

The model of participation in the promotion of art and culture of the Mayong, Muang District, Pattani Province, Thailand

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ABSTRACT

This article is part of a research study that was conducted on participation in the promotion of the sustainable local culture in the border provinces. This is a case study of the Mayong show, Muang District, Pattani Province, which aims to present a model of participation in the process of promoting the art and culture of Mayong. At Muang District, of Pattani Province, in Thailand, a Qualitative study was conducted. Here the used research tools include in-depth interviews, observations, and participatory action research. The ten informants were: two people from the Mahayong Group, five people from that area, two government officials, and one private official. By paraphrasing, analyzing the data, summarizing the problem, and presenting the findings through descriptive analysis, it was found that the model of participation in the promotion of art and culture of the Mahong: FNDOA consists of the following: (1) F-Finding the root cause from the travel problems, lack of interest, and contradictions to religious principles (2) N-Network affiliate planning comprising systematic planning with the state, private faculty of music, and the people (3) D-Development and participation through continuous Mahong performances and development of cultural information centers in the community (4) O-Open performance areas and learning centers) for organizing performances and also for Knowledge creation outside the classroom in a community area (5) A-Assessment of Participation for assessing the development, short-term participation, and long-term assessments, including the support at the policy level that emphasizes participation from all sectors.

Keywords

Participation in the promotion, art, culture of the Mayong.

Introduction

Culture, practices, and values- Since culture have a profound impact on human perception; our environment is shaped by our cultural assumptions. Again, culture can be interpreted in terms of its physical environment as well. This relation between culture and ecology has been one of the most important subjects of discourse for anthropologists and sociologists to come up with the concept of 'cultural ecology'. It is an attempt to observe the changes introduced by the intervention of modernity, yet reviving and bringing back the lost cultural ethos [1]. Culture is the basis for achieving the principles that contribute to total quality management because of its role in facing the challenges of the internal and external environment. Culture also assists in achieving the optimum strategic performance to build values, beliefs, norms, and traditions that further contribute to building society. Culture plays a significant role in creating a good environment for changing ideas and beliefs to confront modern problems. Moreover, culture being a part of the living community can maintain a good portion of the social and cultural heritage in the family and the community that is based on mutual assistance. The caring ancestors are a network of community-oriented, generous, and supportive people who respect the ideals of their culture and propagate those in the society [2]. Culture also leads to the growth of a lifestyle that is diverse based on movement, like beliefs, traditions, rituals, play, and especially the performing arts of varied forms. The tradition of each culture is different from the other, yet the inherent values in each reflect the spirit of universality, which creates a harmonizing impact in the society, allowing each individual to indulge in activities and have fun with each other and experience the local way of life. It can be seen that the performing arts play an important part in the coordination, building,

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preservation, and existence of the community. It can occur within the local, social, and cultural contexts. At present, those powers and potentials are gradually improving. In the development of new economic models, the birth of the new concepts leads to the decay and deterioration of the existing ideas. At present, in the case of these performing arts, greater emphasis is laid on profit-seeking and on the process of trying to make a product culture by abandoning the significance of participation in the ideas, actions, and decisions that can be expressed in the citizen or member base.[3, 5].

Mayong is considered to be the local art and culture of the Pattani Province in Thailand. It is now ingeniously integrated within the system. Till now, there has been a plethora of organizations and agencies that focused on the development of a local culture based on social and cultural foundations. Their pursuit is to find new solutions by trying to emphasize the importance of the existing culture as the foundation of the community and also as a key factor in solving the problems. They emphasize building participation in various agencies such as the public sector and the private sector in an integrated way and play an important part in promoting local arts and culture. Thus, these organizations prove to be beneficial in promoting the original resource base of society and culture and also function as a tool for developing and solving various problems. To build relationships among local people, the performing arts were passed down to generations and have been published in the southern border provinces. However, at present, a decline has been observed in this practice due to the proliferation of modern trends. [3, 4].

The compilation of the above points establishes that the study is quite interesting. There are rare changes related to the local Muslim society, culture, and community. It is particularly evident in the southern border provinces, selecting the context of the specific area, Pattani, because the area still maintains and preserves the Muslim indigenous culture. In particular, the participation of all sectors aims to preserve the traditional culture of the South and the Malayou in the midst of social and cultural changes ushered in by the development of mainstream or globalization., In this study, the research team went to the area and participated in observations, and it pursued to study the participation in promoting such culture whether in the public sector or the private sector or among the people in the area. This led to the promotion of systematic development without losing these cultures and being able to stay in harmony with the local culture and Thai society sustainably.

Objectives

To present a model of participation in the promotion of art and culture of the Mayong in Muang District, Pattani Province, Thailand.

Methodology

The method adopted was the Qualitative Method of study using Purposive Sampling in the Muang District Area Pattani Province, and it was conducted especially with the participation of all sectors. The target population in the study consisted of a group of 2 people showing Mayong by selecting a specific (Purposive Sampling) group of 5 people in the area involved in the participation in the promotion of the research area, and the government group to study the guidelines for promotion. It also included the participation of 2 people at the policy level to create sustainability for the big promotion, comprising provincial, cultural, promotion department

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officials and related officials, who were publishing events at key locations. The Private group of 1 person chose a snowball (Snow Ball) to participate in the show and promoted the performing arts by issuing work for publicity.

Participation data were collected using structured interviews of well-known actors who convey local wisdom. It also involved people and audience members of the Mayong performance for in-depth interviews. They used broad interview lines on engaging issues. A Focus Group meeting was organized to gain insights into creating participation in both the public and private sectors and to analyze the meeting to draw conclusions and presentations of findings by analysis of descriptive data.

Qualitative Method of study using Purposive Sampling in the Muang District Area Pattani Province was conducted especially with the participation of all sectors. The target population in the study consisted of a group of 2 people showing Mayong by selecting a specific (Purposive Sampling) group of 5 people in the area involved in the participation in the promotion of the research area. The government group aimed to study the guidelines for promotion and participation at the policy level of 2 people to create sustainability for the big promotion, consisting of provincial cultural promotion department officials and related officials, publishing events at key locations. Private group of 3 people by choosing a snowball (Snow Ball) to participate in the show and promote the performing arts such as Issuing work for publicity

Participation data were collected using structured interviews, namely actors who convey local wisdom. Involved people and audience members of the Mahong performance for in-depth interviews They used broad interview lines on engagement issues. Organize a Focus Group meeting to gain insights into creating participation in both the public, public and private sectors and to analyze and lead the meeting to draw conclusions and presentations. Findings by analysis of descriptive data. (Repetition)

Results

The model of participation in the promotion of art and culture of the Mayong. Muang District, Pattani Province, Thailand is as follows

- **Find the cause of the problem**-It is a participatory approach to find local problems and causes. It was observed that Mayong performance still exists, but there are several problems related to it like:

- Economic Issues

- Travel Problems

- Lack of interest about it among the youth

- Conflict with religious beliefs and principles.

- Nonetheless, the show has made adjustments to survive in the present age.

- **Network Party Planning**-It is a guideline for participation in development planning for promoting education and participation in development planning. For ensuring survival in a society, systematic planning is necessary throughout the state. It is important for the private and local people, including the acting faculty as well. This planning and systematic management are accomplished through the efforts of government agencies such as the ones of provincial work and various educational establishments, etc.

• **Development and engagement**-It is a guideline for participation in the development. Various departments that took part in the development, such as the Government agency, Subdistrict Administrative Organization, Provincial Cultural Office, and Schools supported the cause by arranging the jewelry needed for the performances. These organizations also serve as cultural information centers. At the same time, the private sector is supporting various performances as well.

• **Opening the performance area and creating a learning resource**-It is a guideline for participation in the development of benefits from education. Participation in development was initiated in terms of benefits, especially in communities and schools. It aims to create knowledge through a learning center outside the classroom. It facilitates the experiencing of the local culture and also creates an intellectual knowledge base at the same time. By opening the performance area and opening the area to the community has the potential to build an economic base. Finally, support from the government is necessary for the sustenance of the elements that are local and are the sources of learning for the future.

• **Assessment of participation**-It is a guideline for participating in the evaluation of the development. The assessment is attained from the study of participation in the evaluation of the dragon show. It has been assessed that policy-level support is needed in line with local cultures. Moreover, it is important to have short-term assessments and long-term assessments that emphasize the involvement of all parties, including government, private, and civil societies.

Discussions

The model for participation in the promotion of art and culture in Muang District, Pattani Province, Thailand, is consistent with the culture of Pattani Province. The participation study, consistent with this research, found that the role of Mayong resulted in the participation in the collaboration of the Provincial Cultural Office, Provincial and Community Cultural Council. They contribute to the managing of local cultures and also for creating guidelines for conservation to revitalize the Mayong performance. However, at present, the popularity of these performances has waned due to the rising influence of the principles of Islam [6]. This was found on analyzing, it also stated that participation in finding problems and the causes of problems in the community contribute to policy and objectives that carry out development work and the evaluation of the development of sustainable local culture's promotion in the southern border provinces. This allows the application of knowledge to the local area to maintain sustainable arts and culture through the private and government agencies and people in the community who benefit from the joint management system.[7, 8].

Conclusion

The model of participation in the promotion of art and culture of the Mahong, in Mueang District, Pattani Province, Thailand led to the following conclusions in each aspect:

- **Find the cause of the problem**-From travel problems, it was observed that youths are not interested in and the belief problems that conflict with religious principles.
- **Network Party Planning**-There must be systematic planning for both the public sector and the private sector, and also faculties and people in the area.
- **Development and participation**-Here the focus is on showing Mayong during various events being a cultural information center in the community.

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• **Opening of operational areas and creating learning resources**-Build knowledge through a learning center outside the classroom to experience the local culture. It also stresses opening a performance area and a community area to build an economic base.

• **Assessment of participation**-It was observed from development assessments, participation, and policy support, that there are short-term assessments and long-term assessments that focus on the participation of all parties.(Figure 1):

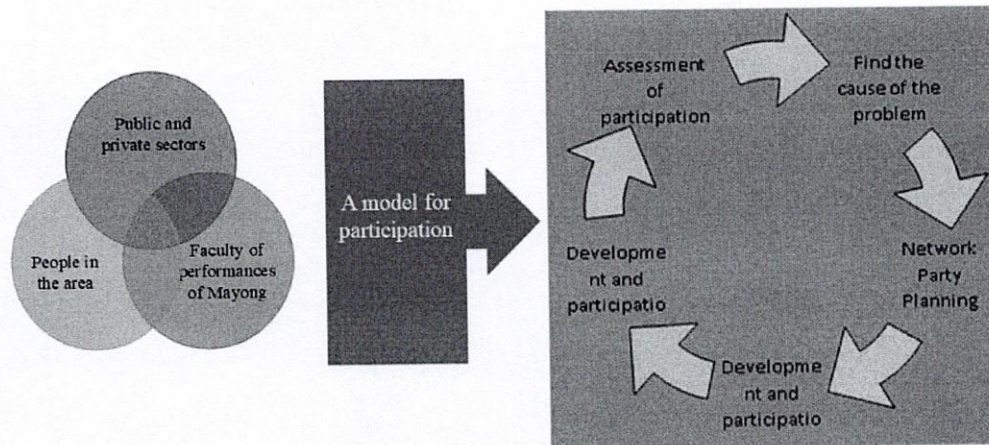


Figure 1. The model of participation in the promotion of art and culture of the Mayong, Muang District, Pattani Province, Thailand

Limitations and Future Studies

Such studies possess the ability to pave the path for community development under cultural sustenance through sustainable community participation.

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