmission power must not exceed 30 watts, and the antenna height must not exceed 30 meters above the ground. The transmission radius must not exceed 15 kilometers. However, community radio does not follow all the above regulations, and there are still many radios that do not operate according to the prescribed guidelines. There are many radio stations. Still using high performance transmissions; Transmitting signals at frequencies above the specified limits; Transmitting sounds over a wide area and using frequency bands that interfere or overlap with the main radio in some places, or drowning out other community radios with lower transmission power, causing overlapping frequency problems and interference and scattering; Foreign waves that cause interference to other communication networks. Especially the aviation communication network used for air traffic control, which directly affects the safety of human life and property.

With the promulgation of the 2007 Constitution, the amendment of the new Frequency Allocation Organization Law was required to consolidate these institutions, as Article 47 stipulates that there must be an independent organization that allocates and regulates the radio frequency spectrum to a single organization. According to the Constitution, the two independent organizations, namely the NBTC and the NBTC, are the same organization. However, no changes have been made to this law so far. The National Legislative Assembly passed a draft Law on Business. Broadcasting and Television Business, which came into effect in 2008.

(Natthawat Pronghun: 2009) to address temporary issues while the Independent Commission for Radio and Television Regulation has not yet been established.

As a transitional provision, Article 78 of the Radio and Television Business Act 2008 gave temporary administrative powers to the NBTC. It is responsible for issuing licenses to community radio broadcasters and non-spectrum companies such as cable television, satellite and new technology, and grants temporary licenses for up to one year to community service companies and non-spectrum companies. In addition, the NTC can announce transaction rates, approve licensees' programming plans and monitor the transmission or broadcasting of licensees' audio signals.

Community Radio and one of the many problems in running a community radio business is that there is still no clear law to support community radio. So, a study was started to sort out the issues and difficulties in community radio. Solutions to solve the problems of community radio are also sought as a basis for developing effective ways to manage community radio. Guidelines for practice to achieve the same standard. Furthermore, community radio services are also strengthened to continue to meet the needs of the Thai community.

The problem formulation of this study is as follows:

1. The role of community radio includes political participation of people in three border provinces in southern Thailand.
2. Guidelines for formulating the role and mission of community radio in promoting public participation policy.
3. How should local radio stations demonstrate their responsibility towards Thai society by raising political issues.

1.3 Objectives

1. To examine the role of radio stations in each state in promoting participation. The political affairs of people in three states.
2. To explore ways to develop the role and challenges of community radio stations in promoting people's political participation.
3. To investigate the involvement of community radio stations in presenting political issues as a community medium. Community Radio Stations continue to serve the needs of Thai communities.

1.4 Research benefits

In line with the research objectives to be achieved, it is expected that the outcomes of this study will be as follows:

1. Theoretical Benefits

It is expected that the outcomes of this study will be useful in considering the use of information technology to disseminate information domestically and internationally and make it known to the public. Recent developments and innovations to improve the application of information and knowledge in the form and content of community radio in the southern border provinces, namely Yala, Pattani and Narathiwat, include the role of intermediary institutions and platforms to disseminate information. Also, I hope this study will be a reference for future research.

2. Practical Benefits

The results of this study will provide knowledge and entertainment to the public. Furthermore, we hope this study will be utilized by local governments to apply the findings and promote preparedness. People's Readiness for Community Radio in the Region The public sector is aware of the participation of radio stations in the southern border provinces, namely Yala, Pattani and Narathiwat.