

Thesis Title	The Development of Learning Process of Blended Learning by 3 Part to Enhance Knowledge Acquisition for Southern Thai studies Subject, Thaksin University Phatthalung Campus Student.
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Abstract

The objectives of this research were primarily to develop and assess the efficiency of learning process of blended learning by 3 part to enhance knowledge acquisition for Southern Thai Studies subject, Thaksin University Phatthalung Campus student. Secondly, it was aimed to used encourage and evaluate knowledge acquisition as well as assess the students' projects. Lastly, it was used to determine the learners' satisfaction. The samples used in this study consists of two parts. 1) simple random sampling from the 1st year undergraduate students in Thaksin University are studied Thai studies Subject, one class of 200 students. 2) simple random sampling from the 1st year undergraduate students in Thaksin University 10 group 10 students of group. The procedure of this research was divided into 3 parts- Process Development, Process Validation and Process Used. The first part, Process Development, consisted of 6 stages of learning process- preparation and assigned workload., determining strategies for exploration, access to knowledge, knowledge user, synthesis of knowledge, and final amendments and evaluation. In the Process Validation, the result for the efficiency of the learning process is considered good with a percentage of 4.43 and a standard deviation of 0.30. In addition, the evaluation of knowledge acquisition is considered good with a percentage of 4.39 and a standard deviation of 0.33. The quality of students' projects is relatively high with a percentage of 4.47 and a standard deviation of 0.34. Not only that, the students were very satisfied with their new learning process with a percentage of 4.79 and a standard deviation of 0.20. In conclusion, based in the above evidence, the learning process of 3 part blended learning to

enhance knowledge acquisition for Southern Thai Studies Subject, Thaksin University Phatthalung Campus Student are practical and successful.

Keywords : Learning Process / 3 part Based learning / Learning on ICT / Community Base Learning / Knowledge Acquisition