บทความวิจัย (Research Article)

'Thai Sing Application': Urban Cultural-Educational Learning Media Promoting Thai Local Vibes to Global Sphere

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Abstract

Thai classical singing is one of the ancient vocal performances of Thailand. It does exist nowadays to serve educational and cultural functions. This paper illustrates the development of Thai Sing, a self-learning educational application for Thai and non-Thai learners to learn about singing Thai classical songs. This paper provides a preliminary background of Thai classical singing in the following aspects: vocal elements (lyrics and the *uan* or wordless vocalization), teaching styles in relation to educational technology and contemporary learning style of students in Thai classical singing major, international contexts of learning and teaching Thai classical singing oversea. Then, the paper demonstrates the creation of the Thai Sing Application (a developed prototype application available for both iOS and Android platform.) based on research and development methodology, including objectives, related works, methodology, findings, and discussion on how the Thai Sing Application can be the integrative educational media to make local Thai culture approachable by global audiences; the paper also manifests that Thai culture was presented by bringing them into the song content used in the Thai Sing Application. Furthermore, this paper embraces how the Thai Sing Application is compatible with the urban consumption style and has become one of the Thai cultural media that supports lifelong learning and cultural diversity globally.

Keywords: Thai classical singing, Thai Sing Application, educational technology, educational media, Thai culture

Introduction

Thai classical singing or traditional Thai singing known as *'khap rong phleng Thai'* ขับร้องเพลงไทย is one of the ancient Thai vocalizations developed from traditional storytelling and recitation, and it was evolved and modulated with the influence of court tradition reflected through the style of singing, the singing components, singing use and function as well as singing tradition. The elements of Thai classical singing are divided into two different features, including *kham rong* คำร้อง (lyrics or words) and *uan* เอื้อน (wordless vocalization). The two components are used and synchronized together and alternately in the vocal performance. While lyrics are sung as song words, the *uan* is inserted between the lyrical syllables to continue the song.

Thai classical singing is also categorized based on its usage in different contexts. Thuam Prasitthikun has divided different categories of Thai classical singing as follows: 1) *kha prong kap kan sa-daeng* ขับร้องกับการแสดง (singing with theatre), 2) *kha prong kap kan banleng* ขับร้องกับการบรรเลง (singing with music), and 3) *khap rong itsara* ขับร้องอิสระ (singing with no musical and theatrical accompaniment) (Prastthikun, 1981). These categories are based on the function of singing and the different types of contexts in which the singing is involved.

Thai classical singing can also be divided based on the prominent vocal characteristics in the song. On the one hand, the traditional style of singing combines lyrics and the *uan* (wordless vocalization); this style of singing is called *'uan salap nua'* เอื้อนสลับเนื้อ (wordless voice alternated with the word) (Boonchuay Sowat, personal communication, December 19, 2024), in which there is a collaboration between the *uan* (wordless voice) and *nua* (lyrics or word). This style of singing has been transmitted over the centuries until the present.

On the contrary, another style of Thai classical singing is called *ban-chu kham rong baep nua tem* บรรจุคำร้องแบบเนื้อเต็ม (containing the lyrics fully into the melody) or *nua tem* เนื้อเต็ม (full meat). It is a singing in which the lyrics are allocated fully into the melody of the song without the use of the *uan* or wordless vocalization. In other words, the use of *uan* is not part of the singing, but lyrics fully fit into the melody to be sung without a wordless voice.

Figure 1 *Vocal Elements of uan salap nua and nua tem (Suchada Sowat, 2024)*
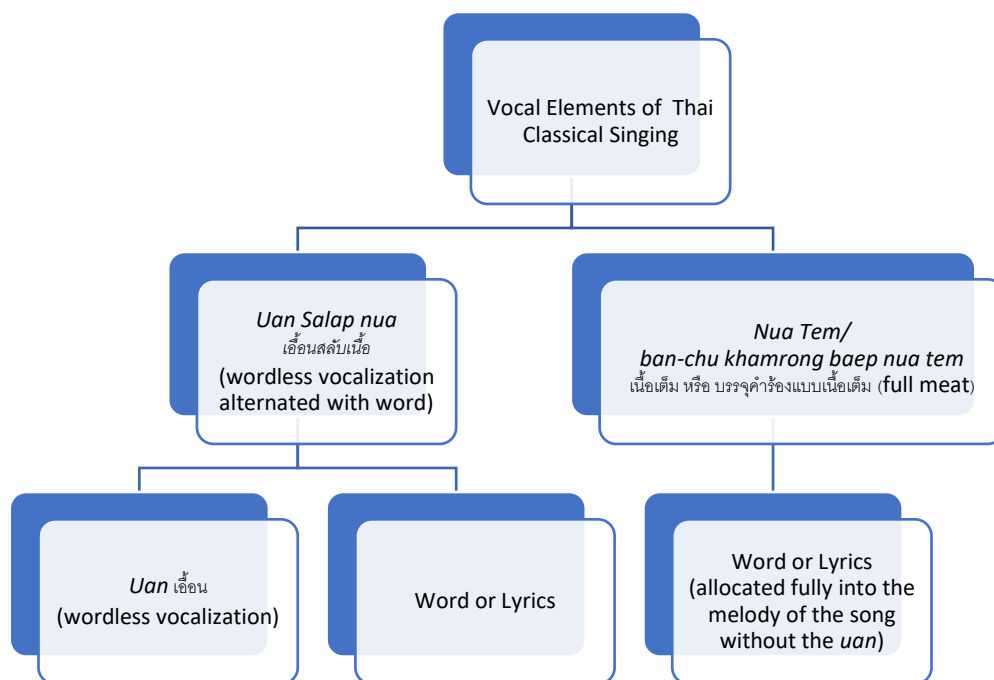
Noted. by Suchada Sowat, 2025

The vocal projection of the *uan* requires some basic vocal skills and a lot of training to produce the *uan* properly; therefore, it leads to the challenges of Thai classical singing. In contrast, the *nua tem* style is more likely to be easier than the *uan* as the singer needs to sing the lyrics based on the melody without wordless singing. The *nua tem* singing style has been commonly used to teach basic Thai singing, especially for teaching basic Thai classical singing to kids in the school system because it is easy for kids to sing the words. However, they learn how to sing the *uan* at a higher level of singing practice.

There were a number of traditional Thai repertoires selected for teaching singing to kids and it becomes a group of kids' songs used classical Thai melodies. Most of them were from existing pieces and they were taken as a melody to be allocated with a brand-new lyrics written purposely to provide children with moral thoughts for living in society.

Even though there were a number of kid songs in Thailand, most of them are composed, arranged, played, and sung based on western music instruments and ensemble. It could be said that it is quite rare to find a brand-new collection of the kid songs created to appropriate contemporary Thai and global society and performed based on Thai classical music instruments.

The existence of Thai classical singing in urban Thai society, especially in Bangkok, can be seen through two different aspects: 1) as a traditional cultural performing art passed down from many generations to be performed in urban cultural events to remind people of the old-fashion style of singing; it could either involve with music or dance and 2) as a professional subject allocated in educational system in primary and secondary level as well as higher education. However, these two aspects are not separatable because Thai classical singing is taught in the educational system and performed in public events as a cultural performing art of Thailand.

Digital technology has become an important tool for a global lifestyle. The initial definition of digital technology refers to electronic tools, devices, systems, and resources utilized to process or store data and complete many other functions. The concept and categories of digital technology can be perceived as follows: Business technology, IT– Information technology, Communication technology, OT– Operational technology, Adaptive AI/ Superintelligence, Blockchain technology, and Educational technology. It could be said that educational technology has become one of the trendy ways of learning for global students; educational technology or EdTech has revolutionized how students learn by offering breakthroughs such as computer-based instruction, interactive learning tools, audio-visual systems, and online resources (Digital Adoption, 2024). Subsequently, educational technology has inspired the idea of developing the educational application used through mobile and iPad platform; and it became the initial concept of 'Thai Sing Application' developed purposely to learn about singing classical Thai song.

Figure 2 *The Different Types of Digital Technology. "What is digital technology?"*
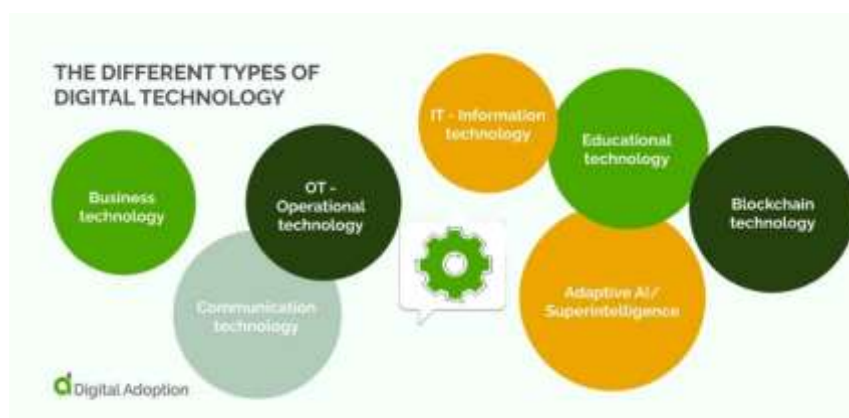
Noted. From Digital Adoption, 2024 (https://www.digital-adoption.com.)

Ed-Tech has been evolving dramatically; consequently, it is unavoidable for teachers to face the changeable learning development and the process of learning for modern people. The teacher is no longer a person who passes down knowledge to children; in contrast, a teacher becomes a coach or mentor who can guide students on where and how to acquire the knowledge needed. Notably, the teacher is expected to be able to produce educational media or materials that are accessible on the cloud platforms. Hence, educational applications have become accessible learning channels for students living in an urban society surrounded by current technology.

In addition, the current author has been working in the Thai classical singing circle as a professional Thai classical singer and teacher who has taught Thai classical singing and music to international learners in different countries, including Cambodia, the Netherlands, and the United Kingdom. In addition, the technological concept was brought up in this project as a tool to create educational media accessible for local and global learners who are interested in Thai classical singing and Thai cultures embodied within the singing.

The arrival of virtual education became a significant style of learning after the pandemic covid 2019. Lifestyles of people have changed dramatically; a visual society turns out to be a central station to connect people from far away and even different countries to be allocated as virtual classrooms and virtual training (Ref). Correspondingly, the self-learning process has played a significant role in showing the learner's ability and learning progress without meeting the instructor in person. There are a number of educational media developed by teachers to be used in online teaching session in which motivative visual and audio materials are required to make the online classroom attractive and avoid tedious online classroom for students. Even though the pandemic in 2019 has already become endemic and the lifestyles of people have become normal like before the pandemic, the virtual society and environment for a living are still remaining and developing. In the education related to Thai classical singing, the oral tradition (face-to-face teaching) is the original teaching method. Students need to learn the singing lesson in person to memorize singing knowledge and practice singing skills in front of the teacher.

However, online setting has become dominant dramatically due to the learning styles of urban students. As a professional Thai classical singing teacher, I frequently use the 'semi-oral tradition' in undergraduate Thai vocal teaching. In other words, some undergraduate students preferred learning by 'semi-oral tradition' or mixed teaching styles, which included online self-practice followed by on-site meetings. In other words, students would have listened to the songs from the virtual samples made by the teacher before attending the on-site singing class. They would have met the vocal teacher and sang in front of the teacher to gain comments on their vocal improvement. Mixed online and on-site Thai vocal teaching can somehow enhance the self-practice skills of students because they must manage themselves to learn the lesson and practice vocal skills as fluently as they can before attending the face-to-face meeting with the vocal teacher to recheck and guide them on how to improve their vocal skills properly.

Cloud storage has been one of the effective options for teacher who wants to create and collect their educational medias for different subjects. YouTube become one of the most popular platforms to serve this function. The current author created YouTube channel to collect the Thai classical songs, which are the singing lessons of Thai classical singing skills allocated in the undergraduate curriculum for Thai classical singing students and have been using this platform currently.

Figure 3 List of Thai classical songs collected as a YouTube playlist made by Thai classical singing teacher, (Dr. Suchada Sowat)

Noted. by Suchada Sowat, 2025.

Figure 4 Thai classical singing class for undergraduate students attending the class to meet the teacher after listening to the song samples through YouTube channel made by teacher).

Noted. by Suchada Sowat, 2024.

Regarding international contexts, Thai classical singing is one of the Thai cultural subjects that has caught the interest of students who are non-Thai. A group of foreigners were studying Thai classical singing as part of the York Thai Music group in York, UK. The course was taught by professional Thai classical musicians and singers studying for doctoral degrees in the UK. Students included both Asian, European and British. The current author used to be one of the teachers who gave a Thai classical singing session to foreigners from 2015 to 2018; the teaching experience helped the author understand how to teach Thai singing to non-Thai people. Most of the singing content, especially the songs, are taken from traditional Thai music repertoire to be taught based on oral tradition, which sometimes obstructs the understanding of international students. Thus, it would be helpful to have a particular set of Thai classical singing lessons that are understandable and accessible for global international students.

Consequently, all the statements mentioned above inspired the current author to seek and develop further materials to be used in a broader platform to teach Thai classical singing to foreigners easily. The initial requirement is that the singing materials include songs, teaching methods, and cultural contexts with simple and accessible features for international learners.

Figure 5 Teaching Thai classical singing for Thai and non-Thai stduents in the York Thai Music Group located at Department of Music, University of York, UK in 2015.

Noted. by Suchada Sowat., 2015.

Therefore, the current state and experience in teaching Thai classical singing, as mentioned earlier, inspired the researcher to conduct a research and development project to create the Thai Sing Application, a self-learning application available globally through iOS and Android platforms.

Objectives

The research objectives are:

1. to examine the musical characteristics of Thai kid songs.

2. to create a group of brand-new musical compositions used in developing Thai classical singing applications for Thai and non-Thai learners.

Scope of the Research

The research focuses on the development of the self-learning application titled "Thai Sing" to learn about singing Thai classical song, which is accessible and understood for Thai and non-Thai learners. The research has emphasized on making educational tool to support self-learning practice of the student/audiences in the area of Thai classical singing learning. The prototype application developed is available for iOS and Android platform via smart phone and tablet.

The language used in the Thai Sing Application includes Thai and English languages. Especially, the songs to be sung in the application

Review of Literature

Reviewing previous works, related concepts, theories, and ideas are examined as initial knowledge to develop a practical singing application, which is the final goal of the research. There are several reflective ideas reviewed as follows:

1. Cultural Flows in Urban Educational Information and Global Accessibility

As the Thai Sing Application is an educational application to teach and promote Thai classical singing connected to international audiences and to be accessible through a global platform, the fundamental concepts of cultural flows are one of the related perspectives that should be mentioned. Correspondingly, Appadurai global scapes is one of the well-known globalization theories focusing on changeable human activities based on the global culture in their living to be seen through five scapes of globalization: (1) ethnoscape, (2) mediascape, (3) technoscape, (4) financescape, and (5) ideoscape (Appadurai, 1996). This fundamental approach to Appaurai's escape has become a reflexive theory to understand the conceptual approaches to application development. While ethnoscape and ideoscape can be seen through the use of traditional Thai singing content, technoscape and mediascape have played a significant role in distributing the content and increasing the accessibility to local content for global users through the use and function of the applications launched on global platforms.

According to Pablo Boczkowski, Eugenia, and Mora (2017), the style of consuming information of young people can be understood in the way that they consume the news through social media. The research showed two ideal-typical forms of news consumption, which include "first visit" (longer and habitualized with more continuous duration) and "subsequent visits" (shorter and not habitualized with discontinuous duration); these two types of new consumption manners explained the importance of continuation for consumption behaviours that can be used as an initial idea of creating and designing educational contents and application appropriate for urban people who mainly access social media platforms.

2. Integrative Strategies of Teaching and Learning within Application Development

Learning style is a crucial factor influencing the constructional style of Thai Sing application development. In other words, it is difficult to claim which one is the best learning style appropriate for all learners. There has been a continuation of scholars discussing that

learning style is not the most important that teachers should manage and prepare for all students because different students can differentiate their way of learning. The paramount goal of teaching should be to provide them not only with knowledge and skills but also to empower them, learner, to think, solve problems, and create their own way of learning based on the understanding of extensive behaviours and various abilities to learn about something individually (LeBlanc, 2018). This statement suggests that the way people start learning about something mostly depends on themselves, and then the learning strategies can be improved from their collected experiences. Therefore, the development of the Thai Sing Application is based on a self-learning style to not only provide the learner knowledge and vocal skills facilitation within the application but also open multiple practising singing skills depending on the individual style of users.

The primary idea of self-learning practice embraces the concepts of Heutagogy, which are derived from the configurated philosophical concepts of Humanism and Constructivism. Heutagogy is how learners can decide what, how, and where to learn; it rejects teacher-centred education (Nikolovska, Ilieva, and Grizev, 2019). Even though the self-learning concept influences the Thai Sing Application in how learners can access knowledge and examples of singing, it still needs to rely on a partially teacher-centered style. In other words, the Thai Sing Application has borrowed a self-learning style so that learners can visit and access the knowledge whenever and wherever they want to. However, the vocal contents are somehow arranged, led, and sampled by the teacher and appear through the sample visual and audio materials. The application user/learner can select when, where, and how to learn to sing Thai classical songs, but they start learning from a group of materials appropriately allocated. Thus, the functions of the Thai Sing Application become an integrative educational tool for learning Thai classical singing with a mix of teacher-centered and self-centered education.

Online learning has become more effective in teaching all kinds of knowledge nowadays. The use of online materials to give students more chances to access information and knowledge has become common and is mostly used in rural and urban classrooms. There are similarities in the choice of the leading platform between teachers in rural and urban areas in the implementation of online learning, which suggests that using online materials is helpful for the current way of teaching and learning (Riastini and others, 2022).

Mobile technology in education is the concept that brings about the knowledge, mobility, and accessibility of educational knowledge that affect the opportunity of learning of various learners. Mobile technology can benefit the educational gap among children from different backgrounds (Khan, Hwang, and Rehman, 2019). The Thai Sing application can portray how mobile technology in educational applications helps learners from far away, from different backgrounds and diverse communities, access particular local knowledge through global mobile technology. The way that users access the knowledge and samples of Thai classical singing by themselves anywhere and everywhere serves the gap filled by using mobile technology as an educational application that includes devices, networking, and communication.

Research Methodology

Thai Sing Application is an educational application developed to teach Thai classical singing based on a self-learning style. The process of making the application could be divided into three important stages: 1) research collecting data from documents, interviews, and media observation, 2) musical composition making (composing the musical melody and writing lyrics), and 3) application development which was the process of working with the application developer. The final goal of making the application is to launch the Thai Sing Application, which is available on both iOS and Android platforms.

The entire research uses research and development methods. There are three types of research and development, including basic research, applied research, and experimental development (Davenpor, 2025). However, applied research is the most appropriate style for Thai Sing App development because the research aims to find particular knowledge about learning Thai classical singing for Thai and non-Thai learners and make a new product, the educational application called Thai Sing. Consequently, research data were from different sources regarding the following perspectives: 1) musical characteristics of Thai songs which are suitable for kids, 2) appropriate and updated contents for the song understandable and accessible for Thai and non-Thai learners, 3) the structural elements associated with educational application development, and 4) broadcasting and launching the application in the current app market and global social media platform.

1. Data Collection

Research data were collected from documents and interviews with related experts in

different fields, including experts in Thai classical music and singing, specialists in English teaching, and Thai-English translation. Then, the data collected were analyzed and used as a substantial idea to compose a group of songs for the application. The researcher has collaborated with an application developer who can turn the researcher's ideas into a tangible educational application titled 'Thai Sing' as a prototype application to allow and enhance users to train themselves to sing Thai classical songs in modern and global contexts.

Finally, a focus group with related experts was conducted to evaluate the prototype application; the comments, suggestions, and recommendations gained from the focus group members were used to improve the quality of the application. Lastly, the Thai Sing was already launched and appeared in app markets, including iOS and Android platforms.

Figure 6 *Processes of making the research based on research and development methodology*
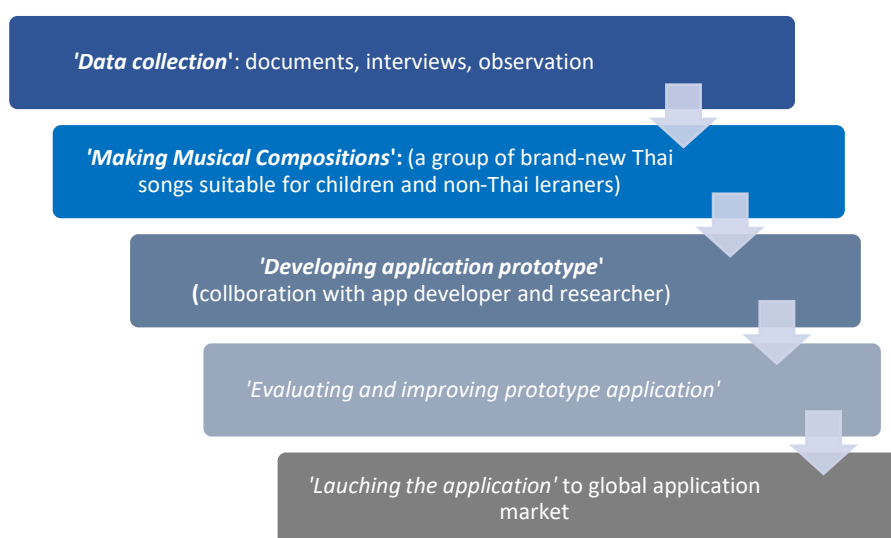
Noted. by Suchada Sowat., 2025.

Research Findings

The research findings embraced two aspects:) the knowledge regarding the musical features suitable for kid songs understandable for Thai and non-Thai learners and 2) the prototype application available for both Android and iOS operating systems. Further details of findings can be explained as follows:
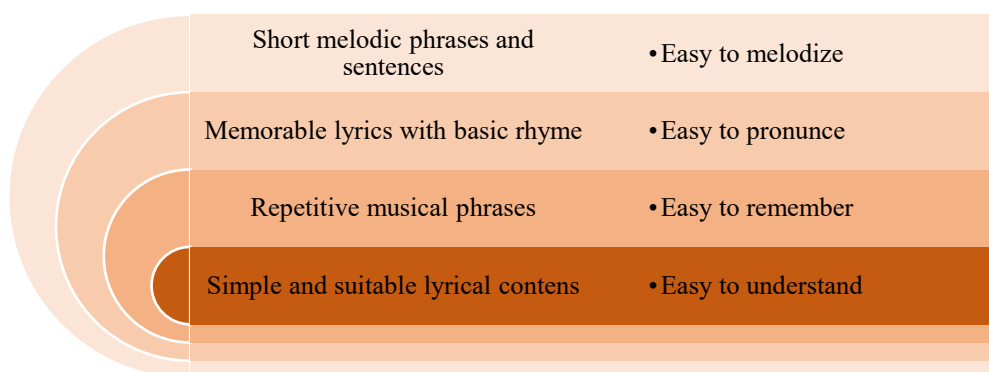
Musical Characteristics and Brand-New Thai Classical Music Compositions for Local and Global Audiences with Thai Cultural Iconic Signatures

Making musical compositions is one of the important stages in this research. A group of

brand-new Thai traditional music compositions were made to be allocated as vocal lessons in the Thai Sing application. The musical characteristics of the kid songs were taken as the ideal musical style to compose a group of brand-new songs because the musical features found in kids' songs are simple, memorable, energetic, and catchy, which are the expected musical features that should be fit in a group of brand-new songs composed. The idea for composing traditional Thai music composition that is suitable for kids and beginners includes the following elemental styles: 1) short melodic phrases and sentences, 2) memorable lyrics with basic rhyme, 3) repetitive musical phrases to make the song unique and catchy, and 4) simple contents with suitable themes in lyrics (Boonchuay Sowat, personal communication, November 16, 2023). Therefore, all musical features were used as an obviously musical style for composing the songs to be learnt by Thai and non-Thai learners through Thai Sing Application.

Figure 7 Spectrum of Outstanding Musical Features of Kids Song

Short melodic phrases and sentences	• Easy to melodize
Memorable lyrics with basic rhyme	• Easy to pronunce
Repetitive musical phrases	• Easy to remember
Simple and suitable lyrical contens	• Easy to understand

Noted. by Suchada Sowat, 2025.

There are six brand-new musical compositions, including (1) This is Thailand ที่นี่เมืองไทย , (2) Thai Wai Sawatdi ไทยไหว้สวัสดี, (3) Thai Flag ธงไทย, (4) Speak Thai พูดไทย, (5) Thai Fruits กราวผลไม้ไทย, and (6) Thai Songkran สงกรานต์ไทย. The compositions were composed particularly with simple musical features and memorable lyrics, like kid songs, to be recognized quickly and to make them catchy. While some songs have Thai and English lyrics, some do not allow learners to practice Thai pronunciation properly. Hence, multiple valuable characteristics exist within a group of brand-new compositions within each song. Further information can be found in the QR code attached:

Figure 8 *QR Code to access the musical compositions used as vocal lessons in the Thai Sing Application*

Noted. by Suchada Sowat, 2025.

Apart from using Thai Sing as a self-practice application, musical compositions allocated in the Thai Sing application were also used to teach Thai classical singing to non-Thai learners in the classroom. The researcher has integrated the function of the Thai Sing application as one of the teaching materials to give vocal assignments to international postgraduate students of Bunditpatanasilpa Institute of Fine Arts. Students are able to access the materials and practices at home, especially; they can also make audio and video recordings through the Thai Sina application and share them with the teacher during the semester.

In addition, the prototype Thai Sing Application was also used as an integrative educational media for teaching Thai classical singing for non-Thai learners. The current author used Thai Sing Application to motivate postgraduate students to practice themselves through the functional usage of the Thai Sing Application.

Figure 13 *Using Thai Sing Application for Teaching foreign students*

Noted. by Suchada Sowat, 2025.

Regarding the song content, the lyrics used in the compositions were developed from the analysis of Thai iconic cultural symbols, including Thai greetings, Thai food, Thai national symbols, local fruits in Thailand, and Thai tradition. While the song This is Thailand gives the overall perspective of Thailand with welcoming vibes, the rest of the song signifies particular Thai cultural expressions such as Thai Wai or Thai greeting, Thai fruits, and even teaching how to speak Thai through the song titled Speak Thai. Especially, the 'Songkran' festival which was currently added to UNESCO Representative Lists of the Intangible Cultural Heritage of Humanity in 2023 (UNESCO, 2025).

One of the important musical features in a group of musical compositions is how English lyrics were composed based on traditional Thai rhyme. Researchers have composed English lyrics based on understanding the rhyme used in Thai poems, but the lyrics' meaning remains. This practice has never been done before in composing a Thai song with English lyrics written according to traditional Thai poetic rhyme. The word's sound is as important as the word's meaning to be sung in Thai classical vocal style.

Summary and Discussion

In summary, the findings of the research embraced 1) the intellectual approaches regarding the way of composing the song with the integration of kid's songs and cultural songs understandable for Thai and non-Thai learners and 2) the prototype application available on iOS and Android via smartphone and tablet under the name of 'Thai Sing'. Thai Sing can be accessible to Thai and non-Thai learners and other target customers interested in exploring Thai local and traditional music culture in the form of global tools such as mobile applications.

Interestingly, the prominent features of the Thai Sing Application reflect different aspects in relation to its multiple benefits for the users/learners. It could be explained in the following points:

1. Thai Sing as the Interconnection of Broader Target Groups to Sing Thai Classical Song

A group of brand-new compositions used in the Thai Sing Application has derived from the features of kid songs that are simple and easy to understand; this musical feature can extend to wider groups of learners of the Thai Sing Application. In other words, the composition

used as the vocal lessons in the Thai Sing Application can be understood by various types of learners, such as Thai kids, non-Thai kids, and Thai and non-Thai adults because the content of music and vocal performances in the song lesson are simple and memorable to starting singing. Therefore, a group of songs that appeared in the Thai Sing Application has become the central junction of learning for various groups of people who appreciate Thai classical singing, and the Thai Sing Application has broken the barrier of regional constrain, age differences, and ethnical differences.

## 2. Thai Sing as a Glocalization of Culture

Thai Sing, as a prototype application, embraces cultural and artistic approaches. In other words, Thai Sing demonstrates how traditional and local music culture can be reproduced and represented through technological and global tools encompassing modern life. Even though the construction of the Thai Sing application relies on technological knowledge and specialization, the idea of making needs to correspond to the practical skills of singing in terms of learning and transmission.

Moreover, the Thai Sing application has become a multi-expressive educational tool for Thai and non-Thai learners to understand Thai culture. In other words, the Thai Sing application embraces various aspects of Thai culture within the songs, including Thai greetings, Thai language, Thai food, Thai traditions, and significant Thai festive events. These cultural representations can be used not only to educate learners to understand Thai classical singing but also to expand Thai culture simultaneously.

In addition, the local Thai cultures are represented through musical features that appear and are perceived via global platforms like mobile applications; this phenomenon integrates local and global elements. This concept can be understood under the term glocalization, which is a product or service developed and distributed globally but adjusted to accommodate customers in a local market (Hayes, 2012).

Figure 9 *Thai Sing Application as a representation of glocalization in Thai classical singing*
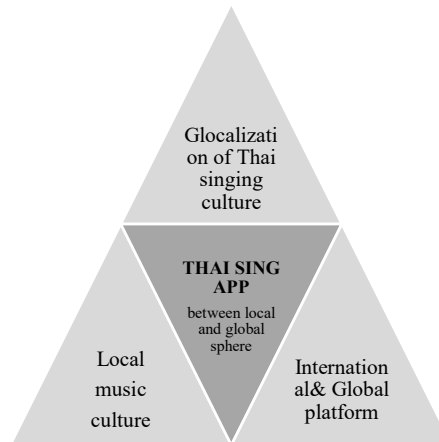
Noted. by Suchada Sowat, 2025.

3. Thai Sing Application, a Motivative Crossing-Border Educational and Cultural Identity Tool

The construction of the Thai Sing Application has brought about local Thai singing and cultures to be explored and learned by Thai audiences and non-Thai-oriented people. The Thai Sing Application has become a borderless tool embracing educational and cultural embodiment, allowing people from around the world to get to know and to know how to sing Thai songs with no regional barrier.

Furthermore, the Thai Sing Application has indirectly fulfilled the nostalgic memory of overseas Thai people. A group of iconic Thai cultures appeared in the musical characteristics such as Thai idiomatic melody, Thai musical instruments, Thai classical singing style, Thai language, Thai food, Thai fruits, and even local Thai cultural festivals like the Songkran. Thai cultural identities mentioned have motivated the nostalgic feeling of the audiences by experiencing the Thai Sing Application.

In terms of growing the Thai cultural identity for Thai citizens born overseas, the Thai Sing Application has become an educational media platform for learning about Thai culture remotely. The Thai Sing Application has embraced the iconic Thai culture to provide an artificial experience for Thai citizens overseas. They can hear Thai music in the song, speak the Thai language through the song, knowing Thai culture within the song via the way they observe and experience the musical content in the Thai Sing Application.

Thai Sing Application: Urban Consumptive Style with "Easy to Meet, Ready to Learn, and Fancy to Share"

The urban way of life intertwined with the style of urban consumption has shaped the style of living and the character of goods and products in the modern market. The design of Thai Sing accommodates the style of consumption of urban people. In other words, the application embraces compact content with the iconic Thai local cultures, comprises simple musical and vocal features like kid songs, and uses a global and easily accessible platform. The characteristics mentioned have made the Thai Sing Application "easy, catchy, and accessible," which is suitable for the lifestyle of urban users that do not regularly require elaborate and time-consuming practice. The researcher hopes that urban customers can be able to access the Thai Sing Application directly to their hands, meet the visual experience at home, and share their direct experience with the global platform through the app features so that Thai Sing embodies "easy to meet, ready to learn, and fancy to share."

Conclusion

The Thai Sing Application is the innovative media integrated with technological, educational, musical, and cultural elements. Digital technology has been used as a tool to connect resource to a wider group of users through global platform as prototype application available in both iOS and android operating system. The Thai Sing Application has demonstrated how traditional Thai singing has been adapted to suit the changeable social and cultural contexts in the area of transmission which changes from oral tradition to self-learning method intertwined with digital technology that can be accessible form not only students in classroom, but also other group of people who interested in Thai classical singing.

Using prototype applications has also helped learners access information and practice Thai classical singing anywhere and anytime at their convenience. This advantage of the Thai Sing Application becomes compatible with the style of learning and consuming information of urban people who are primarily independent, and demand rushed and compact information beyond social media use. Correspondingly, the Thai Sing Application was implicitly designed to fit the urban lifestyle to increase the number of users and learners; consequently, traditional Thai singing culture will be known widely. Thus, the Thai Sing Application obviously corresponded to the concept of "easy to meet, ready to learn, fancy to share."

The concept of learning Thai classical singing through online and global platforms has

not only increased the number of learners but also extended the learning opportunities. The flexible, mobile, and creative features of the Thai Sing Application embraced the concept of lifelong learning. In other words, Thai classical singing is no longer for students in the classroom only; it is for a larger group of learners with a form of self-initiated education concentrating on personal development (Andrew, 2024).

The musical features of kid songs were used as a connective musical feature that connects a broader target group of application users, including Thai and non-Thai users with a broader age range. The simple vocal features and iconic Thai culture used in the songs are well known and help learners to know about Thai cultural signatures at the same time. The musical features of the Thai Sing Application are helpful for international learners interested in learning Thailand's traditional music culture, which is one of the aspects that support the idea of cultural diversity in the world.

Suggestion

The Thai Sing Application is the primary step in creating an educational innovation that can benefit educational and cultural purposes. This research can be developed and modified to broaden the benefits of the Thai Sing Application with possible ways of advancement, such as making an interactive application where learners can exchange information and ideas with teachers via the application platform. Moreover, the Thai Sing Application can be developed as a real-time application that serves the modern lifestyle of people in urban areas.

Acknowledgement

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