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“The King’s Philosophy for
Innovation and Creative Economy towards
Sustainable Development Goals in
the New Normal Era: Opportunities and Challenges”

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**The 6th National and International Research
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Oral Presentation Session



THE DEVELOPMENT OF ENGLISH FACEBOOK FAN PAGE TO PROMOTE BURIRAM SUSTAINABLE PRODUCTS IN KHAO MAO COMMUNITY

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Abstract

The purposes of this study were to 1) analyze the needs on the English Facebook fan page to promote products of Khao Mao Community members, 2) develop the English Facebook fan page to promote Khao Mao Community products, and 3) evaluate the satisfaction toward the English Facebook fan page of Khao Mao Community members and visitors. The target group for the need and development of the English Facebook fan page was 20 Khao Mao Community members. They were selected by using a purposive sampling technique. Furthermore, the target group for evaluating satisfaction with the English Facebook fan page was 87 members and visitors who work and visit at Khao Mao community. They were selected by using the convenience sampling technique. The research instruments were semi-structured interviews, a translation form, a Facebook fan page evaluation form, and a satisfaction questionnaire. The quantitative data were analyzed by using percentages, mean, and standard deviations, while the qualitative data were analyzed by using content analysis. The results revealed that:

1. The level of needs on the English Facebook fan page for promoting the products of the Khao Mao community members was found at a high level.

2. The characteristic of English Facebook fan page development included text, images, and videos to promote Buriram sustainable products in Khao Mao community.

3. The satisfaction of Khao Mao community members and visitors toward the English Facebook fan page to promote the community's products were found at a high level.

Keywords: English Fan Page, Sustainable products, Khao Mao Community

1. Introduction

English is one of the most influential languages in the world (Baugh & Cable. 1993). According to Kostic and Grzinic, "English has become an



international language because it is increasingly necessary for employees working in tourism to develop their language skills in order to meet the needs of tourists." Furthermore, English is used to transfer ideas and cultures and to foster positive relationships between people from different countries (Prachanant. 2012). According to Sharafuddin (2015), tourism is one of Thailand's most important industries. Moreover, international tourism, Thailand's most valuable source of foreign exchange revenue, is becoming increasingly influential in connecting Thailand to regional and global networks (Kontogeorgopoulos. 1998). Buriram has become a well-known sports destination since 2011, with the establishment of the Buriram Football Club and the Chang International Circuit in 2014. As a result, Buriram's tourist destination image has shifted slightly from historical to sporting. Furthermore, these new sites are owned by the private sector.

Facebook is a popular social media platform that is used by both the demand and supply sides of the tourism industry (Onder, Gunter & Gindl. 2019). Facebook recently added support for home services to its marketplace platform. This update enables home service professionals to market their services in their local areas to Facebook users worldwide who have similar interests (Hendirek, Satal, Lorin, Zaidi & Musa. 2021). The Khao Mao Community is located in Nong Sano subdistrict, Nang Rong district, Buriram province. Farmers, the villagers of Khok Wan, produce "Khao Mao" for sale. "Khao Mao," or pounded unripe rice, is a popular dessert made from milk and old phases of sticky rice. Unfortunately, there is no English fan page for Khao Mao community products for international visitors. Furthermore, English research is limited to promoting Buriram's local products. As Business English students, the researchers are eager to create an English fan page to promote Khao Mao Community products. This research will provide international visitors with background information and interesting Khao Mao community products. Thus, it is hoped that the English Facebook fan page will aid in promoting Buriram local products and generating income for Buriram residents. Furthermore, the findings of this study can be used to develop an English Fan Page to promote other tourist attractions in Buriram.

2. Tourism in Buriram

According to the Netherlands Embassy, Thailand has one of Asia's most developed tourism markets. Thailand is known for its hospitality, beautiful beaches, historical sites and eco-attractions, world-famous cuisine, good infrastructure, and affordable accommodation. Thailand welcomed a record 32.6 million visitors in 2016 and is expected to remain the top tourist destination in the coming years. In Thailand, community tourism is visiting local or indigenous communities to purchase various goods and services (Boonratana, 2010). However, tourism products and services comprise independently owned, developed, and managed businesses. As a result, the local community may not benefit collectively from tourism, and the benefits of tourism are primarily in the form of economic returns.

The Tourism Authority of Thailand, Buriram Office (2019) defines Buriram as a pleasant city. Buriram is unique in its history as a city with abundant sandstone sanctuaries of ancient Khmer culture and a natural destination and is known as a passthrough city. Its heritage enhances the strength of local economies



through tourism, encouraging local people to be proud of their local culture by learning about their local legends. It also tests whether or not a tourist trail that links tangible and intangible heritage is a suitable type of community-sanctioned heritage, keeping alive local beliefs and providing a sustainable economic and cultural future for those along the trail (Kullapat, 2014; Leruksa and Chaigasem, 2019). Furthermore, a community aims to enable visitors to increase their awareness and learn about the community and local ways of life. Moreover, it can be defined as the city of sport tourism, which is an innovative model for international sports events in the city of Buriram Province.

3. Needs Analysis

Brindley (1989) divides needs into objective needs and subjective needs. The objective needs can be gathered from various information about learners, such as how they need to use language in real-life communication situations, their current level of language proficiency, and everything they need to learn. Subjective needs, on the other hand, refer to the needs of learners in a learning situation and can be understood from affective and cognitive factors such as learners' personality, confidence, attitudes, wants, expectations regarding learning English, cognitive styles, and learning strategies. To summarize, in this study, needs are the feelings that Khao Mao Community members in Ban Khok Wan, Nong Sano Subdistrict, Nang Rong District, Buriram Province require for fulfillment due to their reason, lack, environment, material, motivation, and social background.

4. Satisfaction

Oliver (2010) defines satisfaction as the consumer's fulfillment response. It is a determination that a product/service feature or the product/service itself provides (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under or over-fulfillment. In this study, satisfaction refers to Khao Mao community members' and visitors' feelings of happiness toward the English fan page in terms of content related to the process of making Khao Mao from the past to the present, the history of Khok Wan village, the location of Khok Wan village, the slogan of Khok Wan village, and the benefits of the product, which are presented via video and still images. It consists of the profile's appropriateness (font size, font style, font color, and content), the fan page cover's appropriateness (font size, font style, font color, and content), language usage, and application.

5. Facebook

Facebook is a popular social media platform used by both the tourism industry's demand and supply sides (Onder, Gunter & Gindl. 2019). Facebook recently added support for home services to its marketplace platform. This update enables home service professionals to market their services in their local areas to Facebook users worldwide who have similar interests (Hendirek, Satal, Lorin, Zaidi & Musa. 2021). Tourism's economic benefits include expanding business opportunities for the poor, expanding employment and wages by ensuring commitments to local jobs and training local residents, and developing collective community income (Richardson. 2010).



6. Khao Mao Community

Khao Mao Community is located at Moo. 1, Nong Sano sub-district, Nang Rong district, Buriram province. It is 43 kilometers and takes about 30 minutes to drive from Buriram city. There are three villages, Buta Wes, Bukram, and Khok Wan, together with 20 members in Khao Mao Community. The villagers in Khok Wan are farmers producing “Khao Mao” for sale. “Khao Mao” or pounded unripe rice popularly, is made from sticky rice in milk phases. Besides, there is limited English research on promoting Buriram local products.

7. Research Objectives

6.1 To analyze the needs on the English Facebook fan page to promote the products of Khao Mao Community members.

6.2 To develop the English Facebook fan page to promote Khao Mao Community products.

6.3 To evaluate the satisfaction toward the English Facebook fan page of Khao Mao Community members and visitors.

8. Research Methodology

8.1 Target group

The target group for need on the English fan page was 20 Khao Mao Community members who were selected by using a purposive sampling technique.

The target group for evaluating satisfaction with the English fan page included 87 members and visitors who work and visit at Khao Mao community. They were selected by using the convenience sampling technique.

8.2 Research Instruments

The research instruments were semi-structured interviews, a translation form, a Facebook fan page evaluation form, and a satisfaction questionnaire. The semi-structured interviews were used to obtain in-depth information on the needs and characteristics of the English Facebook fan page to promote Buriram sustainable products in the Khao Mao community. A Translation form and a Facebook fan page evaluation form were used for translating and evaluating the source language as Thai to the target language as English. Finally, a satisfaction questionnaire was used to evaluate the satisfaction of Khao Mao community members and visitors toward the English Facebook fan page.

8.3 Data Collection

First, the semi-structured interview guide was administered to 20 members of Khao Mao community in Ban Khok Wan, Nong Sano Subdistrict, Nang Rong District, Buriram Province. The Thai version was used to interview the members. Each of the 20 interviewees was interviewed for approximately 15 minutes. Each interview was recorded and would be reviewed afterward. After the interview was completed, the voice records were transcribed. Finally, the 87 members and visitors were informed of the interview objectives and then required to fill out the satisfaction questionnaire.

8.4 Data Analysis

The quantitative data were analyzed by using percentages, mean, and standard deviation. The qualitative data were analyzed by using content analysis.



9. Research Results

9.1 Needs on the English Facebook Fan Page to Promote Khao Mao Community Products

The target group of need on the English Facebook fan page consisted of 20 Khao Mao Community members. According to the needs on the English Facebook fan page, the result showed that there were 10 members (50%) who were interested at the highest level, followed by 7 members (35%) who were interested at a high level, and 3 members (15%) who were interested at a moderate level, respectively. Besides, there were 6 products found in Khao Mao Community: Khao Mao Pro, Khao Mao Kluk Benjarong or five colorful Khao Mao, Crunchy Khao Mao Khua, Khao Mao Gra Ya Saat, Khao Mao Cereal, and Khao Mao Mee Samunphrai or Thai herb Khao Mao. Khao Mao Community sold products via an enterprising third party and online media such as a Thai Facebook fan page. The formats of multimedia that the members needed were images and video. Since they only had pictures to promote Khao Mao Community products in the Thai language, the English multimedia to promote products were needed at a high level ($\bar{x}=4.35$).

9.2 Characteristics of the English Facebook Fan Page to Promote Khao Mao Community Products

The contents required in the English Facebook Fan Page to Promote Khao Mao Community Products were Khao Mao Community's background information and products, such as the history of Khao Mao Community, the process of making Khao Mao, and the benefits of Khao Mao products. Moreover, the Khao Mao community members needed that information regarding images and English videos with a Thai sub-title. As a result, the researchers created an English Facebook fan page to promote Buriram sustainable products in Khao Mao Community according to Khao Mao community members' needed content. Furthermore, the English Facebook fan page was evaluated by 5 experts in order to check its efficiency. As a result, the correctness and appropriateness of the images and the English Facebook fan page obtained was 1.00 (S.D. = 0.00). This was shown that the English Facebook fan page to promote Buriram sustainable products in Khao Mao Community, according to Khao Mao community members' needed content, had efficiency.

9.3 Satisfaction toward the English Facebook Fan Page of Khao Mao Community

The level of satisfaction toward the English Facebook Fan Page of Khao Mao Community members and visitors concerning the appropriateness of the page, fan page cover, the language used, and application were found at a high level ($\bar{x}= 4.42$). Furthermore, considering each item, it also indicated that the appropriateness of the page was 4.34 (S.D. = 0.53), the appropriateness of the fan page cover was 4.34 (S.D.= 0.70), the appropriateness of language use was 4.50 (S.D.= 0.70), and the application of the fan page was 4.47 (S.D.= 0.66).

10. Discussion



The need on the English Facebook fan page to promote the products of Khao Mao Community members overall was at a high level ($\bar{x}=4.35$). This could be explained that the needs on the English Facebook fan page to promote products of Khao Mao Community members tend to use English Facebook fan page to provide the background and interesting Khao Mao Community products for international visitors. Hutchinson and Waters (1987) pointed out that target needs include necessities, lacks, and wants. Necessities are also known as objective needs, which may consist of an analysis of typical everyday situations. Lacks can be referred to as the gap between the ending target proficiency and the current level of learners' proficiency. Wants are what the learners want or feel they need. Furthermore, the finding is consistent with Sichan et al. (2021), who studied and developed of English manual for Phanompiman Hotel personnel in Buriram. The result showed that the Phanompiman hotel personnel's needs on the English manual were at the highest level. This study is also consistent with Duanrabram et al. (2020), who studied multimedia development to promote tourism at Sanuan Nok Village in Buriram. Their finding showed that the need on the development of multimedia to promote tourism of Sanuan Nok Village in Buriram was found at a high level.

The researchers constructed the English Facebook fan page to promote Khao Mao community products. First, the researchers reviewed and translated the community's background information and products. After that, the content translated from Thai to English was examined by 3 experts to check the accuracy. Then, the English fan page was examined by 5 experts to check its efficiency, correctness, and appropriateness. The characteristics of the English Facebook fan page consisted of Khao Mao Community's background information and products. There were a history of Khao Mao Community, the process of Khao Mao making, and the benefits of Khao Mao products. Moreover, the Khao Mao community needed that information regarding images and English video with a Thai sub-title. The images and English video with Thai sub-title were developed based on the required contents from Khao Mao Community members. It could be explained that the English Facebook fan page tended to create to promote Khao Mao Community products. Balwani (2009) categorized a successful Facebook fan page into 5 components: networking, resource, contests, empowering pre-existing pages, and targeting the proper demographic. The finding is consistent with Duanrabram et al. (2020), who studied multimedia development to promote tourism of Sanuan Nok Village in Buriram. Their result showed that the characteristics of the English multimedia and fan page of Sanuan Nok Village included the slogan, background, the route to the village, tourist attractions, learning stations, local food, accommodation, products, and souvenirs.

After the English Facebook fan page had been done, the researchers distributed the satisfaction questionnaire to evaluate the satisfaction of Khao Mao community members and visitors toward the English Facebook fan page. The results showed that the target group satisfied the English Facebook fan page overall at a high level ($\bar{x}= 4.42$). Oliver (1980) pointed out that customers' prior expectations would be first formed to purchase a product or service. Second, consumption of or experience with the product or service produces a level of perceived quality that is influenced by expectations. Furthermore, the finding is



consistent with a study by Duanrabram et al. (2020), who studied the development of multimedia to promote tourism of Sanuan Nok Village in Buriram as the results revealed that the satisfaction of Sanuan Nok's villagers overall was found at a high level ($\bar{x}= 4.16$). This finding is also consistent with Kammok et al. (2021), who studied Thai-English translation for village information website development of Muangthale Village, Khaen Dong District, Buriram Province. Their finding showed that the satisfaction of Muangthale village and website visitors overall was found at the highest level ($\bar{x}= 4.69$). In this study, the target group was satisfied with the English fan page at a high level since it was according to their needs. The Khao Mao members were satisfied with the contents needed, while the visitors were satisfied as it got them to realize on the Khao Mao Community better.

11. Conclusion

First, the need on the English Facebook fan page to promote the products of Khao Mao Community members was analyzed and found at a high level. Next, an English Facebook fan page to promote Khao Mao Community products was developed according to the needed content. There were pictures, video, and other information related to the history, process of Khao Mao, and the benefits of the products. Finally, satisfaction with Khao Mao Community products' English Facebook fan page was evaluated by Khao Mao Community members and visitors and found at a high level. The Khao Mao members were satisfied with the contents needed, while the visitors were satisfied as it got them to realize on the Khao Mao Community better.

12. Recommendations

1. The multimedia development to promote other local tourism products in Buriram should be examined in future studies.
2. Future studies should add more research instruments and products, such as manuals and packaging.
3. The comparison of satisfaction among Khao Mao Community members and visitors on multimedia development should be performed in future studies.

The researchers believe this study is advantageous for promoting the human well-being and tourism of the Khao Mao Community. Also, this study's results can be used as a guideline for developing an English fan page to promote other tourist products in Buriram.

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