

Onwipa Makming 2014: The Community Potential of the Kert Bun Jasmine Rice Production: A Case Study of Kaset Wisai Sub-district, Kaset Wisai District, Roi Et Province. Master of Arts (Development Social Sciences), Major Field: Development Social Sciences, Faculty of Social Sciences. Thesis Advisor: Associate Professor Sakol Satitwityanan, Ph.D. 110 pages.

This research is qualitative research aims to study the physical and social-economic potential of the Kert Bun Jasmine rice production at Kaset Wisai Sub-district, Kaset Wisai District, Roi Et Province. The sampling group of this study was 23 key informants consisting of 7 people are seniors and roles in the community, 6 people are Kaset Wisai cooperative officers and 10 people are agricultural cooperative Kaset Wisai members. The data collected by stayed at community and In-depth interview method and descriptive analysis.

The research revealed that, the potentiality to affect the production of rice has the physical potential, that is a moderately saline soil and water resources, is sufficient to the salinity of the soil which is ideal for the needs of the Kert Bun Jasmine rice and follow as Good Agriculture Practice (GAP). The economic potential of farmer most of them were debt. The social potential were group for sustainable of production and management and the Kaset Wisai agricultural cooperative is an organization that have an important role in supported the Kert Bun Jasmine rice production.

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