UNIVERSITI PUTRA MALAYSIA

FARMERS ' PERCEPTION OF EBN FARM RADIO PROGRAMME IN TAMBOL-SADEJ OF HUANG DISTRICT, LAMPANG PROVINCE, THAILAND

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BY

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Finally, I dedicate this thesis to Thai farmers, almost seventy percent of the population all over the the kingdom of Thailand, for whom I am working to bring benefits.

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FARMERS' PERCEPTION OF EBN FARM RADIO PROGRAMME IN TAMBOL-SADEJ OF MUANG DISTRICT, LAMPANG PROVINCE, THAILAND

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Supervisors : Professor Dr. Sulaiman Hj. Mohd. Yassin

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The objectives of this study were: (1) to determine the farmers' perception of EBN farm radio programme, (2) to describe the radio listening behaviour of the farmers, (3) to determine the relationship between farmers' perception and some demographic, socio-economic, and communication factors. The study also tried to formulate guidelines for agricultural radio broadcasting.

A total of 183 farmers from eight villages of Tambol-Sadej, Muang district, Lampang Province Thailand were selected by using a simple random sampling method. Data were gathered by personal interviews and analysed by using the Statistical

Package for the Social Sciences (SPSS PC+). Nine hypotheses were tested by Pearson Product-Moment Correlation, while frequencies and percentages were used for other descriptive analyses. The study revealed that, only 51% of the respondents listened to the EBN farm radio programme. In general, the farmers had moderately favoured this programme in terms of usefulness, comprehensibility, credibility and appropriateness in presentation. The perception was analysed with each of the independent variables separately to determine the directional relationship and degree of association. The independent variables such as education, income, farm size, organizational participation, media availability, media exposure, localite and cosmopolite communication were found to be related positively with perception. In contrast, age was found to be related negatively with perception.

The study also found that the farmers chose the radio programme simply by arbitrarily changing channels until they found their favourite programme. They also preferred to listen to AM radio during early morning (5.00-6.00), lunch time (12.00-13.00) and early evening (18.00-19.00) in their houses as well as their farms with the range of time from 30 minutes to 1 hour. Their favourite programme was news, which they listened to in order to keep informed of general events. Local

folk songs and drama were considered as their second favourite programmes that they preferred to listen to while working . The farmers also liked to participate in the programmes that offered lucky prizes and documentary supports by means of letter.

The results of this study also suggested the guideline to improve further the farm radio broadcasting. The farm radio programme should be broadcasted through AM system at the suitable time such as early morning (5.00-6.00), lunch time (12.00-13.00) and early evening (18.00-19.00) with the range of time from 30 minutes to 1 hour. The news should be regularly and timely broadcasted. The magazine radio format which include the various styles of presentation such as local folk song, drama and replying farmers' letters should be considered in order to avoid monotony. The EBN Lampang radio station should produce the farm radio programme based on the needs of local farmers in terms of pomology, vegetable growing and livestock rather than pre-set, network programmes. Communication strategies such as lucky prize offering, providing documentary supports, and responding to farmers'letters should be employed in order to provoke the farmers' interest. Public addressing system should be used to broadcast the farm radio programme throughout the village at the suitable times. The target audience should be divided into

certain groups according to their age so that the certain programmes could be produced to fit the needs of a certain group.

Abstrak tesis yang dikemukakan kepada Senat Universiti Pertanian Malaysia sebagai memenuhi sebahagian daripada keperluan untuk mendapatkan Ijazah Master Sains.

PERSEPSI PARA PETANI MENGENAI PROGRAM RADIO LADANG EBN DI TAMBOL-SADEJ DARI DAERAH MUANG, PROVINSI LAMPANG, THAILAND

Oleh

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Penyelidikan yang dijalankan ini bertujuan: (1) menentukan tanggapan para petani terhadap program radio ladang EBN, (2) mengkaji tingkah laku para petani tentang pendengaran radio, (3) mengetahui perhubungan di antara pandangan para petani terhadap beberapa faktor demografik, sosio-ekonomi dan komunikasi. Kajian ini juga adalah untuk membentuk garis panduan mengenai penyiaran radio pertanian.

Sebanyak 183 orang petani dari lapan buah kampung di Tambol-Sadej, Daerah Muang, Negeri Lampang, Thailand telah dipilih dengan menggunakan satu kaedah persampelan rambang. Data-Data telah dikumpulkan hasil daripada temuduga orang perseorangan dan telah dianalisis dengan menggunakan Pakej

Statistik untuk Sains Sosial (SPSS PC+). Sembilan hipotesis telah diuji dengan menggunakan `Pearson Product-Moment Correlation,' di mana kekerapan dan peratusannya telah digunakan untuk membuat analisis diskriptif. Kajian ini mendapati bahawa hanya 51% daripada kaum petani pernah mendengar program radio ladang EBN. Secara am, para petani mendapati program ini adalah baik terutamanya dari segi kepentingannya, pengertian, kepercayaan dan kesesuaian penyampaian. Tanggapan ini telah dianalisis dari segi perkaitannya dengan setiap angkubah bebas seperti pendidikan, pendapatan, saiz ladang, penyertaan dalam organisasi, kedapatan media, pendedahan kepada media, penempatan dan komunikasi persekitaran, didapati mempunyai perkaitan yang positif dengan persepsi. Di sebaliknya umur mempunyai perkaitan negatif dengan persepsi.

Dalam kajian ini juga, didapati para petani memilih program radio ini dengan cara menukar stesyen dengan sewenang-wenangnya sehingga memperolehi program kesukaan mereka. Mereka juga lebih suka mendengar radio AM pada waktu pagi iaitu (5.00-6.00), pada waktu makan tengahari (12.00-13.00) dan pada waktu petang (18.00-19.00) di rumah mereka ataupun di ladang selama 30 minit hingga 1 jam. Program kesukaan mereka adalah warta berita untuk mengetahui tentang peristiwa-peristiwa umum. Lagu-lagu kebudayaan tempatan dan drama juga digemari

sebagai program-program kesukaan mereka yang kedua semasa bekerja. Para petani juga suka menyertai program yang menawarkan hadiah bertuah dan penyebaran maklumat secara persuratan.

Hasil daripada kajian ini, adalah dicadangkan diadakan garis panduan untuk memperbaiki dengan lebih mendalam lagi tentang penyiaran radio ladang. Program radio ladang ini juga sepatutnya disiarkan melalui sistem AM pada masa yang sesuai seperti pada awal pagi (5.00-6.00), waktu makan tergahari (12.00-13.00) dan waktu petang (18.00-19.00) selama 30 minit hingga 1 jam. Warta Berita sepatutnya kerap diadakan dan tepat pada masa siarannya. Format majalah radio yang mengandungi pelbagai gaya persembahan seperti lagu kebudayaan tempatan, drama, serta menjawab surat-surat petani, harus dipertimbangkan untuk mengelakkan kebosanan. Stesyen radio EBN Lampang juga harus menghasilkan program radio ladang berdasarkan kepada keperluan para petani tempatan dalam persoalan pomologi, penanaman sayur-sayuran dan ternakan daripada pre-set', rangkaian program. Strategi komunikasi seperti peraduan hadiah bertuah, sokongan rencana dan balasan surat-surat kepada petani harus diadakan bagi menarik minat para petani. Sistem penyampaian awam harus disiarkan terus-menerus dalam program radio ladang kepada seluruh perkampungan pada masa yang sesuai. Sasaran terhadap para pendengar harus dibahagikan mengikut

kumpulan-kumpulan tertentu mengikut umur masing-masing untuk membolehkan program-program tertentu berhasil, mengikut keperluan kumpulan masing-masing.

CHAPTER I

INTRODUCTION

Overview of Thailand

The kingdom of Thailand was known for centuries to outsiders as "Siam", located in the Indochina Peninsula with a total area of 513,115 square kilometres and a total population of 53 million. Thailand is bordered by Burma to the west, Laos to the north, Kampuchea to the east and Malaysia to the south. Its location is at 5 to 20 degree N latitude and 95 to 105 degree E longitude. This location provides three seasons a year, namely; the cool season from November through February, the summer season from March through June, and the rainy season from July through October. The average temperature ranges from 23.7 to 32.5 degree Celsius (Office of the Prime Minister, 1987).

Located in the tropical climate zone, Thailand is predominantly an agricultural country. The main agricultural products are rice, cassava, rubber, corn, sugar cane, livestock, poultry, marine and fresh water products. In Thailand, agriculture is regarded as a fundamental source of the national economy. In 1988, agriculture accounted for 17.4% of the gross national product, provided 59.5% of the country's

export income and employed 61.34% of the nation's labour force (Division of Policy and Agricultural Development Plan, 1987).

Thailand is divided into 73 provinces within four regions, namely, central, southern, northern, and northeastern. There are 724 districts, 5,840 subdistricts and nearly 55,000 villages. The majority of the population, about 95% are Buddhists. Compulsory education is provided by the government and the first six years of primary school is free of charge. Consequently, the national literacy rate of 86% in 1985 was relatively high for South-East Asia (World Almanac, 1987).

Thirty-three million farmers, approximately 70% of the total population, live in rural areas in homogeneous groups along rivers, canals, and roads. Of the country's total area, about 38% is under cultivation, with some 20% of this presently under irrigation. Approximately 90% of the farmers in rural areas, almost 6 million families, earn their income through subsistence farming, particularly rice cultivation and field crop production (Center for Agricultural Statistics, 1987).

Since the majority of the population in Thailand are farmers scattered throughout the rural areas the current dissemination of information through interpersonal communication between change-agents and clientele is quite limited. Consequently, the radio has been considered a