

Driving Political Communication Towards Digital Citizenship in the Next Normal in Phuket Province

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ABSTRACT

This research aims to study the model of driving political digital communication towards digital citizenship according to the “Next Normal” in Phuket Province. The research results found that using media to benefit communities in the area makes people aware of their perception and creates knowledge and understanding of the use of political media. The use of social media is now very popular. They allow people to filter or use it in analyzing the accuracy of news. They are also a channel for political groups to communicate and exchange ideas in a wide area. These results found that people can play a role or participate in politics in the online world, including the exchange of political views and opinions freely, governed by regulations and laws based on digital citizenship.

Keywords: *Driving communication; Political communication; Digital citizenship*

INTRODUCTION

“Thailand 4.0” aims to drive the economy through innovation and bring modern technology for developing the country. At the same time, there has been a trend of providing services in a new way in the digital age, which can be called “Disruptive Technology” has suddenly gained popularity due to its ability to respond to consumer needs in the current way, especially in the case of Thailand after the allocation of frequencies by the Broadcasting Board. Television Business and the National Telecommunications Commission (NBTC) provide wireless high-speed internet services moreover, when the price of smartphones in the market is cheaper. It is more accessible to more people. As a result, online services are rapidly spreading in Thai society. This rapid change is part of the big picture that the World Economic Forum calls the Fourth Industrial Practice. Industrial Revolution does not just mean connected intelligent systems and machines. But it has a much wider scope than that. Especially at the beginning of the year 2020 when the global situation is in a health crisis due to the COVID-19 pandemic. That has a severe and profound impact on the health system, economy, society, and politics, causing people around the world, including Thailand, to adjust their behavior and lifestyle by working and living at home for long periods. There are activities through telecommunications services and more adaptation to the digital age, including online meetings, working, studying, shopping, and conducting transactions in daily life. The role of technology in influencing citizens and stimulating major adjustments in all sectors pushes citizens toward faster digital transformation. It has become what is called the new normal. In addition, disease control measures have become necessary for the government sector to collect personal information of citizens to track the movement of infected people as well (Contact tracing). These factors raise questions about the balance between public security and safety in living connected to the online world. privacy Personal data protection, access to government and private sector data, and disclosure of government data for the public to access and use (Open Data), etc. (Supinya Klangnarong, 2021)

However, from the situation caused by communication, change will inevitably occur. Therefore, citizens and digital citizenship should create political participation that requires learning using communication processes such as various

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social media platforms. People have more options in using freedom of expression than in the past. as well as the use of technology to play a role in politics, such as mobilizing people Communicating on various issues, elections, etc. In this aspect, these tools help support freedom of expression. On the other hand, it can also be used to undermine democracy. However, new forms of politics emerging in the digital world still give hope to many people every day that democracy will take better steps. (Janjira Sombatpoonsiri, 2020) However, (Nattakarn Sukonrattanametee and Nuchprapa Moksart, 2019) also provide proposals about democratic citizenship in which technology has opened up public space to participate. Online civic participation expressing public opinion online is a space for online political movement as well as a space for a new form of political power struggle. The meaning of citizens is changing from physical expression in space to citizens on the cloud, which means every space in the online world can always express citizenship, in all forms, on all issues, without boundaries and limitations, and able to create both positive impacts. The negative effect is broad to the level of global society and turns citizens at the state or country level into global citizens. Citizens in a democracy increasingly need to be careful and have digital knowledge. On the other hand, social space itself enables democracy. At least people who do not have the opportunity to find work can contact a housekeeper through the app. In terms of life opportunities, it is considered very democratic. It's just that social media itself is a free space and can be used for any purpose. The world we live in now is a world of contradictions in the sense that democracy can be used as a weapon to attack democracy. In this regard, many countries are trying to pass laws to limit Fake News or campaigns in the social world that are at risk of terrorism or political interference. Germany has these laws. Malaysia has enacted a Fake News law, but civil society groups say it hinders people's freedom. Because the government uses cyber laws to suppress people who dissent. Like Vietnam or almost every neighbouring country. There are cyber laws that are used to suppress dissent, showing that the digital world helps to send clear signals that democracy is declining (Janjira Sombatpoonsiri, 2020). With importance in the political process, the mass media is responsible for strengthening the political expression behaviour of the people by feeding news to the people so that they can understand the political structure and role of the government and the people (Howe, 2008)

Phuket Province is an important area of the country. that has diversity in thought and lifestyle in this regard, politics in Phuket Province still has different opinions depending on the environment and various perceptions of the people (Suwanpong, et al., 2009, p. 256). In the area of Phuket Province from examining the population data, it was found that there was a 20% increase in the hidden population. Since it is a tourism province that is ranked 1-3 in the country with popularity among both domestic and foreign tourists, it has led to interest in politics. and governance has become more diverse However, from the study and analysis of the current situation, it was found that from the above importance of the use of media, both old and new forms of media for people in areas that are not hidden populations political communication is still followed in the same way. and have different perceptions of political communication This is all due to the readiness and acceptance of the use of media by local people. They are not yet ready in some areas due to many factors. If there is participation of every agency, it will be able to drive towards sustainability. in politics and government and are ready to step into digital learning for the better

In addition, network partners in Phuket Province have made it an agenda for the province to announce their joint intention to create a society of learning and media literacy among children. youth and elderly people. There is an emphasis on changing practices into policies in the area to achieve integration from various problems arising from media perception. It is an important matter that everyone must be aware of and "Transforming policy into practice in the area" to be effective requires the cooperation of all sectors in the province. By having the Provincial Health Assembly act as the coordination point for relevant agencies to come together to prepare a blueprint. about children and the media Establishing a provincial mechanism and gathering information to make a strategy on children and the media, all parties must jointly support, promote, and drive the creation of a learning society. and media literacy among children and youth achieves the set objectives and is committed to jointly developing children and youth to grow up to their age and have a good, sustainable quality of life Surrounded by safe and creative media, ready to be a strong and important force for the nation in the future" (National Health Office, 2021).

The researcher therefore saw that around Phuket province, people use different communication or perception factors and have different ideas and values that are inculcated. In terms of the importance of digital communication in the Next Normal era, it directly affects life. In addition, political trends that have been widely criticized cannot be reduced using media. The researcher is therefore interested in studying in Phuket province. Because it is an area that is related to the business sector, it makes people aware of the use of media which can raise awareness in many

dimensions. In addition, political opinions are consistent with lifestyles and economic fundamentals that allow people to learn and develop themselves more by studying factors that can affect driving, including political perception process factors. Factors in the use of political digital media including guidelines for driving political digital media allow people to create self-management by analyzing or using the right media. It also affects the operations of government agencies involved in creating the participatory process along with the policy requirements and driving plans to achieve stability in this study.

RESEARCH OBJECTIVES

- To study the model of driving political digital communication towards digital citizenship according to the Next normal way in Phuket Province.

Expected benefits

- To create a model to drive political digital communication towards digital citizenship according to the Next normal way in Phuket Province.

RESEARCH METHODS

This study is a mixed methods study using survey research and qualitative research.

The sample group used in this study is 416,582 people in Phuket Province. Calculating the Yamane formula with an error of 5 percent will result in a sample of 400 people with stratified random sampling and sample selection is based on convenience (Convenience Sampling).

Qualitative research, key informants in the interview. The researcher conducted in-depth interviews to collect information from 20 experts, academics, politicians, local leaders, local leaders, the government sector, and people in the area (by selecting key informants with political experience and knowledge and understanding of the use of media in relevant political communications). with driving for not less than 5 years)

DATA ANALYSIS RESULTS

Results of factor analysis in driving political digital communication towards digital citizenship according to the Next normal in Phuket Province. There were opinions at a high level. When considering each aspect, it was found that there were opinions at the highest level in 2 areas: socialization institutions such as schools, workplaces, and homes came to support the use of digital media. Political opinions were at the highest level, followed by the readiness of government agencies regarding political media which has the highest level of opinion.

The results of the data analysis regarding the use of political digital media towards digital citizenship according to the Next Normal in Phuket had opinions at a high level. When considering each aspect, it was found that there was a high level of opinion in every aspect, including knowledge and understanding of digital communication. There was a high level of opinion, followed by digital citizenship. There is a high level of opinion channels on digital media. There is a high level of opinion regarding the acceptance of digital technology. There was a high level of opinion and in the area context the opinions were at a high level, respectively.

Results of factor analysis in driving political digital communication towards digital citizenship according to the Next normal in Phuket Province. There were opinions at a high level. When considering each item, it was found that there were opinions at the highest level in 2 areas: socialization institutions such as schools, workplaces, and homes came to support the use of digital media. Political opinions were at the highest level, followed by the readiness of government agencies regarding political media. has the highest level of opinion.

Results of an exploratory component analysis of the model for driving political digital communication towards digital citizenship according to the Next normal in Phuket.

Regarding the process of using political digital media, it was found that the results of the exploratory factor analysis of the process of using political digital media had a Sig. value of $0.000 < 0.05$, which is an acceptance of H1 or that

the model variables in the process of using political digital media are related and have a value. Bartlett's Test of Sphericity is equal to 2994.931 and has a KMO and Bartlett's Test value of 0.917, a value greater than 0.05 and very close to 1.0, and a Sig. value of 0.000, less than 0.05, which is considered that the exploratory component of the process of using political digital media passes the criteria and therefore is taken. The elements were extracted into 5 latent variables, consisting of spatial context. Knowledge and understanding of digital media Acceptance of digital technology Channel side on digital media and citizenship on digital media.

In terms of driving political digital communication, it was found that the results of the exploratory component analysis in driving political digital communication had a Sig. value of $0.000 < 0.05$, which is acceptance of H1 or that the model variables in driving political digital communication have a relationship. together has a Bartlett's Test of Sphericity value equal to 4920.256 and a KMO and Bartlett's Test value equal to 0.944, a value greater than 0.05 and very close to 1.0, and a Sig. a value equal to 0.000, less than 0.05, which is considered an exploratory element in driving political digital communication through according to the criteria, the elements were extracted into 4 latent variables, consisting of communication response aspects. Application aspect supporting participation and innovation development.

In terms of the model for driving political digital communication towards digital citizenship according to the Next Normal in Phuket, it was found that the results of the exploratory component analysis of the model for driving political digital communication had a Sig. value of $0.000 < 0.05$, which is acceptable. H1 or the model variables in the driving style of political digital communication are related to each other, with a Bartlett's Test of Sphericity value of 2314.328 and a KMO and Bartlett's Test value of 0.925, a value greater than 0.05 and very close to 1.0, and a Sig value. is equal to 0.000, less than 0.05 g, which is considered an exploratory element in driving political digital communication to meet the criteria. Therefore, the element can be extracted to extract 3 latent variables, consisting of digital communication to connect social networks. Urban communication is based on the new way of life and the political response to digital citizens.

The results of the correlation analysis of the model of driving political digital communication towards digital citizenship according to the Next Normal in Phuket found that the process of using political digital media drives political digital communication In terms of the driving force of political digital communication, there are a total of 13 observable variables. There is an area value other than the variance between the independent variables or a tolerance value between 0.161 - 0.436 greater than 0.10 and a measure of inflation of the variance coefficient or VIF value between 2.293 - 6.223. The tolerance value is greater than 0.10 and the Variance Inflation value Factor (VIF) has a value of less than 10 to be acceptable (Chen, Yan, Zhao, Hong, Bui, & Pradhan, 2019). It can be concluded that there is no problem with the relationship between the independent variables, they are independent and meet the appropriate criteria. Used to analyze the formal equation model driving political digital communication towards digital citizenship according to the Next normal way in Phuket province.

QUALITATIVE ANALYSIS

Analyzing information in the political process, the media is responsible for strengthening the political expression behavior of the people by feeding news to the people so that they understand the political structure and role of the government and the people, and the media is also an organization that reflects the neutral position between the state and the people, organizations, agencies, including various groups that affect the regime. both political changes Actions and needs of the government sector as well as political events that occur to inform the public, at the same time the media will be responsible for bringing the news. conveying ideas, feelings, thoughts, and events of the people are conveyed to the government. The role and duties of the mass media

It can be concluded that the mass media is an important element that affects political behavior or public participation in a democratic regime by providing information in various forms that help promote knowledge and understanding of the political process. as well as decisions that will create political behavior of citizens that is under democracy in particular, local government organizations need to focus on quality local political communication systems that can communicate information to local people equally and have access to media and information that is beneficial to the way of life in the country.

In terms of the role of local administration, in promoting the political communication process, it is closely related to supporting the process of participation in society. The local government organization is a government agency that plays an important role in local development and is closest to the people. It is the agency that is aware of problems and resolves problems or conflicts that occur in the local community. Even though the Local Government Organization will be an agency that is close to the people. They can recognize various problems, but they are not the real objectives of local government organizations. The important point is encouraging local people to participate in various operations or activities regarding the political participation behavior of citizens and civil society in local politics, etc.

An analysis of the conditions and obstacles in driving political digital media in Phuket Province towards the Next Normal era, including the analysis of the local area, namely:

1. Readiness of government agencies regarding political media and the presentation of innovative communications. and participation of all sectors
2. The speed of the WIFI channel for ease of communication and including easy connection and access to all areas that can be used as a means of communication.
3. The ability for citizens to express their opinions through digital political media channels results in the use of diverse channels and the use of media within the framework of the rules and policies of citizenship.
4. Mobilizing the cooperation of citizens and the youth sector to promote and use digital media. That requires creating a framework and defining good opinions and digital citizenship.
5. Guidelines for developing electronic systems in the community to enable simultaneous learning, such as the internet, screens to display information, etc., which require the use of budgets and policies to promote them better.

The researcher can conclude that the management process that requires agencies to participate in development and integration to achieve better digital media development and political communication requires the operations of government agencies that are ready. Developing and recommending various media or platforms that are more concrete. However, the communication and mobilization process must be planned according to the agency's policy plan and accompanied by mobilization in every area.

The results of the analysis of the informants in terms of media use and overall mobilization found that the informants were involved in bringing the use of media to benefit the community. Areas and citizens who are responsible for knowing and using media to analyze political situations will have results from learning that increases knowledge and understanding and how to use digital media that is appropriate for the Next normal including the operating process that is within the framework of Laws and regulations to promote good citizenship in media monitoring and effective use of digital media. Going through the first step of the process is the family socialization institution that must have a method. Exchanging ideas and exchanging analysis so that the media leads in a positive direction. and be able to analyze political media processes that are beneficial to oneself and the public In this regard, the participatory process and the use of innovations that raise the quality of media use must have a mechanism for development under a format that is appropriate for the people. This requirement, government policy should be screened and considered as appropriate.

DISCUSSION AND SUGGESTIONS

The results of the study found that opinions regarding the use of political digital media towards digital citizenship according to the Next Normal in Phuket province (overall) were at a high level. when considering each item, it was found that every item had a high level of opinion, including knowledge and understanding of digital communication. There was a high level of opinion, followed by digital citizenship. There is a high level of opinion channels on digital media. There is a high level of opinion regarding the acceptance of digital technology. There was a high level of opinion and the area context There were opinions at a high level respectively. And factors in terms of problems and obstacles were found: 1. Readiness of government agencies regarding political media and presenting new communications. and participation of all sectors. 2. The speed of the WIFI channel for ease of communication and

including easy connections and access to all areas that can be used as a guideline for communication. 3. The fact that citizens can Present their own opinions through digital political media channels, resulting in the use of diverse channels and the use of media within the framework of the rules and policies of citizenship. 4. Mobilizing the cooperation of citizens. and the youth sector to promote and use digital media that must create a framework and determine the expression of good opinions and digital citizenship and 5. Guidelines for developing electronic systems in the community to enable simultaneous learning, such as the internet, screens to see information, etc., which Budgets and policies must be used to promote it better. which is consistent with the research of Phrakru Thammathorn Bunthieng Phutthasawako (Lakphonwong), Supraphon Suyaphrom, and Pranot Nanthiyakul (2022) The research results found that guidelines for political communication for reconciliation in Thai society use the principles of Six principles of Saranīdhamma are used in political communication to strengthen reconciliation, consisting of Metta-kāya-karma, Metta-vajikāma, Metta-manokāma, Satharanaphokī, Silasamaññata, Dīṭṭhi, and Samanyatā. In terms of the messenger, must have morality, and knowledge, and listen to language that is easy to understand. Understand the context of the audience Can convey in a sincere tone Must have a strategy Have experience in communication in terms of content, media content must be fair and not biased towards any side. The information must come from a source that is reliable and easy to understand. The information must be beneficial to the community through communication channels, online media, through close people, meeting together, organizing activities, having ethics, and setting clear goals. There are channels to choose from. Reduce conflicts, and have high efficiency for the people The receiver must be neutral and have a positive mind. Seek knowledge in every aspect Analyze news, be mindful, and have knowledge. Must have friends Principles of Saraniyadhamma: Do not harm, speak politely, think well, share, help, respect the rules, and have the same opinions. and is consistent with the research of Jauza Alayya (2022). The study results found that new media and technology have changed interpersonal interactions. communication style and even social and political discussions. It not only brings about change. But in the development of technological progress especially digital media, it also plays an important role in democratic activities and political communication. Using a simple literature review This article will attempt to present the development of political communication practices on social media and their implications for the dynamics of political communication. The results show that the use of social media in political communication activities is not a new trend and its importance continues to increase over time. Moreover, the use of social media in political communication has proven that It has been successful in benefiting both political actors and the public. However, the use of social media in political communication has also raised concerns, namely the phenomenon of black activism, deception, and free speech. hatred to a dichotomy that requires special attention and management.

Factors at the opinion level regarding factors driving political digital communication towards digital citizenship according to the Next Normal in Phuket Province There were opinions at a high level. When considering each item, it was found that there were opinions at the highest level in 2 areas: socialization institutions such as schools, workplaces, and homes came to support the use of digital media. political has the highest level of opinion has the most opinions This is consistent with the research of Shafaq Fatema, Li Yanbin, and Dong Fugui. (2022). The study results found that digital communication methods have revolutionized the way people observe and respond to social and political developments in their environment. The rapidly increasing influence of social media encourages This article focuses on examining the influence of social media on the relationship between politicians and citizens through the moderating effect of political policy. Social media not only allows politicians to communicate directly with citizens but also promotes citizens' political participation in the form of opinions through comments on social networking sites. Political policy plays an important role in shaping the image of political power, especially in the eyes of the people. for testing hypotheses, the impact of the moderators, that is, the political policies of Pakistan's four basic political parties are measured individually. The results show that the impact of social and political networking sites on politician-citizen relations is positive and significant. This study examines relevant research studies to enable politicians to build positive relationships with citizens by using social media platforms effectively. and is consistent with the research of Somkid Phumthurian and Prawet Maharattanasakul (2022). The study results found that the Political participation of Thai citizens in the digital age The advancement of digital communication technology has increased the channels for political activities of Thai citizens. This allows citizens to always monitor the behavior of politicians and the policies of the political administration. A study of the use of communication channels in the digital technology era in political participation activities of Thai citizens. It was found that the political participation of citizens in the era of digital technology still gives importance to traditional forms of political activity that include campaigning, voting, and announcing policies. Participating in political activities, etc.

Something that has changed from the past is the use of digital technology to communicate political activities so that citizens can receive political information conveniently at anytime and anywhere through social media. It also records political activity data as evidence for long-term reference and can be searched and communicated on social media when wanting to use it in politics. And digital political participation activities range from the low-level ranks of watchers. At a distance from politics Until the highest level of using digital information for political movements to gain political advantage. Not only that, the use of digital technology by citizens to carry out political participation activities has helped Thai politics develop to a higher degree of democracy. Promoting Decentralization of political and administrative power is a de facto reality.

There is consistency in the planning and implementation of government agencies' policies that are used as drivers in the use of political media. and can create ideas together to solve the problem of people's perception of political media

Using media to benefit the community Areas and citizens who are responsible for knowing and using media to analyze political situations will have results from learning that increases knowledge and understanding and how to use digital media that is appropriate for the Next Normal including the operating process that is within the framework Laws and regulations to promote good citizenship in media monitoring and effective use of digital media. Going through the first step of the process is the family socialization institution that must have a method. Exchanging ideas and exchanging analysis so that the media leads in a positive direction. and be able to analyze political media processes that are beneficial to oneself and the public in this regard, the participatory process and the use of innovations that raise the quality of media use must have a mechanism for development under a format that is appropriate for the people. This provision should be screened and considered by government policy as appropriate. This is consistent with the research of Wattana Nonthachit and Kornwit Koklang (2020). The results of the study found that 1) the role of communication in local politics in the digital age of the new generation at the higher education level in Surat Thani Province is at a high level. Especially the role of Presenting local political opinions Being a mediator between local politicians and the public News broadcasts local politics and provides knowledge about local politics. 2) Participation in local politics of the new generation. Tertiary level at a high level Especially the behavior of changing local politics, becoming interested in politics, and participating in monitoring and evaluating public affairs. 3) Local political communication in the digital age. There is a moderate relationship with participation in local politics. By its role in local political development Broadcasting local political news and presenting local political opinions is related to behavior. Becoming interested in politics, participating in decision-making in public affairs, and changing local politics. 4) Local political communication in the digital age in terms of broadcasting local political news and local political development is a factor in promoting participation. Local politics 4.1) Participation by taking the initiative to be interested in local politics by following the news. Regarding the administration of local government organizations and 4.2) Participation in decision-making in local public affairs regarding receiving information about meetings to prepare local development plans and participating in decision-making on issues that the community needs in local development.

SUGGESTIONS

1. In terms of knowledge and understanding in political communication, it was found that people in the area created knowledge and understanding by themselves. This causes the communication or process of using media to be different. In this regard, people and local agencies should promote the use of political media through various channels and within the framework of digital media laws.

2. Participation of all agencies involved There should be planning and management of various policy plans as determined by the government. along with reaching out to the public to increase awareness of political digital databases

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Personnel Directory

1. Mrs. Thanaporn Ongsaniphap, Mayor of Chalong Subdistrict, affiliation: local government organization (interview 15 September 2023), regarding the use of community media.
2. Mr. Rewat Areerob, President of the Phuket Provincial Administrative Organization, Prime Minister's mission (Interview 22 September 2023) regarding media use and development of plans for provincial improvement.
3. Mrs. Patcharaporn Chumsuk, Director of IPST Phuket (Interview 18 September 2023) regarding plans for using official media and digital media.
4. Ms. Kanyanat Nakrak, mass communication practitioner (interview 25 September 2023), regarding the use of political media.
5. Mrs. Kamonsri Lakban, community developer (interview 5 November 2023), management and use of digital media
6. Mr. Samran Jindaphon, community developer and public relations group (interview 17 November 2023), regarding the use of digital media and community management.
7. Mrs. Isaya Sinbusakorn, Director of the Radio and Television Station of Thailand, Phuket Province (interview 24 November 2023), regarding radio station development plans and use of digital media.