

Abstract

Research Title : Folk Media and identity creating of Salaya community

Author : Ms. Chinoros Thinwilaisakul

Year : 2011

.....

The research, Folk Media and Identity creating of Salaya Community is aimed to study the patterns of Folk Media in Salaya Community and find some which can be identified as the community's identity so it can enhance the values in tourism in Salaya Community. In this study, the researcher collected primary and secondary information, especially, the primary information were collected in a field with all who related with Folk Media in Salaya Community and lived in the area more than 20 years by in depth interviewing. Also with participant observation and non participant in order to find the knowledges and experiences from those who acknowledge.

The research indicates that Salaya Community is an old community which has traditionally cultural resources and histories. The researcher has collected and distributed the Folk Media into 3 categories sor example Folk Tales, Folk Songs and the Local traditions. The Local traditions which are still well preserved and passed on are Traditions associated with Buddhism. Folk music is still used in some rituals such as the ordinations, the weddings but they have been less used. Folk Tales have still told especially for the little children in the family, but haven't been publicized.

The analysis of Folk Media available in the community indicate that Folk Media which has attracted a third party to come is traditional media, especially a regatta which is held in the ceremony in Salawan Temple which can identified as an identity for Salaya Community hall as a devout buddhist, a community of love, harmony and a sense of humor.

(3)

Researchers have suggested that there should be a distinctive identity for the regatta, which was originally a tradition by exhibits a song in which they used in a regatta so this will enhance the value of tourism. Moreover, groups or clubs should be established to communicate, creating traditional values, and publicize all of these to the people inside and outside the community. Also a selection of other local medias will be used to create incentives for more tourists as well as a variety of advertising media to approach the audience thoroughly.