

## Abstract

A study entitled "Communication and Improving Community Participation and Management on Erosion : Case Study of Baan Khun Samutchine, Samutprakarn was aimed to examine the community communication which public have been actively engaged in managing the coast erosion, Baan Khun Samutchine, Samutprakarn province, and to employ the community leader's communication to solve the problems and to establish the sustainable development practices on natural resources and coast environmental management in the community.

The study was a qualitative research which major instruments for data collection included the in-depth interview, focus group discussion, and non-participatory observation. The samples consisted of twenty-eight concerned persons from both inside and outside the community, who have engaged in solving the problems on coast erosion in Baan Khun Samutchine, Samutprakarn.

The results have shown that communication played important role to community involvement and external institutes for coast erosion improvement. The interpersonal communication pattern has influenced the public involvement. The internal media included community's core leaders and village leaders while the external communication included community leaders who assumed role as the mediator between villagers and external institutes. Large group communication included conference and civic forum, this could lead the involvement between community, public, and external bodies in improving the coast erosion issue. The external media used were specialized and mass media.

The internal communication was the start of involvement process in improving the coast erosion. The communication played important role in every respect of area in the involvement process. Namely, in problem definition process, the community was aware of the problem severity where the core leader employed the specialized media to complain the governmental bodies. In planning process, the large group communication in form of conference has generated interexchange of the ideas among the community's core leaders, villagers, and concerned institutes. In participating process, several governmental and private organizations contributed to

problem-solving process, for examples, academic education, budget and technology. The community's core leaders and villagers uphold labor force and provided the institutes with convenience and facilities. In follow-up and evaluation process, the core leader and villagers have followed-up and made evaluation through focus group discussion in respect of outcomes of activity transaction and processes that have resulted adversely and beneficially toward the public. Advantageously, the villagers benefited the satisfied consequences of problem-solving on setting up the wave-blocking line, leading to the more perfect coastline. Importantly, the public involvement and participation in every process of troubleshooting brought forth the learning process among community people to intertwine the coast erosion improvement. To achieve this, the mangrove forest was planted to block against the internal wave and to rehabilitate the coastline environment and surrounding in the community.

Also, the results have shown that the core leaders employed the strategic communication to cope with the erosion problems by a combination of mass media and personal media. The information dissemination was conducted through core leaders and villagers to the public sphere, aiming to maximize the utilization of the existing media. In addition, the villagers were exposed the opportunity to express their opinion and idea and participated in managing the community issues. On the other hand, in respect of the external communication, the core leaders employed a wide range of specialized media and established the data network and filed the respective complains continuously. Mass media was employed to disseminate the information with the objectives of encouraging and promoting the participation from external institutes to solve the community issues. More importantly, the key principle of participation was that the community could cope with the erosion problems by means of the local way of living, which composed of planting more mangrove forests that could keep the coastline from strong wind and wave, coastline ecological rehabilitation, culturing the youths to aware of the natural resource conservation in order that natural resources management and coastline environmental development would be done in the community sustainably.