



Public Opinion Towards Campaigning Behavior of Local Administrators in Thung Nang Ok Subdistrict, Muang District, Yasothon Province

Panchit Sadao and Pikul Meemana*

Mahachulalongkornrajavidyalaya University, Roi Et Monastic College, Thailand

*Corresponding author, E-mail: chokooooon@gmail.com, ORCID ID: <https://orcid.org/0000-0002-5527-491X>

Received 01/09/2021
Revised 28/09/2021
Accepted 01/10/2021

Abstract:- *It is imperative for self-proclaimed local politicians to design and execute sharp strategies, however political communications that will persuade voters to elect themselves for local administration are important. The objective of this research was to study public opinion towards the campaigning behavior of local administrators in Thung Nang Ok Sub-District, Muang Yasothon District. The sample group calculated from Taro Yamane's formula yielded a sample size of 381 people. The tool used to collect the data was a five-level estimation scale questionnaire. The statistics used to analyze the data are percentage, mean, and standard deviation. The results showed that the public opinion towards campaigning behavior of local administrators in Thung Nang Ok Subdistrict, Muang Yasothon District as a whole was found to be at a high level with an average of mean as 3.52, Std. as 0.25. Looking at each aspect, it was found that the areas with the highest averages were public policy guidelines, followed by Features and performance of candidates, citizen duty, and political party or political group, respectively.*

Keywords: Public Opinion; Campaigning Behavior

Introduction

The 1997 constitutional law promulgated a major change that required all Thai people in society to participate in politics, to strengthen politicians and political parties, so that political parties could carry out public policies, for the people. Everyone in society and all sectors benefit from the democratic politics and governance, equality in all dimensions. Politicians, strong political parties were not guided by the bureaucracy after the promulgation of the 1997 Constitution (Singmart, S. and Kenaphoom, S. 2015). As a result, the democratic trend has returned to flourish in Thai society again, which is an important starting point for Thai people to be more alert in participating in politics.

In the end, the democratic trend of the world has influenced to drive people's political participation to develop to create a network of participation of people's organizations from the national level down to the local level until it feels like that "Politics is a matter that people have to take responsibility for together. The use of political power affects the way of life of the people." (Thamrongthanyawong, S. 2007).

It can be seen that the election of local executives from the past, local administrators must be elected by group leaders or rich people, influential people, national and local politicians, merchants, business people, or people from political parties. which is popular in that province mainly. As a result, people do not pay much attention to the selection of local administrators as seriously as they should and allow the political power in the province to take advantage of the group to take advantage of provincial politics in only those groups that stay close to the applicant. And when he was elected, he did not pay much attention to the well-being of the local people. But nowadays, it has been found that national political groups have turned their attention to local politics by relying on the popularity of national politicians or national political parties to create popularity at the local level.

The campaigning behavior of local executives who held the elections on December 20, 2020, in which national parties or political groups have turned to candidates on behalf of the parties or

[39]



political groups, which are the result of the campaigning. More and more elections were held in the hopes of gaining direct popularity from the people. Today, it must be acknowledged that politics is a matter and inevitably affects the lives and livelihoods of all citizens. The act of the people to exercise their right to vote for representatives of the people, whether at the national or local level, has meanings and relationships linking the direction of national development. That is to say, if the majority of the people of the country have exercised their right to vote at all levels by choosing good people, quality, sacrifice, responsibility for the country, they will get good people to manage the country and help develop the country to benefit the people. But on the other hand, if the majority of the people of the country exercise their right to vote at all levels but elect their representatives for the sake of their wages, or their interests, without considering the competence of the candidates, then this will result. affect the administration of the country or the administration at the local level. Since the elected candidate lacks knowledge and abilities, the ideology of sacrifice focuses on personal interests rather than the common good (Raksasat, A.1994).

From the above reasons, the researcher is a person who is directly involved in politics in Yasothon province and is interested in studying people's opinions on the campaigning behavior of local administrators who are considered politically active enough. Should in the past have any opinions, problems, or suggestions? Because the researcher believes that the decision-making behavior of local administrators is an important goal of the development of a democratic political system, which is an indicator of the development of political and administrative regimes.

Research objectives

This research aimed to study the opinions of the people towards the campaigning behavior of local administrators.

Research Methodology

Area boundaries include Thung Nang Oak Subdistrict Mueang Yasothon District.

Population is people who have the right to vote who domicile in Thung Nang Ok Subdistrict. Mueang Yasothon District, 7,974 people.

Sample is the sample group. The researcher used a random sampling method of the people who had the right to vote in Thung Nang Ok Subdistrict. Mueang Yasothon District Then, Systematic Random Sampling using the formula of Yamane, Taro. (1973: 580-581) received a sample of 381 people.

Content scope: The campaigning behavior of local administrators consists of which are divided into four areas: (1) citizen duty, (2) Features and performance of candidates, (3) political party or political group, (4) public policy guidelines.

Tools used for data collection: Characteristics of the tools used to collect data is a questionnaire which the researcher has developed from the concepts, theories, and related research. and use that tool to adjust the questions to be in line with the context of this research. under supervision and advice from an advisor The characteristics of the research instruments are as follows.

Part 1 questionnaire on personal factors of respondents including gender, age, education level, monthly income, and occupation, the questionnaire style is a check list.



Part 2 Questionnaire about the opinions of the people towards the campaigning behavior of local administrators. There is a rating scale, which divides the level of measurement into 5 levels, namely the most, the most, the medium, the least and the least.

Data Collection: The researcher conducted the data collection on his own as follows: (1) The researcher requested a letter of report from the Faculty of Political Science Mahachulalongkornrajavidyalaya University, Roi Et Sangha College to request cooperation in data collection by coordinating with relevant agencies in the research area. Then the researcher and research assistant conducted random interviews/questions of the sample group according to the voter list in the target village. (2) Verify that the returned questionnaires are complete, i.e. whether the respondents have completed all the questions, If any questionnaire is incomplete, a new version will be distributed in order for the sample group to complete all the questions until the 381 questionnaires are complete and then analyze the data further.

Data Analysis: In this research, the researcher will use a computer program as a tool to help analyze research data by following steps: (1) Check the completeness and correctness of the survey responses and it appears that every issue is complete. (2) Save the data from the questionnaire into the finished computer program. (3) Data preparation for analysis as follows: The general information questionnaire of the respondents is a Check List type questionnaire, encoding the data according to the characteristics of the data. And the public opinion questionnaire on the local administrators' campaigning behavior is a 5-level rating scale. Scale), which has scoring criteria to measure opinion/behavior on the Likert Scale, divided the response values into 5 levels (Wongrattana, C. 2000).

Statistics used and data analysis: (1) General data analysis uses descriptive statistics consisting of Frequency and Percentage. (2) Analyze the campaigning behavior of local administrators level using Mean and Standard Deviation and interpret the results according to the set criteria.

Conclusion

Research on public opinion towards camping behavior of local administrators in Thung Nang Ok Subdistrict, Mueang Yasothon District. The results of the research can be summarized as follows.

1. Respondents' personal factors

The results showed that most of the samples were 211 males representing 55.40% and 170 females representing 44.60%. Age between 36–45 years of age 215 people accounted for 56.40%, followed by age 46–60 years of age 85 people accounted for 22.30%, aged 18-35 years of 67 people accounted for 17.60 percent, and over 60 years of age. More than 14 people accounted for 3.70%. Graduated in primary school or equivalent of 347 people accounted for 91.10%, followed by graduated from secondary school or equivalent number of 30 people accounted for 7.90 percent, and bachelor's degree or higher 4 people accounted for a hundred. 1.00 each. Income not more than 10,000-baht, number of 304 people accounted for 79.80%, followed by income of 10,001-15,000 baht, 50 people accounted for 13.10 percent, income 15,001–20,000 baht, 23 people accounted for 6.00 percent, and income of more than 20,000 baht, 4 people accounted for 1.00 percent. There were 256 farmers, representing 67.20%, followed by general laborers/employees of 114 people, accounting for 29.90%, civil servants/state enterprises, 6 people representing 1.60 percent, and trading careers of 5 people. accounted for 1.30 percent.



2. Public opinion towards campaigning behavior of local administrators in Thung Nang Ok sub-district, Muang Yasothon district. The results showed that the public opinion towards campaigning behavior of local administrators in Thung Nang Ok Subdistrict, Muang Yasothon District as a whole was found to be at a high level with an average mean of 3.52 (S.D.=0.25). Looking at each aspect, the areas with the highest averages were public policy guidelines, followed by Features and performance of candidates, citizen duty, and political party or political group respectively. When considering each aspect, it can be divided into different aspects as follows:

The citizen duty: The results showed that the overall level was at a high level, the mean was 3.58(S.D=0.41). The item with the highest average was item 1 going to the polls because it was considered that the election was the duty of all Thai people. Followed by item 3, going to the polls because it assumes everyone's shared responsibility, item 5 If there is no favorite candidate to vote on the do not wish to vote, item 4 Failure to exercise the right to vote should be disqualified from some political order. And the item with the least average is number 2, going to the polls because the law forces citizens to choose.

The Features and performance of candidates: The results showed that the overall level was at a high level, mean 3.61(S.D.=0.37). The item with the highest mean is that Item 2 tends to choose local administrators who are competent. Secondly, number 1 tends to choose local administrators who are good people with morals and honesty. item 4 usually selects local administrators who are financially ready to take care of their brothers and sisters, item 5 tends to choose the local administrators who are rich because that should be enough accordingly. And the least mean item is item 3, tends to choose local administrators who are very charismatic.

The political party or political group: The results showed that overall, the average level was 2.89(S.D.=0.36). The item with the highest average was Item 4 electing a local administrator in the past because it was a prominent political party or political group, item 5 Selected local administrators in the past because they are political parties or political groups with large capital, item 3 Selected the local administrators in the past because it was a large, well-known party, item 2 Local administrators in the past because they belong to famous political parties or political groups respectively. And the item with the least average is and item 1 chooses local administrators in the past because of the trend of political parties or political groups mainly.

The public policy guidelines: The results showed that the overall level was at a high level, average 3.99 (S.D.=0.44). The item with the highest average was Item 5 selected local administrative candidates related to the younger generation. Item with the mean, followed by item 6 to exercise the right to vote to encourage local governments to achieve the goals previously set forth, item 7 believes that the election of local executive candidates will enable the local administrators to continue their work without interruption, item 3 Selecting candidates for local administrators whose populist policies are necessary for Thai people, item 4 Select a candidate for a local administrator who is a policy on the mouth of the villagers, Item 1 selects candidates for local administrators who have good policies that benefit the people respectively. And the item with the least average is Item 2, choose a candidate for local administrators that the policy can actually do.



Discussion

Research of people's opinion towards the campaigning behavior of local administrators in Thung Nang Ok Subdistrict, Mueang Yasothon District. Interesting research findings and further discussion on the following issues:

1. Public opinion towards campaigning behavior of local administrators in Thung Nang Ok Subdistrict, Muang Yasothon District as a whole It was found that the public opinion towards the campaigning behavior of local administrators found that The areas with the highest averages were public policy guidelines, followed by Features and performance of candidate's citizen duty, and their overall affiliation with a political party or political group was at a high level. This shows that the people see that the exercise of voting rights is the duty of all Thai people, therefore it is necessary to elect their representatives to act on their behalf, and the people can change the representatives who use their powers. Powers for themselves by choosing those they deem in the best interests of the public in accordance with their own preferences, based on candidates for local administrators that are relevant to the new generation and that all citizens must be politically involved. As Myron Weiner said, political participation It is an act as it takes place willingly, whether successful or not, whether organized or not, and whether it happens from time to time or in succession, Whether a legitimate means will be used in order to influence the choice of state policies or the administration of the state or to the selection of political leaders of the government, whether at the local level. or at the national level. The results of this research are consistent with the research of Khamkerd, D.(2012) who studied the role of local leaders in national and local elections in Prasat District, Surin Province. Decide on the election of MPs and locals, who make their own choices based on knowledge and abilities rather than by numbers that bring their money. In addition, in accordance with the research of Butliab, P. (2016) has studied the factors affecting the decision to elect a member of the House of Representatives of Samut Sakhon Province, It was found that the political media exposure behavior of the sample was very important, The sample group had the most important political media exposure behavior from television. The factors affecting decision-making in an election vary, depending on candidate eligibility factors, candidate policies, candidate media qualifications.

2. The citizen duty: The results showed that the overall opinion was at a very high level. The item with the highest average was item 1 going to the polls because it was considered that the election was the duty of all Thai people. Followed by item 3, going to the polls because it assumes everyone's shared responsibility, item 5 If there is no favorite candidate to vote on the do not wish to vote, item 4 Failure to exercise the right to vote should be disqualified from some political order. and the item with the least average is item 2, going to the polls because the law forces citizens to choose. This shows that the people in Thung Nang Ok Sub-District, Muang Yasothon District see that exercising voting rights is the duty of all Thai people, a person has a duty to exercise their voting rights. The exercise of the right to vote exists both in countries that are governed by democratic systems of the people by the people and for the people who hold the majority, but respect the rights and freedoms of the minority. In a democratic system, representatives are elected to perform duties on behalf of the people, which may be electing representatives to become members of the Legislative Assembly, or may be electing representatives to be direct executive heads, depending on the form of government of each country defined. in the Constitution. Elections are therefore a necessary activity in democratic governance. Having the opportunity to exercise the right to vote is the pride of people living in a democratic country. The main public participation



is elections. Therefore, the election is an important duty of the Thai people. Any person who does not go to the polls without notifying reasonable grounds that prevents him from attending the election will lose his legal rights, which is consistent with the research of Khemmuang, M., and Kanewan, P.(2013) conducted research on the participation in local political elections among people in Nong Wang Sub-District Municipality, Lahan Sai District, Buriram Province. The overall local politics of the people were at a moderate level. When considering each aspect, it was found that the use of voting rights was at a high level, the election campaigning was moderate, and the election monitoring was at a low level. Other suggestions that have the greatest number of possibilities are that more people should be allowed to participate, that elections should be promoted more, and that people should be able to check and monitor the progress sequencing.

The features and performance of candidates: The results showed that the overall opinion was at a very high level. The item with the highest mean is that Item 2 tends to choose local administrators who are competent. Secondly, item 1 tends to choose local administrators who are good people with morals and honesty, item 4 tends to choose local administrators who are financially ready to care for their brothers and sisters' item 5 tend to choose local administrators who are rich because that should be enough accordingly. And the item with the least average value is that item 3 tends to choose local administrators who are very charismatic. This shows that people in Thung Nang Ook Sub-District, Muang Yasothon District, need people with knowledge and competence in administration to take care of the health of the people in the province, consistent with the research work of Udom, N. (2010.) Researched the factors affecting the exercise of the right to vote for the mayor of Krasom Subdistrict Municipality, Takuapa District, Phang Nga Province. The results showed that the identity factor of applicants influenced the decision-making of the people to a large extent, especially in the areas where people were of the greatest importance were applicants who liked to contribute to the public good, Have good interpersonal skills, and must have the ability to act as mayor.

The political party or political group: The results showed that the overall opinion was moderate. The item with the highest average was Item 4 electing a local administrator in the past because it was a prominent political party or political group, and item 5 select local administrators in the past because they are political parties or political groups with a lot of capital, item 3 Selected the local administrators in the past because it was a large, well-known party, item 2 Local administrators in the past because they belong to famous political parties or political groups respectively. And the item with the least average is and item 1 chooses local administrators in the past because of the popularity of political parties or political groups mainly. This shows that the people in Thung Nang Ok Subdistrict, Mueang Yasothon District, selected local administrators in the past because they were famous political parties or political groups. population, which is consistent with the research of Cheepthamrong, P. (2008). A study of factors affecting the voting rights of members of the House of Representatives of people outside the Phitsanulok municipality found that the people with the most voting rights were political party policies, followed by candidates and their affiliated political parties.

The public policy guidelines: The results showed that the public opinion towards the campaigning behavior of executives as a whole was at a high level. The item with the highest average was Item 5 selected local administrative candidates related to the younger generation. Item with the mean, followed by item 6 to exercise the right to vote to encourage local governments to



achieve the goals previously set forth, item 7 believes that the election of local executive candidates will enable the local administrators to continue their work without interruption,

item 3 Selecting candidates for local administrators whose populist policies are necessary for Thai people, Item 4 selects candidates for local administrators who are policy for the mouth of the villagers. Item 1 selects candidates for local administrators who have good policies that benefit the people respectively. And the item with the least average is Item 2, choose a candidate for local administrators whose policy can actually be implemented. This shows that the people who are new generations, because the new generations who come to the administration will have a new management concept in the development, which corresponds to the qualifications of the electoral candidates to be local administrators under the 2017 Constitution. The new generation of citizens will have more rights and opportunities for direct and indirect political participation through the adjustment of the age of the voters and the age of the candidates voting. However, this is inconsistent with the research of Cheepthamrong, P.(2008) research on factors affecting the voting rights of members of the House of Representatives of people outside Phitsanulok Municipality. Candidates and political parties affiliated with.

Recommendation

Policy recommendation

From research on public opinion towards campaigning behavior of local administrators in Thung Nang Ok Sub-District, Muang Yasothon District, the researcher has made recommendations as follows. (1) The results of the research showed that the people did not pay attention to the election of the president of the Provincial Administrative Organization as they should. Therefore, all stakeholders need to expedite the promotion and encourage more people's participation in order for the people to see the importance of their rights in the development of democratic governance. (2) According to research findings, people are fed up with politics that does not change the country for the better, and therefore do not pay attention to local elections, it is the duty of local administrators at various levels to Create values in local administration to achieve practical results in order to enable people to improve their quality of life through the performance of local government organizations for the people.

Further research recommendation :

Further research recommendation as follows: (1) Should study and research on political leadership of citizens in the Yasothon Provincial Administrative Organization area. (2) Should study and research guidelines for the development of political expression behavior in accordance with the democratic way of people in Yasothon Province. (3) Should study and research the guidelines for the development of political expression behavior in accordance with the democratic way of people in Thung Nang Ok Sub-District, Mueang Yasothon District.



References

- Butliab, P. (2016). *Strategy for Election Campaign of the Chief Executive of Samut Songkhram Provincial Administrative Organization: Case Study of B.E. 2554*. Bangkok: Krirk University.
- Cheepthamrong, P. (2008). *Factors affecting the decision to exercise the right to vote for members of the House of Representatives of the people in the metropolitan area and the people outside the municipality Phitsanulok Province*. Independent Study, Master of Public Administration (Local Administration), College of Local Administration: Khon Kaen University,
- Khamkerd, D. (2012). *Role of local leaders in general elections and local elections, Prasard Districts, Surin Province*. Chiang Mai: Graduate School, Chiang Mai University.
- Khemmuang, M., & Kanewan, P. (2013). The People's Participation in Local Political Election in Nongwaeng Subdistrict Municipality, Lahansai District, Buriram Province. *Academic Journal of Humanities and Social Sciences Buriram Rajabhat University*, 5 (1), 107-124.
- Raksasat, A. (1994). *Democracy in the Escape Era*. Bangkok : The Political Science Association of Thailand.
- Singmart, S.& Kenaphoom, S. (2015). The Edible Democracy: Fact or Just Politic Discourse. *Journal of Research for Development Social and Community, Rajabhat Maha Sarakham University*, 2 (4), 97-107.
- Thamrongthanyawong, S. (2007). *Public Policy: Concepts, Analysis and Processes*. 6th edition, Bangkok: National Institute of Development Administration.
- Udom, N. (2010). *Factors affecting the election of the mayor of Krasom Subdistrict Municipality, Tra Kua Thung District, Phang Nga Province. Independent study and research, Master of Public Administration (Public Policy)*. Bangkok : Graduate School Suan Dusit Rajabhat University.
- Wongrattana, C. (2000). *Techniques for using statistics for research*. Bangkok : Faculty of Education, Srinakharinwirot University.
- Yamane, Taro. (1973). *Statistics : An Introductory Analysis*. 2d edition. ToKyo : John Weatherhill, Inc.