

**ABSTRACT**

**RESEARCH PAPER** : Good Governance Election Campaigning Policy Formulation  
Process : A Case of Action Research in Election Precinct 4 ,  
Pattani Province

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The ultimate purpose of the study was to prepare a complete policy document in the form of brochure and to use the findings as an outline to prepare a speech for policy presentation to the public. A survey method was used to find out people's problems and needs in order to make conclusions about the findings, which then underwent the public hearing process before being drafted to be a complete policy.

It was found that the past policies plans and local development projects in constituency 4 focused on national stability and that there was lack of a clear policy/plan for development. Regarding people's needs, it was found that they wanted the government to satisfy their socio-economic and environmental needs and to provide them with sufficient public utilities.

The results of drafting the policy which covered the three aspects, namely, standpoint, target and measure of the policy for the good governance election campaign were summed up below.

1. The standpoint of the policy was "for democracy and for fulfillment of the public's economic needs.
2. The target of the policy was oriented toward "occupational development and increase of income, together with equal distribution of social welfare"
3. There were 12 policy measures for constituency 4 as follows:

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**1. Sustainable development.** The emphasis was on generating more employment and higher income. The occupations and income should be stable in accordance the modern concept of self-sufficiency in a community. Activities included, for example, the center for Halal food production, process of agricultural produces and seafood, and missed cultivation.

**2. Sustainable tourism promotion.** Tourism would be promoted for local people to earn additional income. Emphasis would be on historical and cultural tours. Cultural heritages and natural resources would be conserved for tourism. Examples of tourist attractions were Yarang Ancient City and Nang Phomhom Public Park.

**3. Promotion of production and complete cycle production increase.** To be promoted were cottage industries, process of agricultural produces and price guarantees in the form of collective groups, such as cooperatives, saving groups, store group or other occupational group.

**4. Prevention and suppression of illegal drug trade and addiction in the community, particularly in the youth group.** Close cooperation would be sought from local people and government officials concerned.

**5. Promotion and strengthening of the family institution and the village or community.** Emphasis was placed on maintaining fine local traditions or cultures, holding public forums for local people to exchange their views and participate in activities that benefited themselves and the society as a whole.

**6. Increase in welfare for children and elderly people.** Child development centers and village ethics promotion centers (TADIKA) would be set up in every village. Also, the system of bringing up children and educating them in the centers would be modernized elderly people's health would be taken care of and they would be encouraged to exercise properly. They would be given health cards and supplied with

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VDO equipment that should them how to exercise. Also, Sakat Foundation would be established to provide welfare for elderly people, children and disadvantaged.

**7. Solution of the community's pollution and environmental problem.** The garbage disposal system would be developed, public parks with trees and flowers would be established to improve the community environment.

**8. Improvement of community drainage.** Canals and rivers would be conserved and cleaned. Also the canal wound Yarang Ancient City would be revitalized.

**9. Support of decentralization of power to local governments.** Budgets would be allocated to local government, including the authority to oversee public services in the locality. These authority to oversee public services in the locality. These were, for example, decentralization of power in educational planning and in designing the garbage disposal system and the waste water treatment system.

**10. Support of adequate basic high-quality infra-structure to meet the needs of people in each community.** Also, reform of administration and management at all levels would be made to allow people to inspect their work.

**11. Promotion and extension of communication and transportation networks.** The communication network and public transportation would be established so as to provide convenience to get access to all residential areas.

**12. Support of agencies concerned to provide adequate clean drinking and water for consumption in each area.**