

The Effects Of Implementation Of Website In Promoting The Cooperation Among Ban-Wat-Rongrean (I-Core) In Rural Area Of Thailand

Pomsamrit, N.¹, Philuek, W.², Panawong, S.³

¹Lecturer, Faculty of Education, Nakhon Sawan Rajabhat University, Thailand
indream.pnf@gmail.com

²Assistant Professor, Faculty of Education, Nakhon Sawan Rajabhat University, Thailand
wudhijaya@nsru.ac.th

³Assistant Professor, Faculty of Education, Nakhon Sawan Rajabhat University, Thailand
Siriporn.p@nsru.ac.th

ABSTRACT

This study has two objectives which were 1) to study learning that promotes community potential in collaborative educational management according to changes in economy, society and technology with Ban-Wat-Rongrean (I-CORE) concept, and 2) to develop a website to promote community potential in collaborative educational management according to the changes in the economy, society and technology with the "Ban-Wat-Rongrean (I-CORE)" concept. The sample were people in Ban Rong Tatee Community of Lan Sak District, Uthai Thani Province, Thailand. Research used of questionnaire to gather information on needs of website for enhancing community works and evaluation of satisfaction and used was done as it shows in findings. The results show that Ban-Wat-Rongrean (I-CORE) website was appropriated for community development and work together with school based management. This will be the one of using technology in encouraging the rural community in Thailand to be strong and powerful in local development.

Keywords: Website development, Rural Community, Ban-Wat-Rongrean (I-CORE) in Thailand

INTRODUCTION

Nowadays, Information and Communication Technology plays a very important role in educational institutions both public and private organizations where recognize the importance of promoting technology potential, especially as a medium for disseminating various information to people within the community and outside the community to be informed in the form of a "website". Moreover, the website is the gateway or the first way that outsiders can get information about schools, organizations and offices. Therefore, the form of dissemination of information is important to make the website attractive and also indicates the image and potential of schools, public and private organizations as well.

Technology and innovation in community education is a combination of resources, wisdoms, and potential of communities' capital, and localities for the development of the community's operating system, and self-management for the community and community members from the individual, family, and group levels as well as groups that unite as a community of interests with common issues to enable practical and learning abilities.

For performing things which contributes to the community's public health as desired to resolve limitations of individuals and communities effectively create efficiency, economical and reasonable, create opportunities and increase potential for achieving goals in the Philosophy of Sufficiency Economy and new alternatives of Thai and global society which consistent and harmonious with readiness conditions in the context of the

community and locality, as well as not limited to opportunities for future generations, making the community a learning and social action unit to dynamically manage change as well as fostering a community and able to manage oneself in accordance with the development of the external society, social movement and culture, communication, and knowledge.

The reforming of social structure and systems for local development and create good citizenship for the society to take part in the creation of social well-being and increase opportunities for creative initiatives in order to changes society to improve the quality of life and strengthen the learning society at the sub-district level and able to implement knowledge appropriately in daily life by relying on the principle of developing new work to achieve higher efficiency by bringing "Ban-Wat-RongRean (I-CORE)" as the main development principle (Chantarawong, 2013).

Houses, temples, schools, or abbreviated as " Ban-Wat-RongRean (I-CORE)" which all 3 institutions bring social connections and inevitable connections. If the three institutions are strong, the community and society will be strong. Therefore, researchers saw the importance of developing the "Ban-Wat-RongRean (I-CORE)" website of Rongtathi Wittaya School, Lan Sak Sub-district, Lan Sak District, Uthai Thani Province where it came out in the form of a "Ban-Wat-RongRean (I-CORE)" website to promote good relations of homes, temples and schools, helping to promote community potential in collaborative education according to changes in economy, society, and technology by learning the community according to the concept of community capital and "Ban-Wat-RongRean (I-CORE)".

This study has 2 objectives which were 1) to study learning that promotes community potential in collaborative educational management according to changes in economy, society and technology with "Ban-Wat-RongRean (I-CORE)" concept, and 2) to develop a website to promote community potential in collaborative educational management according to the changes in the economy, society and technology with the "Ban-Wat-RongRean (I-CORE)" concept.

METHODOLOGY

The concept of community capital development according to the changes in the economy, society and technology to promote and develop community capital based on "Ban-Wat-RongRean (I-CORE)" concept. The research scope consists of the concept of learning to enhance knowledge of community capital through "Ban-Wat-RongRean (I-CORE)" concept and the use of technology to help in promoting community capital. The research process is divided into 2 parts as follows:

Part 1: investigating the learning that promotes community potential in collaborative educational management according to the changes in the economy, society and technology with the "Ban-Wat-RongRean (I-CORE)" concept, details are as follows.

1) Selection of case studies by chose from community areas that have integrated innovations to cooperate in community development by purposive method which were Wat Viharn Tham, Ban Rong Tatee Community, and Rongtathi Wittaya School of Lan Sak District, Uthai Thani Province.

2. Collection of research data by study the condition and need for website development in collaborative educational management according to the changes in economy, society and technology with the "Ban-Wat-RongRean (I-CORE)" concept (Thongupakarn et al., 2017) with the following tools:

2.1 Questionnaire for the school website development need

2.2 Ban-Wat-RongRean (I-CORE) website assessment form

2.3 User satisfaction assessment form

3. Data analysis by finding Percentage, Mean and Standard Deviation (S.D.) of the Ban-Wat-RongRean (I-CORE) website, Ban-Wat-RongRean (I-CORE) website assessment form, and the website users' satisfaction assessment form.

Part 2: developing a website to promote community potential in collaborative educational management according to the changes in economy, society and technology with Ban-Wat-RongRean (I-CORE) concept. There are 6 steps to conduct research as follows:

Step 1: Study and collect information. Study the Ban-Wat-RongRean (I-CORE) website design documentation and a software to use in developing a website by choosing Google Sites to develop the website and Adobe Photoshop to decorate the images on the website.

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Step 2: Select a sample. The sample group in this study by collecting general information of schools, communities and temples including people in the community, Wat Viharn Tham, Ban Rong Ta Tee community, and Rongtathi Wittaya School of Lan Sak District, Uthai Thani Province

Step 3: Research Tools. The research tools included the Ban-Wat-RongRean (I-CORE) website that developed the website by using quality assessment in content and technical aspects, and the design and user satisfaction assessment form in which all forms were assessed by experts (Index of Item – Objective Congruence) values are between 0.67 and 1.00.

Step 4: Create research tools. The researcher has used the method of website development according to the ADDIE Model by analysis of problems and satisfaction with the Ban-Wat-RongRean (I-CORE) website was conducted prior to its development using a satisfaction questionnaire assessed by 3 experts to determine the level of satisfaction of website users from that analyzes the research tools and technology used in website development (Khamphudee et al., 2019). Website design determines the format for presenting the content of the Ban-Wat-RongRean (I-CORE) website. Website development was the main structure used to create a website and to create web pages which containing text and pictures related to schools, temples, communities.

Step 5: Conduct the experiment and collect the data. Applying the Ban-Wat-RongRean (I-CORE) website that has been assessed and modified to a sample group who accessed the website and assessed their knowledge for a specified period of time to analyze the Mean and Standard Deviation for conclusions (Sothimanont, 2015)

Step 6: Analyze the data. In this research, researchers analyzed the data of 50 people using statistics for data analysis such as Mean and Standard Deviation interpretation. The quality and satisfaction of the Ban-Wat-RongRean (I-CORE) website developed in the analysis were averaged compared to the assessment criteria.

FINDINGS

Promoting community potential in collaborative education management according to changes in economy, society, and technology by learning the community according to the concept of community capital and "Ban-Wat-RongRean (I-CORE)".

Objectives 1) To study learning that promotes community potential in collaborative education management according to economic changes. Society and Technology with the "Ban-Wat-RongRean (I-CORE)" and 2) to develop a website to promote the community's potential in collaborative education management according to the changes in the economy, society and technology with the "Ban-Wat-RongRean (I-CORE)".

The scope of study includes the concept of community capital development. The concept of economic, social and technological change in promoting and developing community capital according to the "Ban-Wat-RongRean (I-CORE)" concept. The scope of study consists of the concept of learning to enhance knowledge of community capital through innovative processes and the use of technology to help promote community capital. The research process is divided into 2 parts as follows:

Part 1: Study of learning that promotes community potential in collaborative educational management according to changes in economy, society and technology with Ban-Wat-RongRean (I-CORE) concept.

Table 1 Results of website in promotion of community potential in collaborative educational management according to changes in economy, society and technology with the "Ban-Wat-RongRean (I-CORE)"

NO.	Topic	Mean	S.D.	Level
1	The website provides information about the community.	4.08	0.85	High
2	The website provides information about the community context.	3.92	0.78	High
3	The website shows information about capital knowledge and community wisdom on food.	4.08	0.78	High
4	The website shows information about scholarships and community wisdom in agriculture.	4.06	0.84	High
5	The website provides information about capital, knowledge and community wisdom on local craftsmanship architecture.	3.90	0.86	High
6	The website provides information about knowledge and wisdom of communities, cultural capital, traditions, beliefs and religions.	4.06	0.84	High

NO.	Topic	Mean	S.D.	Level
7	The website provides information about knowledge and wisdom, community, natural and environmental capital.	4.02	0.82	High
8	The website is a collection of knowledge in the process of developing activities with the community.	4.02	0.84	High
9	The website is a collection of information and a summary of the needs of the community.	4.00	0.83	High
10	The website is a collection of community development action plans.	4.16	0.84	High
11	The website is displayed or promoted in a community activity.	4.04	0.81	High
12	The website is displayed or promoted in community reflection activities.	3.98	0.84	High
13	The website is for displaying or promoting the activities of taking lessons from community activities.	4.02	0.71	High
14	The website contains information links between schools, communities and temples.	4.00	0.78	High
Total		4.02	0.81	High

From Table 1, the results of a learning study that promotes community potential in collaborative educational management according to the changes of economy, society, and technology with the Ban-Wat-RongRean (I-CORE) concept in overall ($\bar{X} = 4.02$, S.D. = 0.81), the demand is at a high level when considering each item in descending order of average, it was found that the website was a collection of community development action plans ($\bar{X} = 4.16$, S.D. = 0.84), the demand was at a high level. The website shows information about the community ($\bar{X} = 4.08$, S.D. = 0.85), the demand is at a high level. The website shows information about the knowledge capital and community wisdom on food ($\bar{X} = 4.08$, S.D. = 0.78), the demand is at a high level. The website shows information about the knowledge capital and community wisdom in agriculture ($\bar{X} = 4.06$, S.D. = 0.84), the demand is at a high level, and the website showing information on knowledge capital and community wisdom, cultural capital, tradition, belief and religion ($\bar{X} = 4.06$, S.D. = 0.84) at high levels of demand, respectively

Part 2: Developing a website to promote community potential in collaborative education management according to the changes in economy, society and technology with "Ban-Wat-RongRean (I-CORE)"

The overall results of the Ban-Wat-RongRean (I-CORE) website ($\bar{X} = 4.00$, S.D. = 0.74) were at a high level when considering each aspect, it was found that, the first aspect was perceived usefulness ($\bar{X} = 3.80$, S.D. = 0.68) at a high level. The website is useful for disseminating information of the school ($\bar{X} = 4.33$, S.D. = 0.58) at a high level. The website helps to manage information of schools and school groups ($\bar{X} = 3.80$, S.D. = 0.00) at a high level. The second aspect was perceived ease of use ($\bar{X} = 4.20$, S.D. = 0.77) at a high level. The developed website is easy to save data ($\bar{X} = 4.33$, S.D. = 0.58) at a high level. The website is easy to link or link to information ($\bar{X} = 4.33$, S.D. = 0.58) at a high level. The website is easy to find information/news ($\bar{X} = 4.33$, S.D. = 1.15) at a high level.

Table 2 Results of Satisfaction Assessment of Ban-Wat-RongRean (I-CORE) Website from users

No.	Topic	Mean	S.D.	Level
1	It is clear, accurate, reliable and the information is always updated.	4.68	0.47	Highest
2	There is a publicity of news, pictures, appropriate and interesting.	4.60	0.49	Highest
3	The amount of content is sufficient to meet the needs.	4.38	0.49	High
4	Sequencing the content in steps is continuous, readable and understandable.	4.48	0.50	High
5	They are categorized for easy searching. and understand	4.46	0.50	High
6	The text on the website is correct in terms of language and grammar.	4.40	0.49	High
7	Content and images are consistent.	4.48	0.50	High
8	The formatting of the website is easy to read and use.	4.56	0.50	Highest
9	The home page is beautiful, modern and attractive.	4.34	0.48	High
10	The colors in the website design are appropriate.	4.42	0.50	High
11	The background color and text color are appropriate for reading.	4.52	0.50	Highest

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No.	Topic	Mean	S.D.	Level
12	Font size and font style are beautiful and easy to read.	4.54	0.50	Highest
13	There is a speed of displaying images, characters and information.	4.48	0.50	High
14	Illustrations can convey meaning.	4.54	0.50	Highest
15	The accuracy of the website link	4.58	0.50	Highest
16	The accuracy of links to other websites	4.08	0.85	High
17	Appropriateness of the menu for use	3.92	0.78	High
18	Accuracy of processing and reports	4.08	0.78	High
19	System response speed	4.06	0.84	High
20	The basic recording procedure is appropriate.	3.90	0.86	High
21	Managing security and assigning access rights to user data	4.06	0.84	High
22	The connection of the database system is efficient to use. (Using the system often disconnects or not? data recording image upload data transmission)	4.02	0.82	High
23	User Friendly of the use of the system	4.02	0.84	High
24	The language used in the database system is formal, relevant and clear.	4.00	0.83	High
25	Content is useful to users and can be applied.	4.16	0.84	High
26	In a media release, and activity of the community.	4.04	0.81	High
27	It is a source of information that meets the needs of users.	3.98	0.84	High
28	Overall satisfaction with the system.	4.02	0.71	High
	Total	4.28	0.71	High

From Table 3, the overall results of the school user satisfaction assessment of the "Ban-Wat-RongRean (I-CORE)" website ($\bar{X} = 4.02$, S.D. = 0.81) 4.28 The satisfaction was at a high level. When considering the items in descending order of averages, it was found that It is clear, accurate, reliable, and the information is constantly updated (1) ($\bar{X} = 4.68$, S.D. = 0.47) with satisfaction is at the highest level. There was a publicity of news, pictures, appropriateness and interest (2) ($\bar{X} = 4.60$, S.D. = 0.49) with the satisfaction level was at the highest level. The accuracy of the website link (15) ($\bar{X} = 4.58$, S.D. = 0.50) with the satisfaction was at the highest level. The formatting of the website was easy to read and use (8) ($\bar{X} = 4.56$, S.D. = 0.50) with the satisfaction level was the highest. Font sizes and font styles was beautiful and easy to read (12) ($\bar{X} = 4.54$, S.D. = 0.50) with the satisfaction was at the highest level. Illustrations were interpretable (14) ($\bar{X} = 4.54$, S.D. = 0.50) with the satisfaction was at the highest level, and Background color and text color were suitable for reading (11) ($\bar{X} = 4.52$, S.D. = 0.50) with the satisfaction was at the highest level respectively.

DISCUSSION AND CONCLUSION

Nowadays, Thai society and the global society have undergone many complex expansions and transform themselves in new dimensions that have never been seen before in many respects. Rural community, family size transition from extended family members consisted of many generations, grandparents, parents, children, grandchildren, leaving only a smaller single family, and living together with only parents and children including the creation of a new family unit. The creation of new communities both urban housing communities, working and business communities which will be filled with passive populations that do not belong to the local house registration copy, but move into the community only during the day to businesses work together and then move out into a peaceful community at night which will be another form of urbanization today.

Results of a learning study that promotes community potential in collaborative education in accordance with the changes of economy, society, and technology through the Ban-Wat-RongRean (I-CORE) approach. People and communities have a need for the Ban-Wat-RongRean (I-CORE) website. The following information is required which show that the Ban-Wat-RongRean (I-CORE) website is a collection of information on community development action plans. The Ban-Wat-RongRean (I-CORE) website provides information about the community capital knowledge, and community wisdom on food, agriculture, and cultural capital, traditions, beliefs and religion (Sotimanont, 2015). The enable learners to study anywhere and at any time, however since Thailand's technological advancement is largely a result of adopting other

nations' cultures to use in daily life and education, they forget to apply traditional local technology to their lives as in the past so that a learning center for local wisdom that was built primarily in the community.

Results of website development in promoting community potential in collaborative educational management according to economic changes Society and Technology with a Ban-Wat-RongRean (I-CORE) approach which can play a role in providing life experience to people and citizens. Therefore, it is necessary to manage changes appropriately and to balance the conditions of the community and society at large. The preparing for thinking, way of life, life skills, as finding in Part 1, perception of usefulness. The website is useful for disseminating school information. The website helps with information management of schools and school groups, and on the second side, the perception of ease of use. The developed website is very easy to record. The website is easy to link or the website information link is easy to find information/news (Chantarawong, 2013) and related to Kunanitsan (2011) who said that a website that is beautifully designed and easy to use will get more attention from users than a website that looks confusing. There is a lot of information but can't find anything. It also takes too long to render each page.

The results of the user satisfaction assessment of the Ban-Wat-RongRean (I-CORE) website found that it was clear, accurate, reliable, and the information was constantly being updated. There is a publicity of news, pictures, appropriate and interesting. The accuracy of the website link. The layout of the website is easy to read and use. The font sizes and font styles are beautiful and easy to read. Illustrations can convey meaning and background color and font color are appropriate for reading (Khamphudee et al., 2019).

SUGGESTIONS

This will be the one of using technology in encouraging the rural community in Thailand to be strong and powerful in local development, and will be transfer to other community in Thailand. The needs of using website for public relation, advertising, or promoting their community is highly demand so that this research will help them use as a guideline for their community.

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