



International Journal of Applied Business and Economic Research

ISSN : 0972-7302

available at <http://www.serialsjournals.com>

© Serials Publications Pvt. Ltd.

Volume 15 • Number 19 (Part-II) • 2017

Economic the Social and Cultural Changes of the Ethnic Group: A Case Study of Non Sung SI Village, Ban Song Sub-district, Khamcha-I District, Mukdahan Province

Pimporn Phukrongpet¹ and Prasit Kunurat²

¹ PhD student of development Science, Faculty of Humanities and Social Sciences KhonKaen University.

² Department of Public theologians, Faculty of Humanities and Social Sciences KhonKaen University.

¹E-mail: pimporn7479@gmail.com, ²E-mail: kprasi@kku.ac.th

Abstract: This article is part of the research titled “Social Solidarity of Ethnic diversity Community” and aims to study 1) the background of the ethnic group in Non Sung Si Village, Ban Song Sub-District, Khamcha-i District, Mukdahan Province; (2) economic, social and cultural changes that have occurred within the group; and (3) factors that affected those changes. This study adopted a qualitative study using interviews and in-depth interviews techniques with 24 key informants, consisting of 4 community leaders, 14 villagers, 3 knowledgeable persons, 2 former members of the Communist Party of Thailand, and 3 civil servants. The results showed that 1) The ethnic group in Non Sung Si Immigrants from the North of Savannakhet Mekong Laos country when stories of about 2268. 2) Economic changes in the community included changes in production, consumption, allocation, exchange, production technology, and trade, which changed to be more dependent on external markets that were capitalist and consumerist. Social changes included changes in social groups, the family, the community, social classes and associations, such as a change from primarily extended families to mainly nuclear families. Cultural changes included changes in values, religion, language, entertainment, education, communications, politics and public health, such as a switch to using modern medicine more than traditional healers. 3) The main factors that affected these changes were the internal factors of environmental and ecological factors and the external factors of government policies and politics.

Keywords: Economic Change, Social and Cultural Change, Ethnic group.

I. INTRODUCTION

Mukdahan province in the North East contains. There were many ethnic groups, both groups of people of Thai i-saan, Phu Tai, Kha, kaose, Ka Leung, Chinese descent and Thailand Viet Nam Community

groups in Thailand, Mukdahan city, considered to be the original peoples who migrated from ban LuangPhonSim. KaysonePhomvihaneSavannakhetdistrict,Lao People's Democratic Republic, these ethnic groups are the descendants of servants and Mukdahan in Mukdahan city who emigrated from thon buri. [1].

Non Sung Si Village, Ban Song Sub-District Khamcha-i District Mukdahan Province. Since b.e. 2504 has begun with the development of rural areas, causing economic changes. Society and culture which resulted from the Thailand Government's development policy and the need to blend different ethnic groups range from approx. b.e. 2510-2520 has developed infrastructure such as utilities create a notion link between Bangkok and the color and hemorrhagic neck roads connected to the various towns and villages, according to the development plan, vol 1 and vol 2 the effect of the development of the rural community, have already resulted in changes to the physical well-being and comfort. [2]

Economic changes. Society and culture up to the present, which is the age change. From the power of information technology or globalization affecting ethnic groups greatly. Contains the Physical changes to the economy or localism comes as economic capitalism to survive competition collection. Result it is privacy, beliefs, values and culture of the community changed from the above problem, researchers have become aware of this problem and the importance of ethnic groups and economic changes. [3] Society and culture so researchers would study the history of the ethnic group household Non Sung Si Village, Ban Song Sub-District Khamcha-i District Mukdahan Province. In the field of economic change. Society and culture. Factors that affect the economic changes. Society and culture of the ethnic groups such as the presentation of knowledge organizations involved in community development and improvement as well as to promote and preserve the cultural diversity of the ethnic group to remain in the community continue to Thailand.

II. MATERIALS AND METHODS

This research uses qualitative research methods, in studies performed for Information researchers have defined procedures and processes in the study of the following: [4]

Area Studyit is an area where there is a wide variety of ethnic groups live. Research, therefore, define the criteria for selecting the areas where ethnic groups live in communities more than 2 ethnic groups. The result of the select areas according to the criteria area home, Non Sung Si Village, Ban Song Sub-District Khamcha-i District Mukdahan provinceconsists of the word ethnic groups Ka Leung, Phu Tai and Thai-ISAN.

This research study to collect data from the key information, the number of people using 24 criteria are those in the community as the leader of a group of activities in the communities living in the area for more than 25 years, the economic and social context, cultural information of the community consists of a senior leader of ethnic community leaders and ethnic groups.

The data collected with qualitative research methods. Researchers used the method of interview and observation as the primary means to collect detailed information. As follows:

- 1) Interview Researchers use technique of in-depth interviews, critical approach to the interview guideline is a tool used in the study to obtain information on economic changes. Society and culture of the ethnic groups.

- 2) The observations made using research the participant observation and non-participant observation the observation approach is a tool to collect information. In observations, the researchers used a method structured observation is the objectives have been defined in the observation that while researchers observe, note pitch. In the first stage of the in the community to learn about economic changes. Society and culture of the ethnic groups in the activity. Important dates for religious merit of traditional communities. Intended date of review, etc. In addition, researchers also use observation does not engage. Observe the behavior in the event of occupational iterate occupation. Participate in community activities, etc.

Processing and analysis of data by analyzing the content analysis to identify, interpret, compare. Relationships and patterns in order to create the phenomenon compels inductive model, using the theoretical concepts that are used as guidelines. To explain the phenomenon, and summarizes the objectives and presentation of the data by a descriptive analysis. [5]

III. RESULTS

Researchers presented the results explained, is 3 parts of 1) the background of the ethnic group in Non Sung Si Village, Ban Song Sub-District, Khamcha-i District, Mukdahan Province; (2) economic, social and cultural changes that have occurred within the group; and (3) factors that affected those changes.

1) The background of the ethnic group in Non Sung Si Village, Ban Song Sub-District, Khamcha-i District, Mukdahan Province

Non Sung Si Village, Ban Song Sub-District, Khamcha-i District, Mukdahan Province, several ethnic ancestry came together the main ethnic group is the descent I. Ka Leung, Phu Tai and Thai-ISAN The original ancestral is endemic Ban Kut NamLaeng, which cut off North of Savannakhetdistrict, Lao People's Democratic Republic, when the rail is a large emigration of about 2268 (1725) of the people coming to settle down in the District of sun exposure. AmphoemueangMukdahan province. In the present, and then moved into the home, non SI and the conch is an area rich with water resources. The villagers, animal husbandry, farming careers Social and cultural conditions of the Community ban Non sang together were like Sri. Benefactor personalities diligent in working Adhering to tradition are transmitted but ancestors of their own costumes. The current ethnic chaoklum to dress like nationals of Thailand in General. In addition, there is a job only to be suffering f. dress, native ethnic group, as the new kot literally. There are some ethnic languages are spoken of, ethnic Phu Tai, which is identical to any other group, group of people, there are unusual noises Tai is Thailand and Lao language with dialects, similar Burma. Tradition and culture inherited from ancestors to the present day, such as Yau. Raising the ghost eye hacked bevel welcome, including 12 months of tradition.

2) Economic, social and cultural changes that have occurred within the ethnic group in Non Sung Si Village, Ban Song Sub-District, Khamcha-i District, Mukdahan Province

2.1. Economic changes

The study found that the Government promote the development of the water supply, road. Electricity and basic commodity crab into the rural areas during the B.E. 2504 make the community of economic changes.

From the original production for sustenance as the main Farming for life the production of household labor is Labor Exchange is the owner of production factors. The consumption of natural resources the contents of the wild hunt. Dividing the share to the existence and relationship to each other as well as make edible food sources, habitats. Exchange, Exchange rice with salt. Rice with contemporary leather is a potential economic prescriptions, one of which causes the distribution of resources and balance via the resource value. [6] The technology used in production. Do not use chemicals. Manual labor jobs in animal people use herbs. Manure has no external dependencies. The current economic system has changed due to the development process in various fields, resulting in greater use of natural resources. Change of economic system Production to meet the market, making the community lifestyle associated with capitalism relies on external resources. Foreign currency exchange as a medium Use of mechanical inputs rely on financial markets. Details, as shown in the following table.

Table 1
Economic changes the ethnic group in Non Sung Si Village, Ban Song Sub-District,
Khamcha-i District, Mukdahan Province

| <i>Economic changes</i> | <i>The past</i> | <i>The current</i> |
|------------------------------------|--|--|
| The economic system. | The economic system. Its production for sustenance As the main In agriculture. | The economic system. Production to meet the market, making the community lifestyle associated with the capitalist system. |
| The production process. | Household labor exchange labor owns production factors. | The manufacturer may be the owner of the land, and what factors or the manufacturer may not be the owner of the production factors is labor contractors. |
| Route consumption. | Relying on natural resources The contents of the wild hunt. | Resources from external sources. Other facilities included with the flows of globalization have money as a medium of Exchange. |
| The process breaks the creativity | As an aside to the existence and relationship to each other as well as make edible food sources, habitats. | The process of distribution of natural resources, of all people, started pouring into the city to buy-sell distribution becomes like eating habitats. |
| The Exchange process. | Exchange of rice with salt. There are contemporary, leather, rice asked one potential drug causes economic distribution. Resource value and fiscal resources | Exchange with an intermediary exchange foreign currency and credit system. |
| The technology used in production. | Do not use chemicals. Manual labor jobs in animal people use herbs. Manure. | Productivity, demand was. Down with the use of drugs to subdue the enemy plants. Use of chemical fertilizers accelerate rice production, complete results. Used machinery. |
| The dependence on external trade. | There is no shelter from the outside. | Rely on the production factors in the financial markets. Rely on middlemen The owner of the mill. |

2.2. Social changes

Social changes. Non Sung Si Village, original home to prelaunch social groups occur as the framework, tradition and life, such as women's groups whose activity is weaving groups have an activity is farming. The section in the present society. Comfort. Money has been an important role in life. Significantly, society changes according to the change of nature. Change according to the application of date.

The family has changed, families of ethnic groups, social life in the past, most of the ethnic groups is also an extended family because of the family labor in the manufacturing process, such as farming, gardening, including farming in matters of safety, but when there is a population increase in the environment, change values change the marriage ban was issued to married working relationship with the locals, became changed to single family more and both the social changes of the ethnic communities from the Viet man past lived together is the same ethnic group, once the development project, including the battle of the villages in the community, the community has a better way of life for both the villagers still have a chance in relation to other ethnic groups in the community cultural tradition (married). Political subdivisions, belief, religion, values, make the change. When the population is increasing, the increase of household have changed from social development, centralized utilities, electrical infrastructure is the road to strengthen the profession make community development activities are carried out continuously.

2.3. The cultural changes

The change of the cultural values of the Non Sung Si Village, values originally sang as elders respected benefactor people help others but when society and culture into the modern result of social change, lifestyle ideas, beliefs, and socialization becomes an old mix with what resettle together.

To change the culture of politics, but the locals have to rule according to the frame holding the Heat-Kongtradition Ghost is a respectable following, the main political changes in 2504 onwards has ruled the modern so-called cover under a democracy, all citizens have equal rights and freedoms.

Changes of cultural, religious beliefs of ethnic groups from their original faith. There is a belief in apparition's ancestry. Ghost, the ghost house is the notices during the various rituals, so every month because they believe it will make everyone anyway. Happy disease-free cultivation is good if believe and follow tradition. Twelve months. Training to teach several balls through an ISAN literary. Convey cultural life caused the death. To establish restrictions according to the houses tell the generations. When a government development projects, making locals more developed up until the current home city has been developed. The attitudes of locals towards religious beliefs to change and turn to believe more science. There are no midwives but there were midwives. The Poles are not home but became a cement pillar wood. The House is tall, houses became home to profess religious beliefs, combination of ancestors and the Buddhism into a mix. Between the old and the new in modern harmonious society.

To change the language of the ethnic group cultural language is to represent the various ethnic identity is a language used to communicate between the same ethnic and foreign. Each ethnic group is a group, it has to learn the language of ethnicity to communicate and connect the relationship, such as isan speaking with isan or listen to relations and other knowledge such as yo, Ka Leung used to communicating with local language is absolutely normal.

Changes in the cultural education of the ethnic Non Sung Si Village. The school was founded when 2479 (1936) Teaching to the class, grade 4 Currently the school has grown to levels ranging from kindergarten to grade 6 students who graduated elementary school, it has the opportunity to study both the secondary and. Higher education nearby Do children have to know both the social and cultural aspects as well. Again, both State and private agencies, both took part in education.

Cultural changes. The health of ethnic groups to maintain the original conch Non Sung Si Village illness with folk medicine such as Yaucast lots. The blow and the herbs. In the present, the villagers have turned to treat with modern medicine, because. Build confidence and better mental hospital near can travel easily to the sanitary station. The word district hospital or hospital, the province's deterioration.

Changes in the cultural communication of the original conch houses ethnic non SI communication methods are used together with oral notices on foot. When there is a. Road access to the village's nest intruders. Bamboo reinforced concrete road and the steel is sometimes around the village. Start with electricity, plumbing, plumbing, but before using swing. Have the plumbing in the village community, starting with changes to a better transportation? Public telephone, Internet, radio, television, mobile postal channels of news. Transportation can connect quickly, such as cars, buses. Bike engine. Quick and easy effects that occurs is the result of the community's attitude changed.

3) Factors that affect the economic changes. Society and culture of the ethnic groups Non Sung Si Village, Ban Song Sub-District, Khamcha-i District, Mukdahan Province

3.1. Factors that affect the economic changes

Internal factors of economic changes of the ethnic communities, Non Sung Si Village is the environmental factors, individual privacy, culture, community. To change direction, and the original production processes, economic processes, process commodity breakdown, creativity. The exchange of technical, production and dependence on external goods.

External factors. Economic changes, due to political changes. Accelerated development of the incoming authorities to create a road in ban Song Sub-District dynasty. The economic, social and cultural rights makes the villagers have been developed, including project development, development agencies such as the State's mobile development projects due to the initiative and, whether it is the economic factor, a. Utilities factor The cultural spreading Local government and State agencies, including the factors to foreign mass media affects the economic changes.

3.2. The factors that cause social change

The internal factor is the political conflict between the Government and the community to join with the Communist Party affect the community were oppress by the parties who came to conquer communism because it is a threat to the stability of the national. Villagers to catch the weapons into battle against totalitarian powers. To claim equality and equality in the society.

External factors to the social changes of the ethnic group Non Sung Si Village, influenced modern culture spread by through the changes from the Central Government's development policies, such as can be seen from the Government, the Office of the Board of Directors of the national economic and social development Board. Successive development plans.

3.3. The factors that cause changes in the cultural

The internal factor is attitude factors a value perspective and bonding base main conduct political subdivisions, including the change of nature. Result in a Community Non Sung Si Village adapt to social changes of modern culture. Definitely, but the community can bring old stuff with new stuff mixed together in the midst of changes and development. Dynamic.

External factors is the development of the State from the national economic and social development plan. Result, the Non Sung Si Village has been developed in both languages, healthcare, education, transportation, communications, and religious way of life changed dramatically because of the development. The villagers need to find more revenue. Find more money. Production of rice, much more money as a medium of Exchange, and is an important factor in the life.

IV. DISCUSSION

Study on the change of economic, social and culture strongly ethnic group. Ban Song Sub-District, Khamcha-i District, Mukdahan Province history has the consistency of his education Charles F. Keyes [7] "Ethnic Identity and Adaptation of Karen in Thailand" The study of society and culture in the community, Karen displaced since late 18 century Thailand-Myanmar border, to life and to uphold rigorous way ethnic identity without nation State and dependency of the Karen groups where no threshold, but divides dasen in the Prague period, when borders was set up under the pressures of economic and political. Therefore affect the ethnic group, adaptable way with traditional housing in areas with external groups. By found that identity will be produced in the context of the various areas, while at the same time, it would have to accept the new identity assimilation until a new ethnic identity to fight against overwhelming odds, using a new identity hegemony, the Group has rigorous traditional identity and identity while at the same time, it will be built in the new style that continues elements of the original identity of some or all of. In this research, also found that identity as a tactical adjustment and a symbolic expression and in some cases identity can only be used for the definition of new redefinition. So there are differences within the social structure in which the process of creating new identities that are defined, and the combination is called a "new identity" that occurs in each context.

CONCLUSIONS

The ethnic group in Non Sung Si Immigrants from the North of Savannakhet Mekong Laos country when stories of about 2268. Economic changes in the community included changes in production, consumption, allocation, exchange, production technology, and trade, which changed to be more dependent on external markets that were capitalist and consumerist. Social changes included changes in social groups, the family, the community, social classes and associations, such as a change from primarily extended families to mainly nuclear families. Cultural changes included changes in values, religion, language, entertainment, education, communications, politics and public health, such as a switch to using modern medicine more than traditional healers. And the main factors that affected these changes were the internal factors of environmental and ecological factors and the external factors of government policies and politics.

ACKNOWLEDGMENT

Thank the research graduate school, KhonKaen University, funding to subsidize the research and to make a thesis, and thank the Community Non Sung Si Village, Ban Song Sub-District, Khamcha-i District, MukdahanProvince cooperation in providing information that is beneficial to the research.

REFERENCES

- Surajit Jantaraskha (2000), Muang Mukdahan, Bangkok.
- The Ministry of the Interior and the Ministry of education and fine arts department (1999), The culture of historical development so unique. And the province's wisdom: Bangkok.
- Chatthip Nartsupha. (1970), Foreign trade, foreign finance and the economic development of Thailand, 1956-1965. Bangkok.
- Creswell, J. W. (1998), *Qualitative Inquiry and Research Design: Choosing among Five Traditions*. Thousand Oaks, CA: Sage.
- Ritchie, J & Lewis, J. (2003), (Eds.). *Qualitative Research Practice: A Guide for Social Science Students and Researchers*. London: SAGE.
- Akerlof, George, and Rachel Kranton. (1998), "Economics and Identity." Paper presented at an Institute on Race and Social Division workshop, Boston University, January, Boston, Mass. Anderson, Elijah. 1990. *Streetwise: Race, Class, and Change in an Urban Community*. Chicago, Ill.: University of Chicago Press.
- Keyes, Charles F. (1979), "The Karen in Thai History and the History of the Karen in Thailand." In *Ethnic Adaptation and Identity: The Karen on the Thai Frontier with Burma*, edited by Charles F. Keyes, 25-62. Philadelphia: Institute for the Study of Human Issues.