

Jaranda Janjam 2014: An Approach to Strengthening People Participation in Jok Fabric Wisdom Transmission to Thai – Yuan Community Youth at Tambon Kubua, Amphoe Mueang, Changwat Ratchaburi. Master of Arts (Human and Community Resource Development), Major Field: Human and Community Resource Development, Department of Human and Community Resource Development. Thesis Advisor: Assistant Professor Apichart Jai-aree, Ph.D. 198 pages.

The purposes of this research were to 1) Study Jok fabric weaving wisdom of Tai Yuan community. 2) Study the levels of public participation in the imparting Jok fabric weaving wisdom to Tai Yuan community youth. 3) An Approach for strengthening public participation in the imparting Jok fabric weaving wisdom to Tai Yuan community youth in Khu Bua sub-district of Ratchaburi province. The study consisted of 2 steps: The first step was the study of context and levels of participation in the imparting Jok fabric wisdom to community youth through interviews with local wise men and leaders in conjunction with the use of questionnaires with 130 community household representatives. The second step was the exploration of guidelines for strengthening public participation in the imparting Jok fabric wisdom to community youth through a focus group interview with 16 community representatives. Data were analyzed qualitatively and quantitatively. Statistics used included percentage, mean, standard deviation, t-test, One-Way ANOVA, and content analysis.

It was found from the study that 1) Jok Fabric weaving wisdom of Tai Yuan community in Khu Bua sub-district has been community's unique identity reflecting way of life based on its historical background. The wisdom was found significant to the community culturally, socially, economically and politically. 2) Overall participation in the imparting Jok Fabric weaving wisdom to Tai Yuan community youth was at a low level ($\bar{X}=2.22$, S.D.=0.95). When comparing the levels of public participation in the imparting Jok Fabric weaving wisdom to community youth among respondents' differences were found with statistical significance at a level of .05 among sexes and overall status. 3) There were 7 approaches to the strengthening of public participation. (1) Expanding channels of public relations to publicize knowledge and information about Jok fabric weaving wisdom. (2) Opening opportunities for any people who were ready in the community to participate in transferring Jok fabric weaving wisdom to youth. (3) Forming network of Jok fabric weaving groups, Jok fabric weaving wisdom groups, and youth groups for coordination with external concerned groups. (4) Arranging the activities promoting Jok fabric weaving wisdom to youth. (5) The sub-district organization, Jok fabric weaving group, and schools. (6) Create a wisdom teacher, and (7) Promote and Strengthen the role of women leaders.

Student's signature

Thesis Advisor's signature