
Guidelines for local political development: A Case study of bangraknoi district administrative organization, amphoe mueang, nonthaburi province

*Dr.Kongchit Shinnasin

**Associate Prof. Thanee Wongyannava

Introduction

Thailand is developing rapidly, resulting in more prosperity in various fields, including the development of politics, democracy with public participation, which is a good thing. But in the current state situation improper public participation As a result, the political crisis in the country continues to rise. Throughout the past these problems stem from the current conflict between political and military groups. It has argued against and supports numerous, and also reflects the inequality and divide between urban and rural people which resulted in the turbulence of Thai politics it also affects many other problems such as Economic problems, social problems, education problems, etc. It also made the political deterioration of Thailand significantly. Most of the cause is from the "people", where people here play a number of roles related to politics, such as people in administrative roles People in a politician role People in the role of the general public but everyone has different demands for political rights and functions that serve different purposes. This causes problems in the Thai political system that has to be resolved accordingly. To create a proper political culture of all parties and people in the country. Problems that show that Thailand needs to develop politically are as follows.

1. The Problem of using the constitution the problem arose from a misinterpretation of the intent of the constitution as the national authorities tried to interpret the constitution for the benefit of themselves and their associates including the problem of frequent constitutional changes that lead to the lack of continuity of enforcement.

2. The problem of lack of unity of the Thai people which resulted from differing political and administrative views the injustice of social processes, including conflicts of interests in society, causes corruption problems corruption problems etc.

3. Problems of lack of political ethics of the Thai people, such as the purchase of voting rights in public elections. Politicians focus too much on their own interests and their own interests. Failure to fulfill promises made to people before elections etc.

From the problem mentioned above all Thais should think and review each other to see whether the existing political system is appropriate or not especially when there is any election cannot block the power of money and the purchase of sound rights including the widespread corruption crisis that the political system cannot find a solution so how can Thailand able to reform politics. Policy corruption seems to be commonplace. They cannot be resolved and are often inextricably linked with government policies. Even for decentralization, there is a bill known as a change in money. Tendency of state dictatorship Election dictator by the governance of the elected persons which the government has great power the public objection will not be effective. The government has enacted laws that are against the rule of law, such as the Amnesty Act. There was also a revolution. Frequent coups this may be because the government took control of the bureaucracy by appointing important positions by allowing those who oppose to progress in official duties. Make government mechanisms tolerate political and military power for this reason, there is a political movement by the people. The political crisis escalates into conflicts within a divided society. Not just an idea rather oppose or support the bipolar person. There was no time when the people were so stirred up. Therefore the rural people became very active in politics but it is on the negative side and it tends to be more severe.

From the current political events Thailand's politics should be developed urgently otherwise it may result in the collapse of the democratic political system accordingly. It will come on suddenly and return to dictatorship and democratic democracy as a gradual process. By reducing the quality of democracy, especially the dimension of freedom and equality, on the one hand, the third wave of democratization and the cognitive transition to democracy has begun to be questioned. That the current phenomenon can still be explained or not and the trend of democratic political problems can be considered in two main areas: 1) the recovery of dictatorship and 2) trend of democratic

* Thammasat University, Thailand

**Thammasat University, Thailand

problems. The dictatorship has begun to recover and reshape its form of government to survive and strengthen through various mechanisms. It can take into account many aspects such as democratic deconsolidation, democratic deficits and democratic disenchantment.

From the democratic crisis that occurred in the present this raises many questions, for example: 1) is democracy progressing to a decline? 2) How is democracy in the world experiencing crises or even 3) is democracy dead? These questions are well reflecting concerns about the current state of democracy. Although the wave of democracy of the 1970s and 1990s positively signaled the development of democracy in many parts of the world. On the other hand, this trend has brought a negative signal that concerns democracy in many countries are beginning to deteriorate. This can be seen from the use of various vocabulary among scholars who study democracy to show that "Democracy is experiencing problems" such as decline, recession, erosion, rollback, and breakdown one approach to political development is. Giving people the opportunity to participate in politics it is the development of participation in Thai politics as pluralism, or is a concept that respects difference and diversity (Diversity) in various dimensions of people in society. Since politics Social and cultural life, which encourages people to take part in political, economic and social driving or development, strengthening communities also known as "civil society", although Thailand has the Constitution of the Kingdom of Thailand in 1997 until the Constitution of the Kingdom of Thailand in the year 2017 that emphasizes the participation of people in politics. But the current politics he pointed out that the political participation of the Thai people has not been successful observation from the elections of the House of Representatives in the past from 2001 to 2019 found that the political participation of the democratic people has decreased. It can be observed from the use of people's electoral rights that are significantly reduced, for example The latest election (March 24, 2019) in Nonthaburi Province, which is divided into 6 districts, has 1,001,744 voters, but only 722,021 people have exercised their rights, or 72.07 percent, especially in district 2, which is an area with people in Bang Rak Noi Sub-District people in this district had the lowest number of voters, with 157,760 voters, with only 109,147 voters, 69.18 percent. This could be due to a variety of factors. Both the limitations set in the constitution itself including the restrictions of the people in political participation this problem has occurred at local levels across the country as at the end of 2003.

College of Local Administration Development King Prajadhipok's Institute has organized a forum to mobilize opinions from those concerned from the election of the President of the Provincial Administrative Organization and members of the Buriram Provincial Administrative Organization which is the pilot province for direct local administrators election according to the Provincial Administrative Organization Act (No.3) BE 2003, which results from a forum for brainstorming, there are interesting points and observations which are problems and obstacles. From the management of elections, several reasons, including the phenomenon of collusion, known as "Political Collusion" of many provincial administrative organization candidates in terms of electoral management and control mechanisms, there are also problems and obstacles, such as the problem of setting up electoral regulation rules that are still very confusing for office workers. Election Problems in registering the voter names are incomplete, such as in some districts of Nonthaburi province, according to news voting problem problems in scoring or even the problem of the preparation experience of the provincial deputy, who must serve as the director of the local electoral office of the provincial administrative organization to assume the obligation of organizing elections as well as the burden of posing in the event of a provincial administrative organization executive running for election as well and an interesting point is from asking opinions of the people who exercise their voting rights. It was found that many people did not understand the spirit of the law on elections, local council members and local administrators which requires an election of the president of the provincial administrative organization and members of the provincial administrative organization directly in any way not understanding of this intention reflected in the opinion that people do not understand why direct elections are needed and how the results of direct elections differ from before. Including the shocking issue that some people do not know the election. (Chief Executive of the PAO of the Provincial Administrative Organization and members of the Provincial Administrative Organization directly) for what? The condition of the lack of knowledge and understanding about the political matters close to them. It may arise from the fact that the electoral management function Does not attach importance to the awareness campaign process And encourage them to exercise their rights to vote as they should this is inevitably a problem that may become a detrimental effect on the strength of the democratic

political process. This is because politics and government are not just about the elite or the rulers. But it is something that is more or less relevant to all members of society this is because no one will be able to live in a society without interference with politics and government. It can be said that the indifference, inactivity, lack of interest and lack of political involvement of the people is the result of the deviation of democracy. As some scholars have said the people's lack of interest in political participation has shown the gap between political ideology and political reality. Democracy is therefore often an oligarchy in practice. It did not happen only because of the flawed structure and political institutions of the democratic process. It is still partly from the lack of political participation.

King Prajadhipok's Institute has organized a workshop called the local forum No. 1/2004 on the election of the Chief Executive of the PAO, directly Provincial Administrative Organization: Implications for the Thai local future by inviting more than 15 scholars who have knowledge, expertise and experience in local government to participate. Issues in this workshop can be categorized into four main areas: (1) Electoral changes. Provincial Administrative Organization Chief Executive (Chief Executive of Provincial Administrative Organization) and members of Provincial Administrative Organization (PAO) (2) Effects of changes on local government implications (3) Success conditions to be continued and (4)) The relationship between local politics and national politics and political parties The results from the workshop can be summarized according to the above points as follows.

Issue 1: Changes arising from the election of the Chief Executive of the Provincial Administrative Organization (Chief Executive of the Provincial Administrative Organization (PAO Chief Executive) and members of the Provincial Administrative Organization (PAO).

1. Election management

Problems in managing elections of the Election Commission the duration of each step the electoral process was short-lived. Causing problems in preparation and preparation in managing elections and additionally The Election Commission (Election Commission) also delayed public relations on electoral arrangements. As a result, the public lack of knowledge and understanding and causes those involved in electoral management to hold the electoral process, etc. For determining the prohibited characteristics in the campaign of the candidates, local council members and local administrators as announced by the Election Commission prescribing (the 12 golden rules) may hinder the promotion and development of local politics. It will make the candidates not dare to propose policy in politics. In presenting themselves into the decision-making and selection process of the people designating an election to be a duty while not promoting democratic consciousness maybe cause people to come out to exercise only in the quantitative dimensions this maybe lead to inadequate management or their representatives.

2. Knowledge and Understanding of the People.

Knowledgeable people understanding about the election of the Chief Executive PAO and Bangraknoi District Administrative Organization and if compared perception and understanding of urban and rural people found that people in the urban area have knowledge the understanding of local government elections is greater than those in rural areas and, if considering the decisions of the people, will find that people choose Provincial Administrative Organization and the Chief Executive of the Provincial Administrative Organization, based on personal preference Consideration of the individual applicant's policy of conduct the patronage system still has a high degree of public decision-making.

3. Format in public relations campaign

Most of them focus on publicity vehicles, distributing leaflets, brochures, posters and the use of political party symbols in the campaign, taking pictures with politicians or other local influencers rather than clarifications and declare the policy and in some areas there is political slander and between the applicants there may be a political agreement in nature. "Political conspiracy" or "the collusion" happened.

4. Candidates are Provincial Administrative Organization and Chief Administrative Organization PAO

Whenever considering the majority of the candidates for election, it was found that they were people who were previously the Provincial Administrative Organization of the Provincial Administrative Organization and the Chief Executive of the PAO, however, it remains to be seen that most of the candidates do not understand their roles, authority and duties of the Provincial Administrative

Organization, and for some candidates' application reasons maybe apply for political reasons, such as cutting down on other candidates.

5. Elected person

The majority of those elected to be the Provincial Administrative Organization of the Provincial Administrative Organization were those who had previously served as Chief Executive of the Provincial Administrative Organization and received support from political parties both small political parties and large political parties in addition, some of the elected officials were former Chief Executive, reflecting the importance and direction of the local government in the future.

Issue 2: Effects of changes on local government implications

1. Advantages and disadvantages

Executive election which comes from the direct election of the people is a good direction. This will make the local government more stable. In addition, the acquisition of the local administrators directly elected by the people will bring the people closer to the local administration administrators and during the campaign that allows candidates to declare their operational policies. This creates more choices for people to make decisions. In addition, the direct management of the local government organization. There are implications for the relationship between the provincial administration and local governments which may lead to the development of the province

2. Disadvantages

Under the ambiguity it is not clear about the roles and duties of the provincial administrative organization. It could affect the development of local government and could not bring the strength of local democracy. Acquisition of local government administrators which is the same team as the PAO, may affect fairness in allocating the operating budget of the Provincial Administrative Organization because it is a comprehensive management and may contribute to corruption or corruption in the provincial administration organization

Issue 3. Conditions for success that must be continued

1. There should be a mechanism to monitor the work of the local government organization. (Provincial Administrative Organization) by the people because it is the true heart of democracy.

2. In the public relations campaign should pay more attention to educating and information to people on the importance of local government decentralization and roles and duties of local government organization rather than focusing on technical public relations campaign.

3. To create a competitive policy of applicants. There should not be excessive rigid or rigid conditions or restrictions (Iron rule).

4. To achieve continuity and the development of democracy at the local level. The media must continually emphasize and change the way they think and view the local government positively rather than negatively.

Issue 4. Relationship between local politics and national politics and political parties.

1. National politics has a greater influence on local politics and in the trend of political parties supporting the Chief Executive PAO and SAO. It may cause divisions or conflicts within political parties. If that political party is a downward political party but at the same time, the conflict would not arise if it happened to an upward political party.

2. Even if a candidate is applying to or receives support from a political party, the majority of the candidate's policies do not apply the policy of the political parties to the campaign and for the relationship between local and national politics. It should be more dependent or supportive politics than national politics overlapping local politics.

From the local forum meeting, it was concluded that the errors and failures in the management of the electoral office this time maybe cause the Electoral Office to modify the method of elections by arranging elections in each district at different times this could have undermine the growth, stability and sustainability of local politics. Because it reduces the political awareness of the people this is because the heart of democracy lies in the participation of local citizens in monitoring. Although public participation is of the utmost importance to decentralization, it is linked with confidence in the local government organization. The improvement of the structure of the Thai local government organization by involving people in democratic system. Still meet with several important problems, namely state of the problem of local government currently, it is unable to fully respond to the changes in the context of the environment

and the needs of the people and society, namely: 1) the structural problems of the local administration system are not clear democracy. It also has overlaps or overlap with the overall national administration system. 2) Problems in selecting, electing or appointing the administrators of various local administrative organizations to power. 3) Problems in the local administration include 1) problems in policy-making and The plan Implementation of policies and plans and monitoring and evaluation 2) Local human resource issues. Covering human resources issues Both in the legislative branch Administration and Operation Department 3) Local fiscal problems Which consists of Local income and budget problems, including transparency and efficiency In addition, the cause of the political recession is that the people are the foundations of the legitimacy of the state. “The state of the people in politics under the structure of a nation-state makes people the foundation of state power, because when sovereignty “belongs” or “comes from “people, people become the foundation of legitimacy to the state citing people that do not show differences in class, age, gender is a common practice in modern politics.

To develop politics at the local level until becoming a participatory politics of the local people according to the democratic system as mentioned above one of the most important things is how government agencies, such as the local administration or related agencies must know the root cause of the problem and the cause of the problem in order to solve the problem and develop the political at the local level, which requires cooperation between the agencies involved with the people. There is a real goal of development.

For people living in Bangraknoi Subdistrict, Mueang District, Nonthaburi Province likewise, most people have relatively little interest and participation in political activities especially to participate in elections such as the election of the president of Bangraknoi Subdistrict Administrative Organization Subdistrict Administrative Organization as well as members of the House of Representatives, etc. in the year 2019, the number of people to exercise the right to vote members of the House of Representatives there were much fewer numbers than the elections in the past. This may be because the majority of the people in this district do not care and do not care to exercise their voting rights. These could be a sign of the political decline that the previous generations tried to keep the people involved. The student is one who lives in the district and has witnessed a steady decline in political shifts. If there is no correction It may result in permanent local political decline which the studier sees the importance in this matter The study was interested to study the factors causing political problems in Bangraknoi Sub-district, Mueang District, Nonthaburi Province. In order to lead to the solving of problems and the real political development of the local people

2. Research Question

1. What factors affect political development in Bangraknoi Sub-District Administrative Organization, Muang District Nonthaburi Province?
2. Guidelines for political development in Bangraknoi Sub-District Administrative Organization, Muang District, Nonthaburi Province?

3. Objectives of the study

1. To study the factors affecting political development in Bangraknoi Sub-District Administrative Organization, Muang District, Nonthaburi Province.
2. To study guidelines for political development in Bangraknoi Sub-District Administrative Organization, Muang District, Nonthaburi Province.

4. Hypothesis

1. Political participation of people contributes to political development in Bangraknoi Sub-District Administrative Organization, Muang District, Nonthaburi Province.
2. The use of good governance principles contributes to political development in Bangraknoi Sub-District Administrative Organization, Muang District, Nonthaburi Province.

5. Expected benefits

1. Local administrators and related persons know the factors affecting the political development in Bangraknoi Sub-District Administrative Organization, Muang District, Nonthaburi Province.
2. Local administrators and related persons obtained guidelines for political development in Bangraknoi Sub-District Administrative Organization, Muang District, Nonthaburi Province.

6. Research methodology

To answer both questions the students will use the Qualitative methodology which is a qualitative research that aims to answer questions and present the factors affecting the development of politics in Bangraknoi Subdistrict Administrative Organization, Nonthaburi Province including guidelines for political development in the Bang Rak Noi Sub-District Administrative Organization, Muang District, Nonthaburi Province. This study was studied from documentary research and survey research to analyze the actual events about the political culture of the people of Bangraknoi Subdistrict, Mueang District, Nonthaburi Province with the election of local council members directly elected by the people and to organize information, display data, draw conclusions, and verify the validity and reliability of the analysis results from relevant theoretical concepts.

7. Data Collection

Study documents, books and research work related to the political development approach in Bangraknoi Sub-District Administrative Organization, Muang District, Nonthaburi Province. In-depth interviews and group discussions with administrators of Bangraknoi Subdistrict Administrative Organization, leader of 6 villages.

8. Data analysis

Content Analysis is based on the process of analyzing qualitative data from 3 main components:

1. Organizing data is a process deal with information obtained from a variety of ways to be in the form of a systematic document that can be checked for accuracy and reliability.

2. Data display is bringing the separate or broken data units back together again. (Reassembling) to groups according to the issue / topic of analysis.

3. Conclusion and interpretation is a process of finding conclusions and interpret the findings of the organization data regulations and data display then compiled and presented as data characteristics of the narrative.

9. Scope and methodology

Population scope

In this study the sample group studied was people in Bangraknoi Sub-district, Muang District, Nonthaburi Province by sample there were a specific selection of 19 people, consisting of 10 interviewees, including 1 chief minister of Bangraknoi Subdistrict, 1 district sub-district chief, 1 village headman, 5 village chiefs, 1 chairman of the SAO Council, and 1 abbot of Wat Bangraknoi. A group of 9 people were group leaders of 6 villages and political group leaders of 3 people.

10. Conclusion

From the study of factors affecting political development in Bangraknoi Sub-District Administrative Organization, Muang District, most of them relate to the lack of knowledge of the people. Political understanding not receiving news from the Tambon Administrative Organization failure to participate in political-related activities organized by the Tambon Administrative Organization to train people and traditional people in the community have economic problems not interested in politics not socializing, so it is easy to be influenced in the wrong politics. As for the political development approach in Bangraknoi Subdistrict Administrative Organization, most community leaders have similar views. Political knowledge should be provided to people in the community thoroughly. Organize activities where people in the community participate or take a role as both a leader and a follower in each activity. Open a platform for villagers to express opinions between people in the community and the administrators of Bangraknoi Sub-district Administrative Organization and there is public relations to make people know all information thoroughly Community leaders also made additional recommendations on how to optimize political development: Cooperation between people in the community and government agencies as well as Bangraknoi Subdistrict Administrative Organization adopted the principles of good governance which includes the rule of law, the principle of accountability The main Transparency The principle of participation for the benefit of the public and the principle of decentralization to rule the people in the community to create real political strength. In addition, the researcher found that the models that can develop politics in Bangraknoi Sub-District Administrative Organization, Muang District, Nonthaburi Province. Most effectively is a format named COMPLETES MODEL consists of as below.

C = Collaboration refers to the collaboration between the Tambon Administrative Organization and the communities in Bangraknoi Sub-District, as well as working with other relevant agencies to lead the development of political participation.

O = Open mind means open mind is one of the factors that can develop politics as well. Especially opening up and be honest with people in the community because if people in the community love and believe with government agencies, then it will be smooth to ask for cooperation in doing anything.

M = Meeting means a meeting between the Tambon Administrative Organization and communities in Tambon Bang Rak Noi on a regular basis. To create a continuity of ideas and if there are suggestions or problems that need to be solved, they can be managed immediately.

P = Public Relations Public relations is one of the factors that government agencies must do to educate people or people in the community understanding and accepting consistent information it is a good link between government agencies and people in the community.

L = Legitimacy means political righteousness. It is the fundamental right of the people to recognize the lawfulness or in writing and there are reasons that people in society can accept, are suitable for the times and the country.

E = Equality means equality or equality is the basis of human dignity. Humans are equally recognized and protected by the law. Regardless of other qualities such as race, religion, language, country of origin, etc.

T = Transparency means transparency in work. The administrators of the local administration and community leaders of Bangraknoi sub-district Work hard and make sacrifices using good governance principles. Both the rule of law the principle of accountability the main Transparency Principles of participation, as well as principles of decentralization to govern communities until the people in the community build trust this will make people in the community build faith. Trust this will result in true democratic cooperation and participation.

E = Educating means educating people in politics politically to the community from childhood, adolescence, middle age, as well as adulthood by using the principles of political persuasion gradually to educate the law. With simple, consistent and continuous examples until the formation of democratic political knowledge

S = Support refers to political contributions from the public and private sectors to projects or the promotion of political research that focuses on political participation of the community. This support will be a driving force for political reform as well.

The study found that Model for political development in Bangraknoi sub-district named COMPLETES MODEL as show in Figure 1.1.

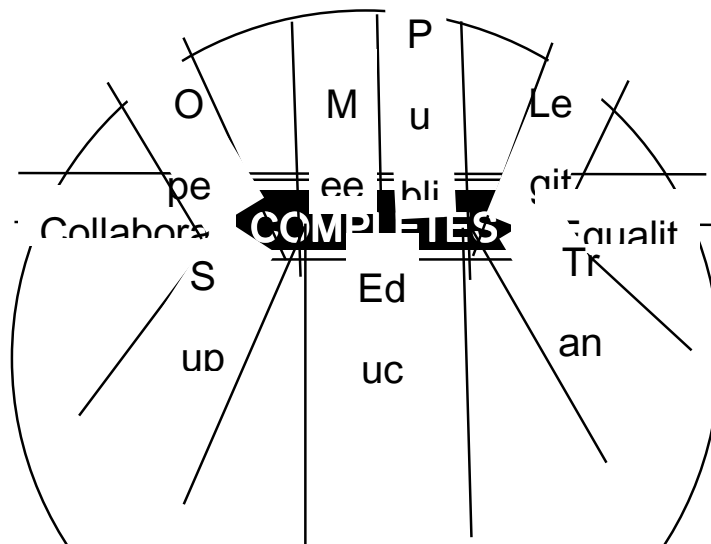


Figure 1.1 shows COMPLETES MODEL, compiled by the author.

11. Discussion

The results of this study on factors affecting political development in Bang Rak Noi Subdistrict Administrative Organization and guidelines for political development in Bangraknoi Sub-District Administrative Organization, Muang District, Nonthaburi Province From in-depth interviews and group discussions From the representative community leaders of Bangraknoi Sub-district Administrative Organization The results of the study were consistent in terms of factors affecting political development in Bangraknoi Subdistrict Administrative Organization. Including the political development guidelines in the Bang Rak Noi Subdistrict Administrative Organization, that is, the main factor affecting political development is the lack of knowledge of the people. Political understanding is less interested in education level politics which is consistent with the concept of Kittisak Handicraft Study of the political participation of people in Nakham Hai Sub-district and Ban Phrao Sub-district, Mueang District, Nongbualamphu province. The research results were found that the rural population is less politically involved. Because people in the community have no interest there is no information about politics. Incomprehensible public relations, including lack of faith in the political system Political development is closely related to social and economic development, and they support each other which is difficult to tell what is the condition of Political development comes first, economic and social development or need to have economic development before political development, but what is clearly seen is Political development and economic development complement each other. If any political system is weak unstable chaos Economic development is difficult at the same time countries with economic backwardness often face political problems. Therefore, political development will help to promote economic progress and economic progress it will help the political system to develop faster Jirachat Naksawat said in a coherent manner and added that the public's lack of interest in politics is due to 3 variables: 1) social environmental variables consisting of education level, occupation age, race, religion, gender and place of residence. 2) Psychological variables consisted of need, power, race, success, relationship with politicians. Social acceptance and 3) political environmental variables comprise the political party system, campaign political ideology in addition, factors affecting the development of local politics are important another example from the interview was to choose a local representative using the patronage system. This is in line with Borwornsak Uwanno and Patan Suwannamongkol said that the selection of local representatives by using the patronage system as an authority which is a practice or culture of kinship and companionship in Thai society they are very supportive of personal relationships and, in local society, give financial importance without looking at accuracy, morality, ethics, knowledge and competence. The patronage system in Thai society is still a lagging system that is inconsistent with the current developed economy. A capitalist model that requires knowledge and competence the consequences of choosing a substitute who do not have the knowledge and ability to manage the local work together with the lack of moral and ethical Cause corruption which corresponds to Kovit Puangngam mentioned that corruption is an urgent problem for Thai society. Because in addition to causing damage to the country hundreds of thousands of millions per year corruption also undermines competitiveness and hurts national development therefore, it is set to be a national agenda.

Another problem posed by group interviews and discussions is that the local decentralization does not really occur. The sub-district administration organization does not have a comprehensive management power. Many policies are awaiting decision-making from superior supervisors, causing delays in work and failing to solve problems that arise in a timely manner can be considered as a mechanism to help strengthen in the economic and social development of the country without limitation whether it is the burden of the local government that may be urbanized or not decentralization to local government must also promote the ability of the local government organization to have the ability to make decisions and to act independently. Efficiency of public service better. Boonthan Dokthaisong said that to give people a complete understanding of democracy is to give people more opportunities to learn and participate in political activities more frequently. The more people get involved in political activities, the more. The more the people have knowledge and experience that will contribute to the development of fundamental democracy only. It has to be a voluntary engagement, not a sedition. For this free or voluntary participation could happen when people have political awareness or political awareness first.

In addition to promoting the participation of the people in political development. Local political development also correlates with political culture and political behavior of that community, which Sombat Thamrongthanyawong said the people's awareness of the political value towards people's way of life

makes them realize the importance of being involved in the political development process, such as political culture. The elements of political development are 1) equality in political participation, for example, equality in politics. The right to receive government services; 2) the ability of the political system, such as meeting the needs of the people in line with the economy and society The political system must correlate with the rationality in management and policy formulation fostering a rational political culture, such as a society where people are educated and trained to think logically. Popular traditional societies tend to be governed by the indoctrination of people to adhere to traditions without reason, etc. 5) the independence of the subsystem, such as the independence of the local government. System of political parties, etc. From group discussions, it is suggested that effective political development is it requires strengthening the principles of good governance, democracy, and public participation. To lead to the development of that country, UNESCO or The United Nations Educational, Scientific and Cultural Organization. Discusses the important role of the media in promoting good governance And other elements as follows (UNESCO, 2005) 1) Participation (Participation) The role of the media is news reporting, decision-making process and presenting opinions of those involved in the issue, where independent media can create space for their opinions. On the other hand, people can use the media as a channel for participation in decision-making processes in programs and policies that affect themselves. 2) Human Rights, with human rights violations to raise awareness of society including being an information provider to solve problems and create knowledge about rights in various fields, however, the media is often controlled to perform this function, such as being censored, restricted access to government information. Legal complaint, fines and imprisonment while the freedom of Expressing opinion and freedom of the press is one of the first priority rights to protect and uphold human rights. 3) The rule of law The media can promote this principle. By presenting investigative and investigative news Both in the investigation process Presentation of the results of the judgment Presenting information from various parties and documents to the public to create transparency in the process of considering projects or issues that are problematic in society 4) Anti-corruption and promote transparency. (Anti-corruption, Transparency and Accountability) It is the most difficult issue that prevents the formation of good governance and it is also the reason that people are unable to have a good quality of life. They are under threat of administrative power. Journalists are often threatened with safety in work, family and reputation, and the larger government agencies making it possible to conceal various information even more eyes come if the press has freedom corruption issues and programs can be well presented to the public, so democratic government agencies should have good relations with the media and have legal processes that protect freedom. In the media work as well, government agencies should also have a sense of responsibility for their own behavior and to society. Providing opportunities for society to come and investigate and society is involved in creating authenticity through media validation. This is the contribution of society that should be fostered in different countries. 5) Governance of the media should be diverse and not regulated by capital groups and politicians to gain a voice from the media. Few are presented and the media should have an ethical and work ethic to help improve the work of the media which media organizations play a very important role in creating responsibility and controlling ethics and ethics including the standards of work to provide accurate, reliable information. The professional association of media should play a role in training the development of the media to be professional. To control the work to have a code of ethics and should promote equality in work for maximum efficiency in addition, the local administration of the Thai state is mainly driven by the bureaucracy. And the development of a public administration system that focuses on implementing the concept, principle of decentralization and local starting principles (Decentralization and subarity) applied to local administration on a cooperation network base. It should be an alternative that will help support and support the Thai state to move forward.

However, political development at the local level is successful or not depends on a number of factors, from which interviews and discussion groups have a consistent view of whether it must arise from collaboration communities and sub-district administrative organizations that are directly involved in political development at the local level have the same goal to develop local government to progress together

12. Suggestion

From the results of the study entitled Guidelines for Local Political Development: A Case Study of Bangraknoi District Administrative Organization, Amphoe Muang, Nonthaburi Province. The researcher has recommendations as the following

12.1 Suggestions from the Results of the Study

1. Local people do not see the importance and take part in local government seriously. Therefore, the local administration organization or related agencies should have both concrete and abstract reinforcement.
2. Should provide legal knowledge. To the local people by organizing a project or various activities to enhance knowledge and understanding of the right to participate in the local government organization by persuading the community to join the project
3. Should publicize to local people about the right and power to participate with the local government organization in carrying out activities as approved by the Constitution of the Kingdom of Thailand must be done simultaneously in several ways such as disclosure of information using a broadcast tower preparing documents or brochures organizing local government activities to meet people the preparation of a website, etc. to allow people to access information.
4. Training and developing local administrators. Local council members and personnel of local government organizations in accordance with the principles of good governance shall be morally and work to protect the interests of local people including training and development of local government personnel to have knowledge and understanding about the law, regulations and various regulations affecting people and effective public participation.
5. Encourage educated communities to study and research on the political participation of the people in local government. Development work in promoting local administration and related laws including supporting funding for research on the aforementioned issues
6. Government agencies such as the SAO should organize workshops continuously. To allow people in the community to learn the rights to participate in political development activities in the local area and recognize the importance of the interests of the local community. It also creates a good relationship between meeting participants and the community and government agencies.

12.2 Suggestions for further Research

1. This study was a qualitative research methodology using a small number of samples. It may result in information that is not comprehensive for all communities in Bang Rak Noi sub-district. Therefore, in the study of political development guidelines in the Bang Rak Noi Subdistrict Administrative Organization In the next time, more quantitative research methods should be studied which is a research method that uses various statistics to analyze data to obtain broad information that will be useful and lead the way for sustainable political development in Bang Rak Noi Sub-district in the future.
2. Should to study about providing knowledge and understanding about political law as well as public political participation. The assessment results are followed up at least every 6 months or 1 year.

References

1. Chanthana Suthichari. (2001). **Politics of Thai government according to the people's constitution**. 1st edition, Bangkok: V.J. Printing.
2. Chaiwat Khamchoo and Groups. (2002). **Ethical transparent governance Administration**. Bangkok: Namfon Printing.
3. Chai Posita. (2007). **The Science and Art of Qualitative Research**. 3rd edition, Bangkok: Amarin Printing and Publishing Co., Ltd.,
4. Chanida Jittaruttha. (2016). **Pyramid culture and democratization**. 2nd Edition, Bangkok: Chulalongkorn University Press.
5. Jintawee Kasemsuk. (2016). **Principles of participation in sustainable community development**. 2nd Edition, Bangkok: Chulalongkorn University Press.
6. Kovit Puangngam. (2010). **Local governance on participation and transparency**. Bangkok: Mister Copy.
7. _____ . (2016). **Management of corruption problems in local Government Organizations**. Bangkok: King Prajadhipok's Institute.

-
8. Nirat Petcharat. (2020). **“School for the Elderly, Bang Rak Noi Subdistrict Administrative Organization.”** Work plan document for the year 2020-2021. Social Welfare Division: Bang Rak Noi Subdistrict Administrative Organization.
 9. Patan Suwanmongkon. (2006). **Politics and Local Government. Nonthaburi: Thai political institutions and processes.** Department of Political Science Sukhothai Thammathirat Open University.
 10. Teerayut Bunmee. (2000). **Overview of Politics, Society and Culture 2000.** Bangkok: Research Fund Office.
 11. Thanet Wongyannawa. (2015). **General public.** Bangkok: Fictitious Publishing House.
 12. Thawinwadee Burikun. (2009). **Participation of the people: from the past to the constitution of Kingdom of Thailand 2007.** First edition. Bangkok: A.P. Graphic Design and Printing Co., Ltd.,
 13. Thinnaphan Nakata. (1991). **Science and Arts, Politics, Thai Administration.** 4th edition. Bangkok: NIDA Public Administration Association textbook project.
-
-