

ABSTRACT

This research aims to find out if the secondary school students in Chonburi support the idea of conserving Chonburi Joke Riddle, how much they understand the value of the game in terms of local cultural activity, and what expectations they have towards the conservation. The study took into account the possible external influence of globalization over local culture, the transmission of 'code' as well as of local wisdom, and the power of positive attitude.

The study relies on both secondary sources which are literature review, discussions with local riddlers to collect preliminary concept of the current situation of joke riddling in Chonburi. The review contributes to further data collection design: the questionnaires, the interview and the observation guideline.

The questionnaires comprised four parts: 1) demographic data, 2) attitude about the joke riddle, 3) knowledge of the joke riddle, and 4) expectations towards the joke riddle. The interviews with student joke masters reflected the similarities and differences between the two distinct conservation strategies of target schools. The observations revealed the actual being of joke riddle conservation in different situations.

The result showed that the overall picture of Chonburi Joke Riddle was quite positive about the future of this game. However, the low scores of knowledge about the game and Thai poems indicated that there are a lot of things to do to conserve this local form of wisdom entertainment and disseminate it to the next generation.

To practically conserve Chonburi Joke Riddle game in a sustainable way, schools and community should try to modernize the riddle content but maintain the original format. It is suggested that they make use of digital technology and the internet to promote the game. In addition, they should try to organize the events more regularly in order to increase opportunity for interested people. And most importantly, they could expand the scope of involvement to higher education and other provinces in the region.