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The purposes of this research are to explore criteria and strategies used in Thai Yantras naming, study meanings of Thai Yantra names, and beliefs and value reflecting from Thai Yantra names. Data used for analysis are 727 names collected from Yantra textbook.

The results of the analysis show that there are 5 criteria in Thai Yantras naming : process and usage, Yantra component, religious beliefs, power of Yantra, and other. The five criteria used in Thai Yantras naming are classified into 15 strategies. However, all the strategies can be classified into 3 main strategies. First, Thai Yantras naming is based on only one of the five criteria. Second, Thai Yantras naming is based on two of the five criteria, and Third, Thai Yantras naming is based on three of the five criteria. The most popular strategy found in this analysis is Thai Yantras naming based on religious beliefs.

As for the meaning, Thai Yantra names meanings can be classified into 14 groups of meaning : religion and religious beliefs, behavior and qualities, treasure things and food, human and nature, goodness and progress, grade and number, greatness victory and power, emotion and thoughtfulness, position and direction, classified word, disease danger and hostility, characters and other names, supplementary word, and location and building. The most popular group is religion and religious beliefs.

The above findings reflect Buddhist beliefs, Hindu beliefs, animistic beliefs, astrological beliefs, supernatural beliefs, talismanic beliefs, and value about satisfactory things.

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