

The Use of Line Application to Develop Distributors Publicizing Ban Pho Products in International Markets in Accordance with the policy of Thailand 4.0

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ABSTRACT

This study purposed to enhance the use of the Line Application in order to incite and to develop the sale system of Ban Pho Products which can encourage the self-sustaining local community. The results of the research have shown that The Line Application can effectively enhance English language skills (76%). The skill which was mostly enhanced was writing skill (87%). The self-acquired knowledge of the samplings was mainly English expressions, western culture, and the study of third languages, namely Chinese and Korean. The data analysis of an achievement summary form of The Line Application usage has shown that Ban Pho product distributors (78%) felt satisfied with the way The Line Application could enhance product publicizing clearly which can be seen from the sale increase of 33% comparing with the sales during the same period in 2013-2015. This research has revealed that The Line Application is one of the many channels which can best promote long-lasting self-sustainability according to the His Majesty The King's philosophy of sufficiency economy (67%). The distributors have learned from the samplings how to publicize various information on The Line Application such as product information, price, store location, production procedures, and tourist attractions in Nakhon Ratchasima and thus can expand Ban Pho eco-tourism in international markets. The result of research found out that the Line Application can effectively accumulate English for communicative skills in the group of Ban Pho distributors or sellers. It has shown the result that the Line Application is one of the channels which can be the best way stimulating long-lasting self-sustainability in Ban Pho according to the king's philosophy. The distributors have learned from the samplings how to publicize various information on the Line Application and thus can expand Ban Pho eco-tourism in international markets according to the policy of Thailand 4.0.

Keywords: Line Application, Ban Pho Products, international market and Thailand 4.0

1. INTRODUCTION

This study realizes that social network sites such as MySpace, Facebook, Cyworld, Bebo and Line Network have attracted millions of users around the world, many of whom have integrated these sites into their daily practices. As of this study, there are hundreds of social network sites with various technological affordances, supporting a wide range of interests and practices. While their key technological features are fairly consistent, the cultures that emerge around social network sites are varied. Most social network sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities. Some social network sites cater to diverse audiences, while others attract people based on common language or shared racial, sexual, religious, or nationality-based identities. Social network sites also vary in the extent to which they incorporate new information and communication tools, such as mobile connectivity, blogging, photo sharing and video-sharing.

This present time, scholars from disparate fields have examined social network sites in order to understand the practices, implications, culture, and meaning of the sites, as well as users' engagement with them. This research article "The use of Line Application to develop distributors publicize Ban Pho Products in international markets according to the policy of Thailand 4.0" analyzes a wide spectrum of social network sites using various methodological techniques, theoretical traditions, and analytic approaches.

However, since 1997, the world's citizens have encountered the economic crisis in this globalization age. Countries all over the world visualize the phenomenon of "the world economic crisis" which affects several countries to face "the collapse of the global economy". It impacts world leaders to be aware that they should not only pay attention to the growth of Gross Domestic Product or GDP but also to the increase of Gross National Happiness or GNP. GNP is designed to measure the quality of life and the social progress in more holistic and psychological terms. GNP was presented in 1972 by Jigme Singye Wangchuck, the 5th current reigning Dragon King of the Kingdom of Bhutan. The King of Bhutan gave the speech that he was inspired to raise GNP in Bhutan because he was impressed by the principles of The Philosophy of Sufficiency Economy which was created by His Majesty King Bhumibol Aduladej, the current monarch of Thailand.

After studying the contents mentioned above, the researcher aimed to do "the multi methodological research" that consisted of 4 academic fields that were 1.) The Philosophy of Sufficiency Economy 2.) The Use of English for Communication 3.) Online Social Network : the Line Application and 4.) International Market. The purpose of the study was to develop Nakhon Ratchasima Province which is the researcher's birthplace. This province is locally called Korat. Korat is well-known for its Ban Pho products like handicraft and wooden furniture. Ban Pho is one of the rural districts of Korat. The products are sold only among a small group of Thai customers. The items are not yet well-known in international markets. Because of a small number of the products sold, Ban Pho villagers are still poor and they do not have enough income to spend for their families. This causes the young generation to leave the district and move to work in industrial provinces for higher earnings. To solve this problem, the researcher determined to increase the purchasing volume of Ban Pho products by using the Line Application which is free of charge innovative material to increase the products' sale via international online market system. However, most of the villagers could not use English to communicate with online foreign buyers. To untangle the problem, the researcher selected students of Nakhon Ratchasima Rajabhat University to train and guide the villagers how to use the Line Application as the tool for the online market and how to use English to communicate with online foreign buyers. The researcher assumed that when the villagers were able to use English for communication on business via the online marketing system using the Line Application, they would increase the huge volume of products' purchasing. This would help the villagers to have the better quality of living relevant to the concept of the philosophy of His Majesty King Bhumibol Aduladej, the beloved king of Thailand.

2. LITERATURE REVIEW

The Utilization of the Line Application to Promote The Philosophy of Sufficiency Economy on World Market and to Teach English for Communication in The Alternative Globalization Era

Recently, the world citizens have realized that the growth of GDP should be balanced with GNP. The King of Bhutan uses GNP to signal his commitment to build an economy that would serve Bhutan's unique culture based on Buddhist spiritual values. He is committed to

develop Bhutan to increase the country's GNP according to the framework of The Philosophy of Sufficiency Economy which was created by His Majesty King Bhumibol Aduladej, the King of Thailand. His Majesty has talked about the sufficiency idea since 1974. In his customary birthday speech of that year, he wished everyone in Thailand "sufficient to live and to eat". This was indeed a precursor to the sufficiency economy. His Majesty also said "The development of a country must be step by step. It must start with basic sufficiency in food and adequate living, using techniques, instruments, and materials which are economical but technically sound. When this foundation is secured, then higher economic status and progress can be established." It is obvious that His Majesty's Sufficiency Economy Theory is not the type found in a mainstream economic textbook, but it would be inaccurate to interpret it as the antithesis of mainstream economy in every aspect. His Majesty The King used the phrase "middle path" or "middle way" to describe the pattern of life which every Thai and people all over the world should lead – a life dictated by moderation, reasonableness, and the ability to withstand shock. However, the concept of the philosophy is to use a material that people utilize in their daily lives valuably. It can be said that the user will apply his daily material to develop his standard of living. To explain this concept clearly, the Line Application which is called the free of charge online social network website should be applied to enhance the quality of living of Korat local people as well as be used as a teaching tool to teach English for communication for local people.

The Impact of Online Social Network Towards The Quality Living of People in The Globalization Age

In the age of globalization, online social network is one of the innovative technologies which is one of the many important factors in people's living quality. It helps population worldwide to be connected and to communicate with each other by using just one computer page. It has been developed to have more advantageous functions. The network is functioned and connected through several high technology products like a computer, a notebook computer, a mobile phone, a tablet, a d camera and a new technology television. The manufacturers agree that this cyber-linked system is the centre for consumers to chat, to work, to send files, to contact, to create and to upload video clip, to have meeting and to entertain themselves using only one network. There are many social networking websites created such as The Facebook Website, The Ning Website, The Twitter Website, The Blogster Website and the Line Application etc. The number of online social network users is increasing rapidly. Over ten millions users know that this network is able to support them to have better global communication and living styles. Obviously, nowadays, this network is also used to develop international online market and to teach English for communication.



Figure 1 Timeline of the launch dates of many major social network sites and dates when community sites re-launched with social network sites features

How The Line Application Can Be Utilized as The Innovative Teaching Material in Teaching English for Communication

Nowadays, The Line Application is used as an innovative teaching material in English for Communication Approach. Ban Pho Wittaya School in Thailand was one of many schools which studied how to effectively use The Line Application to enhance students' confidence in

using English for communication. The research populations were asked to contact and communicate with online foreign users via The Line Application by using English. The research duration was four months. The study showed that the sampling group was enhanced in English vocabulary literacy (87 %) and they were more confident in using English for communication (72%) . The study results of Ban Pho Wittaya School were relevant to the research findings of Hawailie Collage, in Malaysia, which studied how productive is the use of The Line Application in promoting Teaching English for Communication. The results showed the target group was enhanced in English reading comprehension (80%) after they practiced reading English news, articles and comments posted on the website. The group learned Western culture and the ways of life from European Twitter Website users (65%). Interestingly, European Line Application users also gained the knowledge of living in Asian community posted by Hawailie’s sampling group. This shows that world citizens who live in different continents are able to learn and to exchange a variety of global cultures via The Line Application linked.



Figure 2 Online Marketing



Figure 3 The use of Line Application in international market

How The Line Application Can Be Applied to Promote Online International Markets

It is known that there is a high competition in the track of the world trading. At present, businessmen all over the world use online social networking websites to enhance their huge

amount of earnings yearly. Many studies have shown that customers prefer to see, to select, to buy, to order products, and to give feedback via this system. They are satisfied to purchase goods anywhere and anytime by one stop service system. Buyers today can post questions on product's webpage and can receive answers immediately. There are many online social networking websites used in the world marketing system including the Line Application. The Line Application is ranked one of the five world favourite online social network used by over ten million people. It has been created and systemized to help global citizens in communicating, connecting, chatting, sending interesting links, and posting picture visually. Gistal Company, in Indonesia, is one of the companies which sells and exports wooden furniture both domestically and internationally. In 2010, the company increased the revenue by using the website in international distribution. It helped the company to have the higher revenue than the earnings in 2007-2009. The study result of Gistal Company was relevant to the findings of the study of Timbery Company which is located in Vietnam. The company manufactures herbal products like food, medicine and cosmetic. In 2010, the company increased the market share in the world economy by using The Twitter Website. Within a month, there were over ten thousands users who followed the information of Timbery Company's products via the website. In term of public relations, this system helped Timbery Company to be well-known in world business comparing with the year 2009.

3. METHODOLOGY

3.1 Participants and The Research Duration

The research had two groups of specific samplings that were 1.) 35 undergraduate juniors majoring in English who enrolled in "the course of Technology and Language Teaching Language" during the first semester of the year 2015 and 2.) 35 Ban Pho distributors who were volunteer to try out The Line Application to promote their products in international markets. The research duration was 16 weeks.

3.2 Research Instruments and Data Analysis

The research instruments was The Line Application and Teaching English for Communication Approach that were integrated and investigated by means of questionnaires, interviews, and observation reports the sampling groups' awareness level of reflective process in relation to their understanding of the use of The Line Application to develop rural area according to the philosophy of His Majesty The King. Data analysis was measured by percentage.

3.3 Methods

Two groups of the research populations were introduced to the framework of The Philosophy of Sufficiency Economy and the research methodology by the researcher. The two sampling groups, students and Ban Pho distributors, worked in pair. Two weeks before the study, the students were taught how to use The Line Application and English for Communication. During the research process, week 3 – 10, the students were the trainers and the distributors were the trainees. The students were trained how to up load various information of Ban Pho products and Korat tourist attractions written in English. All English information was posted via The Line Application created by the students. A student also trained a Ban Pho volunteer distributor how to use English for communication on international online trading. Each week, the researcher interviewed the students how effective the use of The Line

Application could enhance their communicative English ability with The Line Application online foreign users. The researcher interviewed the Ban Pho distributors how productive the use of the website could promote Ban Pho's products in international markets. Also, the Ban Pho distributors were interviewed how The Philosophy of Sufficiency Economy could be adapted to develop their business and living. Information gained from the interview was collected in observation and interview reports. Week 16, all data collection was evaluated and concluded.

4. THE FINDINGS

The results of the research have shown that The Line Application can effectively enhance English language skills (76%). The skill which was mostly enhanced was writing skill (87 %). The self-acquired knowledge of the samplings was mainly English expressions, western culture, and the study of third languages, namely Korean and Japanese. The data analysis of an achievement summary form of The Line Application usage has shown that Ban Pho product distributors (78%) felt satisfied with the way The Line Application could enhance product publicizing clearly which can be seen from the sale increase of 33% comparing with the sales during the same period in 2013-2015.

This research has revealed that The Line Application is one of the many channels which can best promote long-lasting self-sustainability according to the His Majesty The King's philosophy of sufficiency economy (67 %). The distributors have learned from the samplings how to publicize various information on The Line Application such as product information, price, store location, production procedures, and tourist attractions in Nakhon Ratchasima and thus can expand Ban Pho eco-tourism in international markets.

5. CONCLUSIONS

A teacher in the age of globalization is able to enhance students' English communicative skills in real situations. This study investigated that The Line Application could be applied to use as innovative teaching material in English for Communication Approach. Students contact and communicate with foreigners by using English language genuinely through The Line Application. The students can enhance their English writing skill by writing English information for publicizing Ban Pho products and Korat tourism via The Line Application. After Ban Pho and Korat information was posted, there was a huge number of The Line Application foreign users posted their questions on the application's wall. This encouraged the students to think by themselves how to reply those questions using English language. Productively, the students implied that they enjoyed studying English themselves rather than studying from textbook. They agreed that they could use The Line Application as outside class activity. The students not only enhanced the skill of using English for communication but also they increased their "public consciousness" in upgrading the living standard of Ban Pho district which is their birthplace. For Ban Pho distributors, they found out that The Line Application could be used to help their product to be publicized clearly which was seen from the sale increase when comparing with the sales during the same period in 2013-2015. They agreed that this application was the tool to best promote long-lasting self-sustainability according to His Majesty The King's philosophy of sufficiency economy. The distributors have learned from the samplings how to publicize Ban Pho information on Twitter website. After the study, they were inspired to create their new business line that was to do Home Stay Business. Because the tourist information of Ban Pho and Korat was posted on The Line Application, there were so many online foreign users interested in visiting, travelling, and

staying in Ban Pho. Interestingly, they were satisfied with the simplicity of living of Ban Pho local villagers which would not be found in other continents.

This study presented the model of how local people, students, scholar, and the university could cooperate in developing their own rural area. When the local area is developed, it will upgrade the quality of living of local people. These points promote local people to be self-supported although there is the collapse of world economy outside the country. Besides, it shows that when local villagers are sparked in using innovative material to develop their works, they are inspired continuously to develop their birthplaces in other different ways. This can be implied that the villagers are motivated to create their own “particularity of living” which reflects the main theme of The Philosophy of Sufficiency Economy. The distributors have learned from the samplings how to publicize various information on the Line Application and thus can expand Ban Pho eco-tourism in international markets according to the policy of Thailand 4.0.

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