POTENTIAL OF SOCIAL CAPITAL AT BAN WAT SCHOOL "BOWON" TO STRENGTHEN SUSTAINABLE LOCAL DEVELOPMENT OF MUANG SUB-DISTRICT ADMINISTRATIVE ORGANIZATION, MUEANG DISTRICT, ROI ET PROVINCE

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ABSTRACT

The purpose of this study is to analysis of in store ambience and design actors influence on consumer behaviour, there are still contradictory findings on propositions presented. In view of the contradictory findings, this study depicts the consumer behaviour in Andhra Pradesh and prevailing aspects in supermarkets. This study proposes an integrative conceptual model on how ambience characteristics could ensure positive consumer buying behaviour among retail customers. The study recommends that supermarket in Andhra Pradesh should endeavour to initiate programs that will emphasize on scent as opposed to music and lighting as the latter do not affect consumer buying behaviour while scent does.

Keywords: Social Capital, Strong Local Community, Community Participation

I. INTRODUCTION

Social Capital first appeared in the discussion of Hanifan (1920) in his book rural school community centres, which describes different things used to create social capital in everyday life, such as building friendships, a relationship of people in the community, which will lead to assistance, sympathy, and help create solidarity in the community. Social capital is a new dimension in social development under capitalism by focusing on social aspects that are systematically linked to the way of life. It is a form of social relationship that results in cooperation at both individual, group or organizational levels. [1] Robert Putnam (1993) utilized the concept of social capital in development, and the result shows that good relationship in society can lead to economic development and create sustainability. In the following years [2] Putnam (2000) [3] and WorawutRomrattanaphan (2005) [4] analyzed and pointed out that, the process of social capitalization starts from the people in the community, having a good value system, will create a good relationship among the people in the community as well, which will lead to the strength of the community. Besides, there are also many definitions of social capital, for example, Putnam (1993) views social capital as an economic benefit that allows the forming of social relationships based on mutual trust, resulting in ease of economic operations and a link between the small parts of the community, which is values, people's culture, and mutual trust [5]. In the view of Pierre Bourdieu (1993), social capital is social networking capital. Presumptuousness, respect, which means an economic advantage in politics, and social advantage. The amount of capital depends on the size of the social network of relationships and the amount of capital in the network. Based on cultural capital and economic capital with benefits of a fundamental factor in the formation of social networks. [6] Word Bank (1999) describes social capital as institutions, relationships, and norms, with both quality and quantity characteristics of social interaction. It's like the glue that holds those institutions together, which can enable people to cooperate for the most desired goals. In addition, social capital may be viewed as the attitude and value generated by inter-community work and economic assistance and development of the community from the outside. [7] Additionally, WorawutRomrattanaphan, (2005) [8] and SuriyajarasTechatanminasakul (2020) [9] view social capital as informal values that are consistent with morality. Its focus on close relationships, trust and values that contribute to the person's generosity. Help each other, trust each other, or reciprocate each other. in good norms and customs and there is a network that appears in the organization or groups that focus on the common good, moreover,
social capital is essential and plays a role in social development, assisting underprivileged under 2 main principles: 1) The principle of reciprocity and 2) The principle of mutual benefit.

Therefore, social capital refers to the relationships that occur between individuals. Becoming a networking group that can create some activities to drive both economic and cultural sector, including being generous, unity of people in the community, culture, traditions, goodness, etc., which contribute to helping each other, and be able to solve problems that arise in the community and strengthen the economic system in the community.

Community development using a knowledge base is a process of building the sustainable strength of the community. Communities that have the potential to be self-reliant must rely on culture, traditions, rituals, beliefs and apply local wisdom to solve problems that arise in the community. They must be able to control and manage local problems with their wisdom in various fields, to become a strong community, ready for external forces [10] in community development using knowledge bases involved in knowledge management. This is the process of collecting, creating, organizing, exchanging and applying knowledge in the community by developing a system from data to information, to create knowledge and wisdom in solving problems in the community [11]. By participation of both the public and private sectors, agencies, communities, houses, temples, schools (Bowon) and their contributions are explicit to the public. Furthermore, It is an important part to increase the potential of social capital, by building more volunteers in the operation. Focus on coordination between houses, temples and communities [12] appropriately. Therefore, the research team are to promotes the potential of Ban Wat School (Bowon) social capital to strengthen local sustainable development. To find the potential for the strength of the community, culture, and way of life of the local people, as well as natural resource capital and social capital available in the community. The results of the study can be used as a model for the development of social capital that is appropriate for the context of other areas in strengthening local development both economically, socially, and environmentally following local needs. This will contribute to the strategic development plans of local authorities and serves as relevant ways in utilizing social capital, house, temple and schools to be “Stable, Lasting, and Sustainable.”

II. RESEARCH OBJECTIVES

The objectives of this research article were 1) to study the context of social capital in the sub-districts around the city, Mueang District Roi Et Province 2) to study the concept of social capital management at Ban Wat "Bawon School” and to strengthen the local community of the Sub-District Administrative Organization around the city, Mueang District, Roi Et Province 3) to study the model for promoting the potential of social capital at Ban Wat School (Bowon) to strengthen local sustainable development

III. RESEARCH METHODS

This research is qualitative research, with both pieces of research from the document and field research. The research consists of the following steps.

A. Key informant: The researcher selects the key informants by purposive sampling, with selection criteria as follows: A person, institution, group, organization, residing or activity or having operations related to social capital in the sub-districts around the city who lived in the area for not less than 1 year, which can be classified into 4 groups of key informants as follows:

1) Key Individuals are representatives of District Administrative Organizations, Clerks, Districts Administrative Organization members. Heads of government agencies, village headmen, consist of 15 people.

2) Key Institution consists of the director and teachers from the school. Child Development Center, Director and staff of District Health Hospital, Director of Center for Non-Formal and Informal Education, consisting of 11 people.

3) Representatives of private organizations, comprising a group of 5 business operators

4) Representatives from Core groups consists of the chairman of the committee and members of community organizations, groups/clubs, learning resources and people, consist of 8 people.

B. Data collection Tools
1) Interview form on issue-based on fundamental thought, management, and model for promoting social capital potential of Ban Wat School (Bawon) to strengthen local sustainable development. Informal and non-formal interview.

2) Participant and non-participatory observations on the use of social capital, schools, in local development and social capital context, activities related to strengthening sustainable local development

C. Date Analysis

Data were analyzed and synthesised using content analysis methods. By analyzing the model of social capital management, houses, temples, schools and presenting a model to promote the potential of social capital at Ban Wat School (Bowon) to strengthen local sustainability and explore the components according to the nature of the empirical data by using qualitative data for further analysis and synthesis.

IV. RESULTS

The results of document analysis and from interviews, small group discussions and participatory observation. The research team would like to summarize the study results according to the research objectives as follows.

Research Objective No. 1 the context of social capital in the sub-districts around the city, Mueang District RoiEt Province. There are administrative areas of 20 villages. Social capital, Ban Wat School continued to develop localities and has a form of operation. It is a link in the collective thinking, co-development and creativity, which can be divided into each aspect, Political Governance and Administration. The area is predominantly rural, with an average density of 656.21 people / km². They have a concept idea of managing the sub-district like “focused on creating a model and create awareness of participation among the people through the use of social capital models of the district such as a village or House capital, such as Community Sufficiency Economy Village Award, Self-management village award, promoting the learning of various occupational groups. Creating rules and regulations for community collaboration by allowing people in the community to participate, think, make decisions, share plans, and joint evaluation, joint benefit patterns through community committee, so that communities can manage themself. Economy aspect, the majority of the people engage in agricultural practices. The main problems of farmers and people in the community are low prices of produce, high production costs. They borrow money to invest, thus cause a grouping called “Money Management Fund” such as the Kong Tun Mae Kong Pen Din (Mother Earth Fund), village fund to raise funds and help members so they can borrow to upgrade their occupation. In terms of Education and Society, Religion, Tradition and Sport; “Sufficiency Economy Village Prototype” was established to be a learning centre that promotes the application of the Sufficiency Economy Philosophy to the community and is also a learning centre according to the learning curriculum of the Center for Non-School Education and Informal Education, MueangRoiEt District. To create educational opportunities for people in the community, there is also a "Community Internet Service Center" to promote knowledge of communication technology, to give people in the community the opportunity to find knowledge and establish a "Child Development Center" as a learning centre for cultivating youth in the community, learn the way of life and local wisdom, such as learning to grow vegetables, learning to make a group career in the community and create a sense of community love.

Research Objective 2: Fundamental thinking base of Ban Wat School, social capital "Bowonn" to strengthen the local community of the Sub-District Administrative Organization around the city, which consists of 3 main ideas. Thinking base 1: participatory management under holistic development, focus on coordinating departments and parties to create cooperation in development, believing that “development must have the power of many sectors. Therefore, it will result in efficiency and sustainability.” Ban Wat, School act as mechanical support development and work link through the creation of a collective thinking approach at 3 levels: (1) individual level, which divided roles and duties; they can design work processes efficiently, focus on developing the potential of the team (2) at the organizational level, both public and private sectors understand and were able to work together systematically; and (3) at the community level, participate in the development along with the local community by using participatory processes as tools for people development, job development, and building a public spirit in working together. Thinking Base 2 focuses on development based on justice. Focus on the interests of the community by distributing income equally not politically. Provide opportunities for all citizens to participate in thinking, planning, and solving problems. “There is no discrimination in management, welfare management in the community, utilities every community must have access” and allocated according to the needs of the people. Use the community forum as a tool for district development and unity building, leading to the preparation of a
"Local Development Plan" that meets the needs of the community. and Lastly, Thinking base 3: we visit the area to reach the needs of the community, there are meetings to collect information on the needs of the people continuously. “Every issue, every voice must come from the facts in the community and the suffering of the people comes first". Furthermore, to monitor the operation and adjust the work process to be in line with the context of the area, driven by houses, temples, schools to achieve local development plans as a tool for designing activities or design local development projects that are on point and following the context actual space requirements. The strengths of accessing community needs give the community confidence and participation in working together. As mentioned above, the social capital of houses, temples, and schools was used as a base for developers to create learning in organizations, communities, and learning resources. Until able to integrate various works, with 4 main organizations in the area (local, government and the people) as a mechanism to drive work to strengthen the community

3) There are 9 forms of social capital promotion for Ban Wat School (Bawon) to strengthen local sustainable development: 1. Building knowledge and understanding by managing knowledge in all dimensions. 2. Building people and allow the leader to carry the people along. 3. Common management structure, rules, 4. Management that leads to various forms of action 5. Create a learning process together. 6. Integration of local wisdom. 7. Activities that link conservation with community beliefs. 8. Create awareness and participation. 9. Build a network and model for the community on social capital development.

V. DISCUSSIONS

A model to promote the potential of social capital at Ban Wat School (Bawon) to strengthen local sustainable development in the Sub-District Administrative Organization area around the city. MueangRoiEt District Roi Et Province. Ban Wat School's social capital potential succeeded in driving work because there was a systematic way of accumulating social capital and utilization process to truly strengthen local development. As can be seen from the leaders who have good vision. There are community leaders and researchers who have the potential to analyze, connect and apply community data to further improve the management of the work systematically. Empower the community to have leaders, who are capable of being team driven. The result of our research was consistent with the study of NittayaPrugratok (2015) [13] which found that social capital is a type of capital that arises from the search for community potential. Both from the relationship of people in the community culture, traditions and beliefs social network community organization and community leaders. This will lead to strengthening local sustainable development in all 4 dimensions. Furthermore, Ban Wat School also has learning resources within the sub-district that support the creation of a self-reliant community, totalling 44 learning resources. Spread over 20 villages, until it can and drive a learning exchange process that creates changes both inside and outside the area. This is consistent with the study by ChalardChantarasombatht and TantawanSingkeaw (2011), which found that community health development, can apply the knowledge set to improve the health of people in the community in all 5 areas, such as body, mind, society, intelligence and environment. through learning activities from “learning resources” that exist within the community [14]

This participatory learning makes the school, the house has the potential to drive development work. By being able to connect collaboration between 4 organizations, namely local, ward, departments and the people, in determining the direction of the workers' movement. This is consistent with a study by SurasinghSangsod and Manus Suwan (2020) which found that integration of people, money, work, and all sectors, both internal and external departments will lead to the problems and needs of the people in the area. Also, Social capital was done together think together, collaborate, and develop the area systematically and concretely [15].

The results of this research also cause the process of “Creating sustainability” through collaboration between houses, temples, schools and network partners to drive development. The “community supports each other,” they create change based on social capital and resources at existing training and create a mental focusing imagine volunteering to the community. Focus on the common interests, a fine way of thinking and visual activity in the Black Hills life to turn to self-reliance. before relying on external factors This is consistent with the study of Benjamapon huajiam (2017) found that the wellness empowerment program of Nam Phut community are positive reinforcements regularly and situational negative reinforcements. They will be able to develop the community well, and lead to the creation of a learning process, which results in sustainable development as well, as adding value to local resources can be integrated into the daily work and reflect the sustainable development results at the local level. Therefore, there is strong management and significant changes for local development. [16].

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VI. RECOMMENDATIONS

The research team make some policy suggestion, and suggestions to the community and suggestions for future research are as follows.

**Policy recommendations:** From the research, which found that systematic social capital management can be a model for sustainable community development. Ministry of Community Department and Community Development Agency can apply the findings from this research studies as a guideline for policy and project formulation. To make community development operations more systematic and in line with the social capital context of the community.

**Practical suggestions:** Communities that want to develop themselves sustainably, can use the findings as a guide for the study of community social capital, Then utilize different existing capital in the community for maximum benefit. Also adopt the social capital management model for sustainable community development as the core for community development and for strengthening social capital In this regard, the community should adopt the aforementioned model and adapt it to suit the context of each community as well.

**Suggestions for Future Studies for the next study,** there should be a study on the application of local knowledge in the development of local tourism, by using the base of local wisdom and culture as a sustainable tourism resource base

VII. CONCLUSION

From document studies, observations, interviews, group discussions to analyze the context of social capital management idea base and social capital capacity promotion model of Ban Wat School (Bawon) to strengthen local sustainable development. We, therefore, summarize that social capital reflects the relationship in society (Social Relations) both at the individual level, family level and community level. Local organizations can collect, recycle, rebuild, to raise funds, resources, knowledge, or development potential as well as the ability to adapt to solve community problems. Based on cooperation, mutual trust and commitment. There is a common activity and an intensely shared value system. Moreover, social capital is a social force for cooperation through social relationships. causing the community to develop and strengthen community. Therefore, it is very important to use the existing capital in the community as a base to make a change in social and environmental development. Social capital potential can be undertaken on community strengthening. However, the potential of social capital is applied in various activities that allow people in the community to participate and these activities are like a public space for people in the community to meet exchange ideas, create a common learning process and building good relationships with people in the community as well.

REFERENCES