DEVELOPMENT OF CREATIVE MEDIA TO INCREASE INSPIRATION AND SELF-ESTEEM FOR ORPHANS IN THE THREE SOUTHERN BORDER PROVINCES OF THAILAND

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Abstract

The objectives of this research are 1） to study the appropriate content for the development of creative media, 2） to creative media aimed at instilling inspiration and self-esteem in orphans within society in the three southern border provinces of Thailand, and 3) to assess the level of effectiveness of creative media. The results of the study revealed as follows. 1） Suitable content: 1.1) Content that emphasizes the act of giving. 1.2) Content that portrays pivotal life transformations for the better. 1.3) Content that prompts a shift in perception towards orphans in the southern border provinces of Thailand. 1.4） Content that evokes both positive and negative emotions. 1.5) Content that conveys the right and fitting message directly to orphans in the three southern border provinces. 2) The process of developing creative media to inspire and bolster self-esteem for orphans in Thai society involves four stages. 3） Creative media designed to inspire and boost self-esteem in orphans: 3.1） A title that evokes warm and appealing feelings in the viewer. 3.2) A narrative that equips orphans with coping mechanisms when faced with challenges. 3.3） Encouragement to embrace life and recognize their self-worth, ultimately leading to acceptance by society, fostering adaptability, social integration, and self-reliance.

Keywords: Creative Media, Inspiration, Self-Esteem, Orphan, Thailand's Three Southern Border Provinces

Background and Significance

The 20-year National Strategy (2018-2037) places significant emphasis on creating opportunities and fostering social equality. A key aspect of addressing inequality lies in the realm of social investment, which aims to directly assist disadvantaged groups (Office of the National Economic and Social Development Board, 2018). This aligns with the goals outlined in the 12th National Economic and Social Development Plan (2017-2021), which centers on promoting fairness and diminishing societal disparities. Among the regions identified as having disadvantaged populations, the three southern border provinces stand out, particularly due to the presence of a significant number of orphans resulting from the ongoing unrest in the area. To further underscore this issue, Office of the National Economic and Social Development Council (2017) introduced the Provincial Human Progress Index, providing an analysis of the progress made by individuals in these provinces. It was discovered that, among the top five provinces, Narathiwat and Pattani demonstrated the least advancement in human development. This is consistent with data from the Database for Relief for Those Affected by the Unrest in the Southern Border Provinces of the Southern Border Provinces Administrative Center, which indicates a direct correlation between the number of violent incidents and the rise in orphaned individuals. Specifically, there were a total of 20,493 individuals who fell victim to the unrest, with 12,031 sustaining injuries, and 1,875 suffering severe injuries. Additionally, 584 individuals became disabled as a consequence of the unrest, and tragically, 6,003 lost their lives. As a result, there are now a total of 9,806 orphans spanning all age groups, having lost parents in the course of the unrest (Kuning, 2019).

The provided information highlights the growing awareness and importance placed on addressing the issue of orphans in the three southern border provinces by various sectors. Na Sakolnakorn (2019) conducted a study that outlined guidelines for enhancing the operations of government agencies in addressing the challenges faced by Thai Muslim youth in these provinces. These guidelines encompass five key areas: prevention and suppression of drugs, education development, public health and reproductive health, budget allocation related to solving youth problems, and family and community development. In all five of these areas, the use of media plays a pivotal role. Media serves as a means to raise awareness among wider society about the challenges faced by orphans in the three southern border provinces. Moreover, it serves as a platform for the presentation of positive examples and stories that inspire and bolster the self-esteem of orphans within Thai society. Utilizing media effectively in this manner is a valuable tool for generating such inspiration. This approach is not only significant in addressing the issues faced by orphans but also aligns with the broader goals of developing the progress index for the people in the three southern border provinces. It is consistent with the national strategy aimed at creating opportunities and fostering social equality, particularly in the domain of reducing inequality. Media can catalyze harnessing the collective power of the private sector and civil society within local communities. These stakeholders can collaborate in supporting youth initiatives and encouraging collective efforts aimed at the greater good.

Therefore, presenting creative media that effectively communicates the challenges faced by orphans in the three southern border provinces, as well as showcasing positive role models to inspire and fortify their self-esteem, holds significant importance. This serves as a crucial element in painting a comprehensive picture for all sectors of society. By doing so, it encourages widespread participation in providing support to orphaned groups impacted by the ongoing unrest situation in these provinces. This collective effort involves various groups, organizations, and related agencies. Such endeavors can be integrated into policy planning, ultimately leading to a substantial improvement in the quality of life for orphans in these border provinces. This holistic approach ensures that orphans receive the comprehensive care and support they require, thereby fostering their well-being and overall development.

Therefore, the objectives of this research are 1) to study the appropriate content for the development of creative media for orphans in the three southern border provinces, 2) to creative media aimed at instilling inspiration and self-esteem in orphans within society, and 3) assess the level of effectiveness of creative media in enhancing inspiration and self-esteem for orphans in the three southern border provinces.

Literature Review
Concept of Message
Kaewthep (2003) emphasized the significance of message content in eight key ways: 1) The message content establishes a connection between the sender and the recipient, influencing how the message is received in the communication process. 2) Content reflects the sender's intention. 3) Content shows the interests, preferences, and needs of the receiver. 4) The message content can accurately depict real-world occurrences in society. 5) The message content has the potential to impact the receiver. 6) The content of the message is subject to influence from various institutions and groups within society. 7) Message content holds importance as an ideological tool for those in positions of power. 8) Messages are susceptible to distortion during transmission, highlighting the need for careful crafting. Furthermore, another crucial aspect is how the message content is transmitted from one location to another. This process introduces the possibility of distortion and detachment from the source of the message. However, a good message (ideal message) will attract attention, be interesting in itself. stimulate demand and bring it into practice. Message can be divided into three types; 1) rational messages, they are messages that aim to provide information and/or attract the attention of the target group, 2) emotional messages, they are messages designed to stimulate positive or negative emotion which lead to the decisions to change behaviors, and 3) moral messages, they are messages that directly communicate to the target audience what is right and appropriate. Mostly, these messages aim to convince the target group to strengthen society in various aspects (Kotler & Kotler, 1982).

Concepts of Media Production
Department of Labor Protection and Welfare (2021) highlights various considerations in the production of video programs. Manufacturers need to take into account aspects such as production planning, preparation, equipment usage, and evaluation. The video media production process can be categorized into four steps based on the 4P principles: 1) Pre-production process consists of 1.1) Conducting a study, analysis, and data collection regarding specified issues and topics to produce and distribute video media. 1.2) Planning and setting guidelines for production and distribution; 1.3) Scriptwriting, which involves structuring the plot with three main sections: Introduction, Body, and Conclusion. 1.4) Preparation of materials and equipment. 2) The production process consists of 2.1) Video filming, and 2.2) Arranging and sequencing images and sound. 3) The Post-production process consists of 3.1) Reviewing and previewing the edited images and recorded sound, 3.2) Evaluation of the production process, focusing on the accuracy of content, quality of presentation techniques, and overall completeness of production techniques, 3.3) Productivity evaluation, including feedback from the target audience, evaluation of engagement and comprehension of the presented content, as well as follow-up on programs. and 4) The presentation process consists of 4.1) dissemination within the organization, and 4.2) dissemination to the public.

Concept of Perception
The foundation of this perception lies in the notion that human perception can occur without conscious awareness. There are two distinct levels of perception: Immediate Perception: This pertains to the physical process of perception, governed by the mechanisms within the nervous system of the human brain. Interpretative Level: This level of perception is characterized by a comprehensive understanding and is intertwined with psychological factors (Little, 1999).

Taraphot & Damrisuk (2003) outlined several elements that exert influence on perception: 1) Attention, which consists of 1.1) State of the Perceiver, including needs, motives, and expectancy. 1.2) Stimulus characteristics, which encompass the aspects encountered and felt, such as intensity factors like color, light, sound, size, contrast, repetition, and movement, all of which contribute to changes in the stimulus. 2) Previous experiences: These encompass the accumulation of personal experiences from birth onwards, serving as a tool to facilitate a clearer interpretation of sensory input. They are used to predict or prepare for perception. and 3) Mental Set and Context: These factors are rooted in the environment and shape how stimuli are perceived. This involves analysis, contemplation, and consideration, all of which prepare the mind to appropriately process various stimuli.

Research Methodology

In this research, the researcher adopted a mixed-method approach, encompassing both qualitative and quantitative research methods. The qualitative component involved the use of focus group discussions to gather data, while the quantitative aspect utilized questionnaires for data collection.

Population, Sample, Key Informants

1) The population was experts in children, women, and media production in the three southern border provinces and orphans in the three southern border provinces.

2) Key informants are 12 representatives of experts in children, peace, and media production in the three southern border provinces, chosen by the purposive selection.

3) The sample group is 200 representatives of orphans in the three southern border provinces. The purposive sampling was made to select orphans from shelters, foundations, and associations involved in raising orphans. It is a well-known organization both inside and outside area, where have activities aiming to continuously solve children's mental problems.

Research Tools

Phase 1: Tools for facilitating group discussions are carefully designed in advance, following a flexible step-by-step approach. These tools are based on well-prepared questions that are pertinent, precise, and comprehensive in addressing the desired issues. The process begins with the following key questions: 1) Introduce yourself and engage in conversation to establish rapport and clarify objectives. 2) Request basic information from the participants of the group discussion. 3) Concentrate on the primary issues you aim to explore. The researcher led a group discussion specifically structured for evaluation by qualified experts, ensuring suitability, comprehensiveness, and accuracy.

Phase 2: The aim was to evaluate the extent of awareness regarding the impact of creative media on fostering inspiration and self-esteem among orphans in the three southern border provinces. This assessment was conducted using a set of 18 questions. Consisting of 1) the aspect of conveying meaning through the title with 3 items, 2) the content of the story presented with 3 items, 3) the aspect of inspiring lifestyle and understanding self- esteem with 6 items, and 4) the aspect of perceived the channels of creative media, yatimyajai with 6 items. The content validity of each question was rigorously examined by experts, resulting in an Index of Item Objective Congruence (IOC) falling within the range of 0.60 to 1.00. This met the established criterion of 0.50 or higher, affirming the questions' adequacy. Subsequently, based on expert feedback, refinements were made to ensure the questions were comprehensive. The modified questionnaire was then tried out with a sample group of orphans from the three southern border provinces, mirroring the characteristics of the actual sample group, which consisted of 30 individuals.

Data Collection

Phase 1: Begin by personally gathering data through group discussions. Contact key informants to request permission for data collection, and provide them with a comprehensive overview of

the initial research objectives. Subsequently, collaborate with key informants to formulate focused group discussion questions. Arrange a suitable date, time, and location for the discussion, ensuring it aligns with everyone's availability. Seek consent to record audio during the session and to take notes for documentation purposes.

Phase 2: Requesting collaboration to gather information from shelters, foundations, and associations related to orphans in the three southern border provinces. The researchers are expected to check data completeness by collecting a total of 200 questionnaires returned, accounting for 100% of the total number of questionnaires.

Data Analysis

Phase 1: The researcher conducted a thorough analysis of the data gathered from the group discussion, placing significant emphasis on the insights provided by the key informants. This analysis was carried out employing both descriptive and systematic methodologies, aligning with the studied content. The data was categorized into groups based on content, variables, and main focal points, as outlined. Relevant information was carefully selected, and all acquired data was subjected to comprehensive analysis and synthesis, leading to well-founded conclusions and recommendations.

Phase 2: The quantitative data analysis aimed to evaluate the awareness of creative media's impact on inspiring and enhancing self-esteem among orphans in the three southern border provinces. This phase comprised three parts: Part 1: General data analysis of respondents was conducted using the descriptive statistical processing method. This involved the calculation of statistics such as Mean, Standard Deviation, and Percentage to provide an overall understanding of the collected data. Part 2: The analysis focused on assessing the level of awareness regarding creative media's role in inspiring and boosting self-esteem among orphans in the three southern border provinces. This was achieved through the application of descriptive statistics, specifically Mean and Standard Deviation. Part 3: This section involved a systematic compilation and integration of content to depict it in the form of conceptual ideas and measurable variables, presented as quantitative data. All the gathered information underwent thorough analysis and synthesis to derive well-founded conclusions and formulate appropriate recommendations.

Research Results

Appropriate Content for the Development of Creative Media for Orphans in the Three Southern Border Provinces

1) Rational Messages: The production of creative media for orphans in the three southern border provinces serves as a means to convey a message to organizations and government agencies responsible for orphan welfare in this region. Its purpose is to raise awareness about opportunities for work integration and to address the challenges faced by orphans due to the unrest in the three southern border provinces of Thailand. This initiative encompasses three key components: 1) Content that emphasizes the act of giving. 2) Content that portrays pivotal life transformations for the better. 3) Content that prompts a shift in perception towards orphans in the southern border provinces of Thailand.

2) Emotional Messages: These creative media pieces are strategically designed to evoke a range of emotions, both positive and negative, to influence behavior change. They effectively communicate stories that revolve around specific themes:

2.1) Content that elicits positive emotions is exemplified by the short film "Sounds of Happiness". This narrative features a protagonist who, despite being an orphan, his parents died due to the unrest, radiates positivity by offering smiles and encouragement to friends and the broader society. Similarly, the short film "Upper Hands" presents a fresh perspective that encourages orphans to view themselves as potential givers rather than solely recipients.

2.2) Creative media also incorporates content aimed at evoking negative emotions. One such example is the short film "Kon Keng," which portrays a child struggling with a gaming addiction. Following the death of his father, this circumstance forces him to take on the responsibility of leading his household and becoming a youth leader in the sub-district. By introducing negative elements initially and subsequently incorporating positive aspects, this narrative aims to instill a sense of pride and ultimately drive behavioral change amongst orphans in the three southern border provinces.

3) Moral Messages: This message is directly conveyed to orphans in the three southern border provinces, emphasizing what is correct and suitable. It serves as an invitation for the target group to contribute to the strengthening of society. This message is conveyed through two short films, "Upper Hands" and "Side-by-Side". These films depict the everyday lives of individuals who adhere to the Islamic faith, showcasing practices such as prayer, Sakaat (charitable giving), and the importance of knowing how to give and share.

Development of Creative Media Aimed at Instilling Inspiration and Self-Esteem in Orphans within Thai Society

1) Pre-Production: In this phase, the objective was to create creative media that would serve as a source of positive role models, fostering inspiration and self-esteem among orphans in Thai society. Local orphans actively participated in shaping the content of the story and engaged in the creative media production process. Expert input from content and creative media production specialists was sought to ensure the accuracy of the content and to align with established production standards in the area. The character depicted in the media was based on real-life individuals who had experienced similar events and had subsequently achieved success. This approach was aimed at enabling the developed media to effectively convey narratives that raise awareness about the challenges faced by orphans in the three southern border provinces. By showcasing individuals who have overcome adversity, the media serves as a powerful tool for inspiring and instilling self-esteem in orphans within Thai society. The design process for the storyline and storyboard was meticulously executed, ensuring that the content and visuals were intricately linked to the theme of recognizing one's intrinsic value.

2) Production: Representatives from the orphan community were chosen to actively engage in the learning process of creative media production under the guidance of experts in media production in the three southern border provinces. These representatives traveled to the designated area to commence filming. Throughout the filming process, a concerted effort was made to prioritize frequent and open communication between the directors and the lead actor, who is an orphan. This measure was implemented to ensure that the child's mental well-being was safeguarded and that a positive and supportive environment was maintained. Additionally, great attention was paid to accurately depicting daily routines under Islamic principles. Furthermore, significant events and pivotal moments in the protagonist's life were thoughtfully incorporated into the storyline. These events were chosen to serve as examples and sources of positive inspiration, not only for the character portrayed but also for other orphans in similar circumstances.

3) Post-Production: The process involves meticulous scrutiny of content information, images, and film footage for editing and composing the material. This ensures that it aligns seamlessly with the predetermined storyline and storyboard. The target duration for the video media is approximately 3 to 4 minutes, with a particular emphasis on visual presentation and the integration of visual elements. Safety protocols are a paramount consideration, reflected in scenes depicting characters wearing helmets, fastening seat belts, and adhering to the correct Islamic rituals. Subtitles are carefully incorporated through written communication to enhance clarity and accessibility. Sound effects are thoughtfully selected to effectively convey the contextual backdrop of the three southern border provinces. The ultimate aim of this creative endeavor is to inspire and foster self-esteem among orphans in this specific region of Thailand.

4) Presentation: Production of creative media to inspire and increase self-esteem of orphans in the three southern border provinces has two levels of dissemination; 1) disseminating within organization by establishing a discussion on the topic "Direction of inspiration and self-esteem of orphans in the three southern border provinces" through network partners involved in solving problems of orphans affected by the unrest in the three southern border provinces and 2) disseminating publicly includes YouTube TikTok and Page titled "Belove Yateem".

Level of Awareness of Creative Media in Creating Inspiration and Self-Esteem for Orphans in the Three Southern Border Provinces

The evaluation revealed that the sample group displayed a notable level of awareness regarding the role of creative media in generating inspiration and enhancing self-esteem. The overall awareness was rated at a moderate level with a mean score of 3.49. When considering individual aspects, they can be ranked in descending order as follows.

Conveying meaning through the title: The sample group received awareness of creative media in creating inspiration and self-esteem overall at a high level ($\bar{x} = 3.51$). When considering each item, it revealed that in item 1.2, titled "Provides Warmth," the level of awareness was notably high ($\bar{x} = 3.55$). This was closely followed by item 1.1, titled "Captivates Audiences," where the awareness level was also commendably high ($\bar{x} = 3.52$). In item 1.3, titled "Fostering a Sense of Belonging," the awareness level was rated at a respectable moderate level ($\bar{x} = 3.47$). In terms of cultivating inspiration for life and bolstering self-esteem, the sample group demonstrated a commendable level of awareness regarding the impact of creative media, achieving an overall rating of 3.51. When considering each item, it revealed that item 3.2, focusing on gaining societal acceptance through inspiration and self-esteem, garnered a remarkably high level of awareness ($\bar{x} = 3.55$). This was closely followed by item 3.1, emphasizing the importance of inspiration and self-worth in adapting to communal living, which also received a notably high awareness score ($\bar{x} = 3.54$). Furthermore, item 3.4, highlighting the significance of inspiration and self-appreciation in fostering self-reliance, garnered a commendably high level of awareness ($\bar{x} = 3.52$).

The content of the story presented: The sample group had a high level of awareness of creative media in creating inspiration and self-esteem overall at a moderate level ($\bar{x} = 3.49$). When considering each item, it revealed that item 2.2, emphasizing the ability to navigate life's challenges, received a notably high level of awareness ($\bar{x} = 3.52$). This was followed by item 2.1, which aims to inspire the audience through real-life narratives to provide insights on living, achieving a moderately high level of awareness ($\bar{x} = 3.49$). In item 2.3, highlighting the importance of interpersonal skills and communal living, the awareness level was assessed to be at a moderate level ($\bar{x} = 3.47$).

In terms of channels for acknowledging creative media, "Beloved Yateem": The sample group had a level of awareness of creative media in creating inspiration and self-esteem overall at a moderate level ($\bar{x} = 3.45$). When considering each item, it revealed that in terms of channels for acknowledging creative media, "Beloved Yateem": The sample group had a level of awareness of creative media in creating inspiration and self-esteem overall at a moderate level ($\bar{x} = 3.45$). When considering each item, it revealed that in item 4.2 "Beloved Yateem" project through the Beloved Yateem page, the level of awareness level was at a high level ($\bar{x} = 3.52$), followed by item 4.4. Get to know the Beloved Yateem project via TikTok, the level of awareness was at a medium level ($\bar{x} = 3.48$), and item 4.5 knew about the Beloved Yateem project through friends, there was a moderate level of awareness ($\bar{x} = 3.44$).

Conclusion and Discussion

Appropriate Content for the Development of Creative Media for Orphans in the Three Southern Border Provinces

The appropriate content for the development of creative media for orphans in the three southern border provinces includes: 1) Rational messages: 1.1) Content that emphasizes the act of giving. 1.2) Content that portrays pivotal life transformations for the better. 1.3) Content that prompts a shift in perception towards orphans in the southern border provinces of Thailand. 2) Emotional messages: 2.1) content that stimulates positive emotions and feelings, 2.2) content that stimulates negative emotions and feelings. 3) Moral messages: These messages serve to directly communicate to orphans in the three southern border provinces what is correct and appropriate. This aligns with Kotler & Kotler (1982) assertion that an ideal message not only captures attention but also holds intrinsic interest, prompts a sense of need, and ultimately incites action. Yamapai (2015) further defines factual messages as reports of various truths existing in the physical world, as conveyed by the reporter.

Development of Creative Media Aimed at Instilling Inspiration and Self-Esteem in Orphans within Thai Society

The findings revealed that the development of the creative media process consists of four steps: 1) Pre-Production, 2) Production, 3) Post-Production, and 4) Presentation with orphans acting as characters in the story to inspire and boost self-esteem for orphans in three southern border provinces of Thailand. This is consistent with the research of Khanthaseema et al. (2021), who examined the impact of group counseling utilizing storytelling theory on the self-esteem of individuals with physical disabilities. The study demonstrated that employing storytelling theory in group counseling had a positive influence on the self-esteem of individuals with physical disabilities. This finding parallels the results of Dunn & Burcaw (2013) research, which indicated that employing storytelling theory engendered positive self-perceptions and could bolster self-esteem in individuals with disabilities by instilling a sense of self-worth through the cultivation of positive self-concepts. This is an essential component for both social adaptation and overall life satisfaction (Hosogi et al., 2012).

Level of Awareness of Creative Media in Creating Inspiration and Self-Esteem for Orphans in the Three Southern Border Provinces

Orphans in the three southern border provinces have become more aware thanks to the use of creative media. This media aims to inspire them and boost their self-esteem through:1) Titles that evoke warm feelings and capture the attention of the audience. 2) Stories that teach orphans how to navigate life when confronted with challenges. 3) Encouragement to embrace life with confidence, fostering self-esteem, acceptance within society, adaptability in communal living, and a spirit of self-reliance. This element contributes to the creation of media content that may inspire and foster appreciation for orphans. This aligns with the findings of Konkaew (2016) research, which identified two key components: 1) The activity component involves learning media production and mastering various tools for media creation. This encompasses fundamental knowledge, from identifying issues for presentation to scriptwriting, filming, and editing. 2) Individual components, consisting of 2.1) child and youth leaders, 2.2) families of underprivileged children, 2.3) communities, and 2.4) other related organizations. This collaboration with various organizations possessing expertise in media production, including training in tool usage, scriptwriting, photography, and presentation, relies on individuals with specialized knowledge to receive support from these related entities. Therefore, it constitutes a crucial aspect in ensuring the smooth operation and successful attainment of goals in the media learning promotion process.

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