

The Usage of Media for Introducing Local Wisdom: Bamboo Woven Handicraft Products of Jandum Village, Non Sung District, Nakhon Ratchasima Province.

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ABSTRACT

The research had been conducted to explore the process of transfer of local wisdom: woven handicraft products from the past until now. Target group included transferors, in this case, local philosophers, local leaders, adults, Community Development Administrative Officer, Community Development Officer, School Directors and teachers. Transferees included villagers and students. The first step of the research was starting by finding of local wisdom, then looking for the pattern together with the development and the transfer of the development were conducted. Tools employed in the research consisted of in-depth-Interview, Focus Group Discussion, Participatory Observation and Non Participatory Observation, camera, video camera, sound recorder and notepad. The research found that the transfer of local wisdom have no written records. Spoken or oral transfer was conducted. Transferors included parents, grandparents, sometimes brotherhood transfer was found. Moreover, primary schools also acted as the key transferring center, there would be a subject related to Occupation and Technology Learning Substance Group and family and living subject matters which directly related to daily routine from family level to community and social level. The transfer of local wisdom was the integration of learning by creating media and assigning transferors as lecturers in transferring the wisdom to community in terms of multimedia together with the demonstration of woven fan, fishing tools at Community Learning Center for villagers and other interested people.

1. Introduction

Human being's learning nature is believed to be the key ability that human possesses. Though human can create artificial world, the transfer of knowledge still requires a craftsmanship transferor who can also pass their knowledge to the workers. The most important thing is that the transferors need to be truly capable of what they are going to teach. If they are not, the transfer will be considered in vain. (Luang Wijit Watakarn, 1989: 250-253)

Local philosophers are believed to be the key persons responsible for transferring local wisdom to their generation or neighboring village. Although local philosophers are not the professional teachers, they deliver the knowledge by their spirit and passion in their career. Therefore, the transfer will be conducted unsystematically. The method will be embedded into the transferees. Mostly, parents or grandparents will act as teachers while their children are responsible for the learners.

Jandum Village, Baan Mai, Non Sung, Nakhon Ratchasima is one of the villages producing bamboo woven handicraft products which represent local handicraft from the past. This activity comes after the harvesting season which villagers earn their extra living, apart from the crop selling. Mostly, adults usually make this handmade product. They make use of

bamboo which is easily found even at back of their house. This tradition has long been inherited as one of the local culture for 40 years.

The study of the transfer of local handicraft products is the study conducted towards the local history which mainly represents villager's performance. This helps us create the pictures and we can connect those pictures to the present. Like a mirror, it shows the prosperity, the advancement and also the decline of a period of time. Therefore, researchers made decision to study upon how the transfer of local wisdom related to bamboo woven handicraft products was conducted and why this activity was still carried on to be the uniqueness of village which, however, was surrounded by the rapidly changing world of technology. How the villagers encountered incoming problems to preserve the wisdom with acceptable quality.

2. METHODOLOGY

The objective: to explore the process of transfer of local wisdom: woven handicraft products from the past to nowadays which had 5 stages as follows;

1. The stage of finding problems in the area together with Community Development Administrative Officer from Community Development District Office, Non Sung, Nakhon Ratchasima and the area of studying was Jandum Village, Baan Mai, Non Sung, Nakhon Ratchasima. Local document from Community Development District Office, Non Sung was used to elicit more information together with the field study to collect data related to the local wisdom in Jandum Village.

2. The stage of development of research problems. In this stage, a meeting was held to create similar understanding among villagers together with the exploring of local wisdom by the participation from community leader, villagers and local government

3. The planning of research procedure with community as follows;
3.1 Hold a meeting to inform the objectives and how to conduct the research to the community.

3.2 Find the community resources together with 3 transferors with experiences related to bamboo woven handicraft; Mr. Chao Taoklang Senior Professional Level for fan, Mr. Wan Naklang Senior Professional Level for Sai and Mr. Uthai Boonpraken Senior Professional Level for chicken coop.

4. The stage of transferring local wisdom towards bamboo woven handicraft to interested villagers and grade 4-6 students..

3.RESULTS

Researchers had analyzed data qualitatively by using the data analysis to interpret the data to the descriptive text which had been obtained from the observation, interview and written record and the results were presented as follows;

3.1. **The process of transfer local wisdom from the past until now.** The transfer of knowledge about bamboo woven products was found to be the family to family process at the most. The process that the older transferred knowledge to the younger was still seen though the social surrounding had been changing, for example, there were many types of learning such as the learning with the demonstration, the private learning and the learning through observation. However, written records had never been found in transferring this particular kind of knowledge.

3.1.1 Sources

A. **Family** In this case included parents, grandparents, brother to sister or sister to brother.

B. **Government organizations** such as housewives groups, agricultural groups and Community Development Department.

C. **Schools** This place had assigned the Occupation and Technology Learning Substance Group into the curriculum.

3.1.2 Transferors and transferees

A. **Family** The transferors in the family mostly were parents, grandparents, aunt, uncle and other older while the transferees included younger generation in the family.

B. **Neighbors** There were the meeting of local wisdom philosophers who delivered the knowledge to those who were interested in until they were able to do the products on their own.

3.1.3 The method of transfer

3.1.3.1 The method of transfer was the oral transfer. The transferors were the older in the family. Bamboo Woven products were taught since they were the instrument in household. Knowledge resources included family. Parents taught children or it could be the more capable one taught the others. The transferees, when they first saw how to invent the products. They would remember and they would keep doing it again and again until they were skilled. Any mistakes would be corrected by the transferors.

3.1.3.2 **The method of learning through the demonstration** This was the learning in the same time with practicing. Transferees would be shown the demonstration and they had to follow.

3.1.3.3 **The private learning** This was the learning which the transferor privately taught the other one by one.

3.1.3.4 **The learning through observation** In this method the transferees would observe the more capable and practiced on their own.

3.1.3.5 **The learning on their own** This occurred in case that member of family had long been made this kind of products and the younger generation had gradually been familiar with the products and they acquired the way how to create one without any teaching. This kind of transfer had also been found but would be with the learning from the more capable in the family especially if the bamboo products were of skillful task such as the rim making which required the real roundness and this needed to be practiced a lot. Nowadays, there were woven products that had never been produced before for example the tiny Sai and Khong which were believed to be the sacred objects. This could be learned by imitating and this could be considered as the learning on their own as well.

3.1.3.6 **The learning from neighbor.** Since the ability to create the products of each household was distinct, the exchange of knowledge then was required. In this case, the method of transfer would mostly be oral. The learners would go to a transferor and they would be really taught to create the authentic products by oral transfer.

4. DISCUSSIONS

4.1 The process of transfer local wisdom towards the bamboo woven products from the previous time until now. The results of the study revealed that the transfer of knowledge

towards the particular products was conducted simultaneously but no written records were evident. In this case, oral transfer was used and the contents were followed and practiced by the learners. If the transferors passed away without generating those knowledge to others, the knowledge would be lost. Therefore, the collection of explicit knowledge should be stored. Villagers should be aware of the knowledge recording. Moreover, the government sections or educational organizations should be responsible for this important issue. The transfer of bamboo woven products mostly occurred between person to person and the delivery of knowledge was to handle the real meaningful tasks with no exact content. And since the production of such an instrument was time consuming, it was really hard for the third party such as government organizations to take part in this activity. Moreover, each piece of work was meticulously created and might consume monthly or more period of time. Therefore, craftsmen were usually the people living in that village and this was the reason why the transfer was difficultly conducted to the external society. Though the woven tasks were assigned as a subject in schools, it was required that the teachers had to be skilled in this specific area. This also represented that if the woven products would be truly put into the curriculum of both primary and secondary level, learning by learners' willingness would bring about the most effective learning outcomes. The learning would begin when learners immersed themselves into the context and learned the skill with the more capable villagers privately. Furthermore, this process had encouraged the feeling of cultural and local appreciation. According to Soonthron Ketsukhawadee (2009), she studied the transfer of local wisdom towards the local handicraft: case study of Baan Nong Heang, Panut Nikom, Chonburi. She found that factors contributed to the transfer consisted of knowledge resources, transferors, transferees and methods of transferring. There were 7 transferring methods as follows; oral transfer, demonstrative transfer, private transfer, observational transfer, individual learning, neighboring transfer and the training organized by the government organization.

Media used in the transferring process required expertise persons who were getting used to the media and they had to be available and ready to teach. Media should be of technological function such as video, the publication to public, the presentation on the displaying board. All of these helped reducing time while transferring; this is in accordance with Office of the Education Council (2553) which stated that the way for Thai wisdom teachers to conduct the informal learning would be delivered by using all kinds of Media Process for example articles, television programmes, cable, the Internet and printed media such as newspaper, magazine and brochure. Also, Ratchanok Suanseeda had conducted the research upon the Communication Paradigm to Transfer Local Knowledge of Thai Phuan Community, Ban Mi District, Lopburi Province which stated that the transfer related to cultural and local community should be released through mass media which was the most powerful channel to deliver the news and information widely and rapidly. The application of media also encouraged and furthered the ideas towards the transfer and preserve the local culture which represented the positive relationship contributed to the multiple transfer and creative power which brought about the activities of knowledge sharing to sustainably preserve the uniqueness of each local culture and also to pave the way for community and province levels to keep on transferring the local wisdom of Thai Phuan community.

Products

The knowledge that obtained from this research, researchers had got the public achievement which put main focus on social, community and local benefit by using various media such as mass media and public relations media in order to encourage the transfer of local wisdom; woven handicraft products of Jandum Village. In this case, researchers had done as follows;

1. Spreading knowledge by participating in the activity “Wan Khao Mai Pla Mun, Non Sung, Nakhon Ratchasima during December 25-26 2013 organized by Nakhon Ratchasima Provincial Office of Tourism and Sports. In this exhibition, there were the bamboo woven activity and chicken coop and Sai. Chicken coop’s transferor was Mr.Uthai Boonpraken and Mr.Wan Naklang was the transferor of Sai.



Fig 1 The demonstration of making Soom and Sai in the “Wan Khao Mai Pla Mun” by Nakhon Ratchasima Provincial Office of Tourism and Sports

2. Transferring local wisdom of bamboo woven products at Baan Don Muang School, Baan Mai, Non Sung, Nakhon Ratchasima to preserve the local wisdom. The activity was pleasingly co operated by the school directors, teachers and students. The school had also integrated the subject with the local wisdom which this was part of Learning Area of Occupations and Technology of grade 4 students to grade 6 students, altogether 20 students. Every Friday, during 2 PM to 4 PM in a period of 2 months, the subject was taught. In the class, Mr.Chao Taoklang was the transferor of bamboo woven products. The main objective of this class was to enable students to know and to understand towards the steps of creating bamboo fan. As a result of this class, both teachers and students had further applied the skill into practice. Students were the school representatives participating in the “63rd Student Handicraft Expo” Northeast region Learning Area of Occupations and Technology in bamboo woven activity of grade 4 students to grade 6 students, October 4, 2013 at Nakhon Ratchasima Educational Service Area 1 and the contestants had got the silver medals.



Fig 2 Mr.Chao Taoklang was transferring the skill of bamboo woven products to students.

3. Processing data into a book distributed to people. Researchers had published a book presenting the bamboo woven products and given to Non Sung Community Development Office, Jandum Learning Center and Baan Don Muang School Learning Center.



Fig 3 The book collecting data about information, features and bamboo woven products development for those who were interested in.

4. Delivering knowledge in the “Knowledge Exchange Forum to the Development of Educational Standard Exhibition 2012” at Baan Don Muang School, Non Sung. The exhibition was organized by the exhibition committee of Tambol Mai School on March 25, 2013. This event was participated by 89 school directors from 6 schools, 1017 students and 16 communities within the area of Baan Mai Sub district, Non Sung. Brochures concerning the bamboo woven products were widely distributed.



Fig 4 The participation in the “Knowledge Exchange Forum to the Development of Educational Standard Exhibition 2012” at Baan Don Muang School

5. Providing recording visual spreading through local channels like KCTV and DTV.

6. Providing recording cassette related to the making of coop and Sai and spreading through village’s radio programme.

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