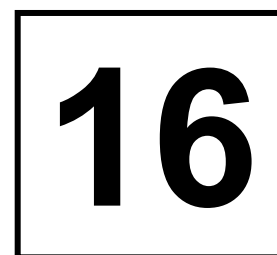# PHI TA KHON FESTIVAL MULTIMEDIA DEVELOPMENT DAN SAI DISTRICT, LOEI PROVINCE

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ABSTRACT

Traditional Folk District, Loei Province, the traditions and culture areuniquely their own. Conservative value should not be lost over time and a publisher, and keeping them alive forever. This study aimed to determine; 1) the gathering of knowledge on Traditional Ghost Dance in Dan Sai District, Loei Province and 2) the developmentof media for presenting informationonTraditional Ghost Dance in Dan SaiDistrict, Loei Province in the form of interactive media CD.This is a participatory action research and the target group were15 experts who have academic knowledge onTraditionalGhost Dance in Dan SaiDistrict, Loei Province, and 70 tourists whoused the media presenting Traditional Ghost Dance in Dan Sai District, Loei Province. Research tools consisted of (1) documentary studies, participant observation, non-participant observation, group discussion and in-depth interview, digital camera, media, computer, document sheetof knowledge on Traditional Ghost Dance in Dan Sai District, (2) measurement of media development for presenting information on the Traditional Ghost Dance by academic knowledge experts on Traditional Ghost Dance in Dan Sai District, Loei Province, and (3)rating scale questionnairesontouristsatisfactiontowardsthe Traditional Ghost Dance mediapresentation. Collected data were analyzed, and statistic in the study included percentages, mean scores, and standard deviations.The research was presented in the form of descriptive analysis.The results showed that: 1) the Traditional Ghost Dance sai kind of plays that the players have to makehorrifying Phi Ta Khon mask to wear. Phi Ta Khon dresses are made of colorful fabrics and fabric scraps, then the players wear them and join the parade. For the Phi Ta Khon Festival is a religious tradition in the district, Loei Province locals called it "Boon Luang" or "Boon Yai." In the parade, the idea of creating a ghost is to mimic the dress of the shy people of the remote area. The dresses are made up of the waste household and clothes. The materials used to build the Phi Ta Khon mask is made from glutinous rice steamer and the base of the coconut husk is used as a face. The face is painted with soot from the fire, soil, lime, and turmeric. Old broken mosquito net or robe are used to improve the design and creative costumes, 2) The media development for presenting information on Traditional Ghost Dance in Dan Sai District, Loei Province in interactive media CDas rated by experts is generally at high level, and as considered by items, the media was rated at high level for the contents, the skills presentation and media usage accordingly.3)The satisfaction of the tourists towardsthe use of the mediapresentation information on the Traditional Ghost Dance was highly ranked as following; terms of media use,skills

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presentation and contents. In summary, the media on Traditions Ghost Dance in Dan SaiDistrict, Loei Province developed from gathering knowledge on Traditional Ghost Dance from the Traditional Ghost Dance experts has the ability to publish custom of Traditional Folk District, Loei Province, and also has the ability to preserve the culture of Dan Sai District, Loei Province for the sustainability of the culture in the district.

Keywords: Phi Ta Khon Festival, Multimedia Development

INTRODUCTION

Dan Sai District is the district in Loei Province. History of Kingdom of Sukhothaiin a period of Pho Khon Bangklanghao set Dan Sai as the front gate of city area. Phra That Si Song Rakstart on BE 2103 was a symbol love for two towns. Traditional Ghost Dance called Phi Ta Khon held as part of religious ceremony or a big tradition called "Boon Luang" or "Boon Yai" on the 7th lunar month. Dan Sai District and Loei organize this tradition annually. It is associated with the favor annual sermon of big merit making for locals. The people of Dan Sai, both, men and women have the right to join and have fun in the tradition. Cow bellsare tied on the neck of the dancers to produce sounds while they are walking around the city. Before the sunseton the third day of theevent of Boon Luang, people will pay attention to the 13 chapters of Mhachati sermon at Wat Phon Chai, for they believe it is good and sacred thing to do (Tharwon Cherboonme, 2007). The new media computer presentation on folkway culture. (Karbjanar Sangsrulung, 2004). The new media is Interactive multimedia of document data, picture and sound. (Phawit Simmaton, 2005). All universities have computer for education learning. Now education technology computer is important for learning and teaching for all curriculum. Computer program can produce learning basic graphicart, information board, the foldedsheet, material sheet, document report, and etc. Educational policy set on to the concept for the students to learn by themselves and to learn from educational network. Education assurance, participation, and accountability are focusing on children involvement learning process. (Itsariyaphon Chaikulab, 2013). Researcher survey around Dan Sai District on people needs for multimedia CD presentation of Boon Luangand the study of Phi Ta Khon Festival Multimedia Development in Dan Sai District, Loei Province was performed.

METHODOLOGY

Phi Ta Khon Festival

The Phi Ta Khon festival is the biggest attraction to the sleepy and quiet farming village of Dan Sai, nestled in the mountains of Loei, the province of northeastern Thailand. The event is peculiar to Dan Sai, but does combine elements of other Isaan festivals, such as the rocket festivals to bring rain. Although pinning down the dates of Phi Ta Khon was once an issue, with the village elders only naming the dates a few weeks beforehand, the festival is now fixed at the first weekend after the sixth full moon. The main event takes place on Friday, when there is a grand procession of men and boys (and these days, girls) in their colorful masks and costumes. The masks consist of a large head piece made from the woven cone used to steam sticky rice. The face is carved from wood or banana trunks. The clothing was traditionally sewn from rags of old cloth, but nowadays is usually a kind of jumpsuit patched from several

colorful fabrics. Some of the masked men will carry a carved wooden ax with a handle carved to look like a phallus, or sometimes just a big wooden phallic charm called a Bhalad Khik. The parade passes in front of reviewing stands on the main street, and ends at Wat Phon Chai. On Saturday there is a smaller parade in the morning, while in the afternoon the elders bring out a small rocket, which is set off near the reviewing stands. It's more puff than boom, and filled with little good luck tokens. In addition to the main events, two of the town's main temples are also hives of activity, especially Wat Phon Chai, where there are several activities going on as well as a stage with traditional dancing. At Wat Prathat Song Rak, residents will come to leave offerings around the ancient pagoda. These will mainly be pyramidal bamboo frames with wax shells affixed to them. (Tharwon Cherboonme, 2007).

The multimedia development

Multimedia is usually recorded and played, displayed, or accessed by information content processing devices, such as computerized and electronic devices, but can also be part of a live performance. Multimedia devices are electronic media devices used to store and experience multimedia content. Multimedia is distinguished from mixed media in fine art; by including audio, for example, it has a broader scope. The term "rich media" is synonymous for interactive multimedia. Hypermedia can be considered one particular multimedia application. Multimedia refers to content that uses a combination of different content forms Multimedia includes a combination of text, audio, still images, animation, video, or interactivity content forms. In education, multimedia is used to produce computer-based training courses. (Richard Albarino, 1966). Vector Graphic is Clip–Art on computure. (A lessi S.M. and S. Trollip. (1985). Contrasts with media that use only rudimentary computer displays such as text–only or traditional forms of printed or hand–produced material. (Katz, Robert L., 1983). Instructional Materials was Multimedia represents the convergence of text, pictures, video and sound into a single form. The power of multimedia and the Internet lies in the way in which information is linked. Multimedia and the internet require a completely new approach to writing. The style of writing that is appropriate for the 'on–line world' is highly optimized and designed to be able to be quickly (Romszowski, A.J. (1986).

The media and satisfaction

The 7 Process design media computer were: 1) special objective 2) analysis learner 3) content design 4) construction 5) write program computer 6) test and 7) evaluation media computer. Romszowski, A.J., 1986). User interactivity and basic was forward (for control (next) back (Previous) to control back. Learner can select menu for search engine on home for user Interface Design. (Katz, E., 1973). Media–system Dependency Theory has been studied as an offshoot of UGT. However, media dependency theory focuses on audiences' goals for media consumption as the source of their dependency; while uses and gratification theory focuses on audience's needs as drivers for media consumption. Media–system Dependency Theory states that as a person becomes increasingly dependent on media to satisfy their needs, that media will become more important in a person's life and thereby have increased influence and effects that person. MSDT acknowledges and builds upon UGT because it is based on the assumptions that people have different uses for media that arise from their needs. (Wendy Doube. (1998). Scope of the study with respect to the 3

details were as followings; 1) the Traditional Ghost Dance was the play of knowledge inDanSai District in Loei Province, 2) The development of media for presenting information on Traditional Ghost Dance in Dan Sai District, Loei Province in interactive media CD format was reviewed by experts who have academic knowledge on Traditional Ghost Dance in the field of contents, skills presentation, and media use, and 3) The satisfaction of tourist who used the media information on the Traditional Ghost Dance interms of media use, skills presentation, and contents. The data was collected through the use of questionnaire. Data gained from the study was analyzed with statistical tools: frequency count, percentage, mean, standard deviation. The target group were15 experts who have academic knowledge on Traditional Ghost Dance in Dan Sai District, Loei Province and 70 tourists who had used the media presentation on information of Traditional Ghost Dance in Dan Sai District, Loei Province, Thailand. The questionnaire used to collect data on the development of media for presenting information on the Traditional Ghost Dance Dan Sai District, Loei Province in interactive media CD format rated by experts of academic knowledge on Traditional Ghost Dance was set by the researcher in the scale arbitrarily. (Boonchom Srisaart, 1992).

$$4.51 – 5.00 = \text{Very High [VH]}$$
$$3.51 – 4.50 = \text{High [H]}$$
$$2.51 – 3.50 = \text{Moderate [M]}$$
$$1.51 – 2.50 = \text{Low [L]}$$
$$1.00 – 1.50 = \text{Very Low [VL]}$$

The questionnaire on the satisfaction of tourists towards the use of the media presentation on the information of the Traditional Ghost Dance was set as following. The researcher set the scale arbitrarily. (Boonchom Srisaart, 1992).

$$4.51 – 5.00 = \text{Very High [VH]}$$
$$3.51 – 4.50 = \text{High [H]}$$
$$2.51 – 3.50 = \text{Moderate [M]}$$
$$1.51 – 2.50 = \text{Low [L]}$$
$$1.00 – 1.50 = \text{Very Low [VL]}$$

Data Gathering procedure was processed through utilizing questionnaire for the research purposes. After the questionnaires were collected, the researcher processed the results. All data in the Table: s were primarily taken from the questionnaire on the development media for presenting information of the Traditional Ghost Dance in Dan Sai District, Loei Province in interactive media CD format as rated by experts who have academic knowledge on Traditional Ghost Dance, and satisfaction of tourist towards the use of the media presentation on the information of the Traditional Ghost Dance.

RESULTS AND DISCUSSIONS

1. The Traditional Ghost Dance is a kind of plays that the players have to make horrifying Phi Ta Khon mask to wear. Phi Ta Khon dresses are made of colorful fabrics and fabric scraps, then the players wear them and join the parade. For the Phi Ta Khon Festival is a religious tradition in the district, Loei Province locals called it "Boon Luang" or "Boon Yai." In the parade, the idea of creating a ghost is to mimic the dress of the shy people of the remote area. The dresses are made up of the waste household and clothes. The materials used to build the Phi Ta Khon mask is made from glutinous rice steamer and the base of the coconut husk is used as a face. The face is painted with soot from the fire, soil, lime, and turmeric. Old broken mosquito net or robe are used to improve the design and creative costumes.

2. The development media for presenting information the Traditional Ghost Dance Dan Sai District, Loei Province in interactive media CD format (Interactive Multimedia) stored on a CD–ROM to install on computer was reviewed and rated by experts who has academic knowledge on Traditional

3. The satisfaction of the tourists towards the use of the media presentation information on the Traditional Ghost Dance was high ranked as following; terms of media use, skills presentation and contents. Ghost Dance showed that the multimedia technology was rated in the high rank following contents, skills presentation and media usage accordingly.

CONCLUSION

Media on Traditional Ghost Dance in Dan Sai District, Loei Province developed from gathering knowledge on Traditional Ghost Dance from the Traditional Ghost Dance experts.   The media created has the ability to publish custom Traditional Folk of the Dansai District, Loei Province, and also has the ability to preserve cultural event of Dansai District, Loei Province for the sustainability of the tradition.

Figure 1 The vedio – multimedia of Phi Ta Khon Festival (History of Dan Sai District, Loei Province)

Figure 2 The vedio–multimedia of Phi Ta Khon Festival

(The materials used to build the Phi Ta Khon mask and Phi Ta Khon dresses)

Figure 3 The vedio – multimedia of Phi Ta Khon Festival ("Boon Luang" or "Boon Yai." In the parade)

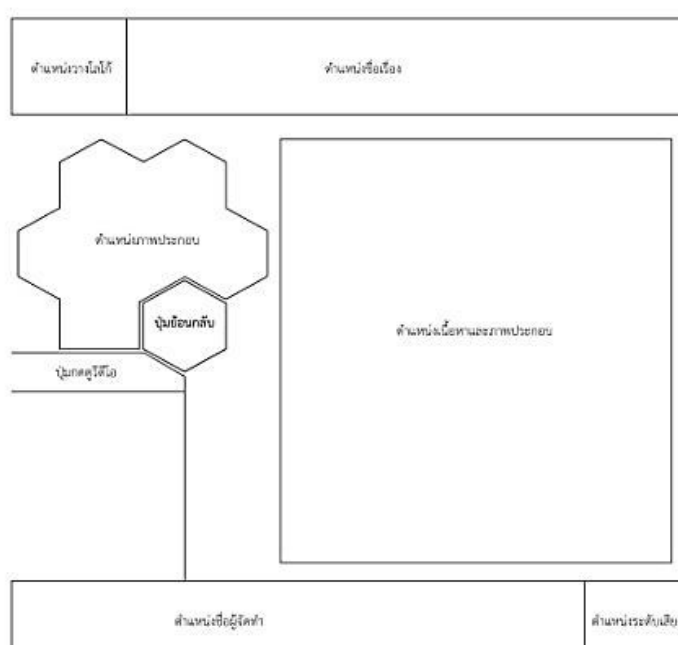Figure 4 The vedio – multimedia of Phi Ta Khon Festival (Tourist)

Figure 5 The sketc content multimedia of Phi Ta Khon Festival

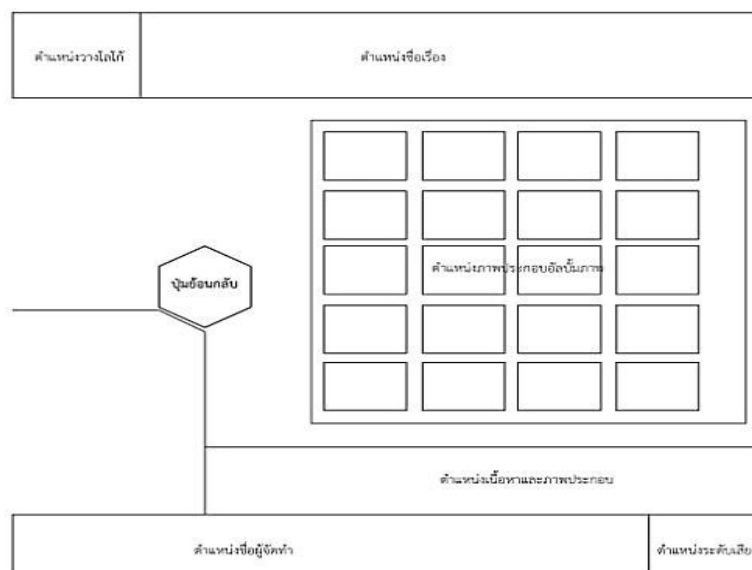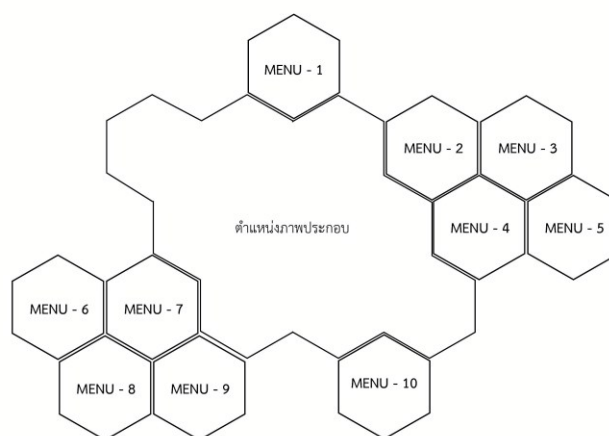Figure 6 The gallery – multimedia of Phi Ta Khon Festival

Figure 7 The sketc gallery Multimedia of Phi Ta Khon Festival

Figure 8 The multimedia used of Phi Ta Khon Festival

Figure 9 The sketc of multimedia used of Phi Ta Khon Festival

Table: 1 The mean rating of respondents'opinions on academic knowledge on Traditional Ghost Dance in multimedia technology (n=15)

Academic knowledge Traditional Ghost Dance opinions towards multimedia technology	$\overline{X}$	S.D.	Level
1. Skill presentation	3.97	.45	H
2. Media used	3.91	.52	H
3. Content	4.47	.82	H
Overall	4.12	.52	H

Legend: VH = Very High, H = High, M =Moderate, L = Low, VL= Very Low

Table: 2 The mean rating of respondents on satisfaction of tourist towards the use the media presentation on information of the Traditional Ghost Dance. (n=70)

The satisfaction of tourist towards the use of media presentation on information of the Traditional Ghost Dance.	$\overline{X}$	S.D.	Level
1. Content	4.21	.64	H
2. Skill presentation	4.26	.59	H
3. Used the media	4.29	.62	H
Overall	4.25	.62	H

Legend: VH = Very High, H = High, M =Moderate, L = Low,

VL= Very Low

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