

# Content Analysis on Developing a Sustainable Community from Wat Rong Khun Model, Chiang Rai Province

Tawipas Pichaichanarong, Veerawat Sirivesmas, Rueanglada Punyalikhit

**Abstract:** *The aim of this study was to describe and apply qualitative content analysis on developing a sustainable community based on the WatRongKhun model, Chiang Rai province, Thailand, and to give an example of the procedures used to analyse media coverage from the records of Chalermchai Kositpipat (the creator of WatRongKhun)'s communication. Qualitative content analysis was used to analyse the forms suitable for this study-which were YouTube, web-pages, books that related with ChalermchaiKositpipat and WatRongKhuntogether with ChalermchaiKositpipat's own clarifying words explaining how to develop a sustainable community from the WatRongKhun model. This included testing hypotheses concerning how content analysis results relate to other variables. To conduct content analysis on such texts, the text was coded or broken down, on a variety of levels including words, word sense, phrases, sentences, or themes and then examined using one of the content analysis' basic methods: conceptual analysis or relationship analysis on developing a sustainable community from the WatRongKhun model, Chiang Rai province. The conclusion of this paper was that qualitative content analysis was a meaningful method for analysing various forms of communication from testing hypotheses concerning relationships among various inferences from a body of texts, which showed that WatRongKhun as an outstanding sustainable community. Conclusion and recommendations for future study are also discussed.*

**Keywords:** *Chalermchai Kositpipat, WatRongKhun, content analysis, YouTube, web-pages, sustainable development*

## I. INTRODUCTION

Wat Rong Khun, also known as the white temple, is a Buddhist temple with unique characteristics. It was created on the site of an old temple, in 1997, by renowned Thai artist Chalermchai Kositpipat who decided to design and construct a state-of-the-art and amazing temple combined with an art exhibition. He spent over two decades building the Wat Rong Khun temple complex, and he projects it will take a further 90 years to fulfill his vision. He has trained a large group of artisans to fulfill his plan, and the work will continue after his death. As a result, to ensure Wat Rong Khun's completion, Chalermchai Kositpipat has constructed a system to support Wat Rong Khun financially, which has its own unique system.

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Therefore, the construction of Wat Rong Khun will continue until the final phase of construction is completed. Indeed, Chalermchai Kositpipat wants to make Wat Rong Khun as Thailand's cultural heritage. In order to understand Chalermchai Kositpipat's knowledge of sustainable community development for Wat Rong Khun (the White temple), there are several procedures used to analyse content analysis in various media from the records of Chalermchai Kositpipat's communications. There are three types of media that have been used for analyse content analysis, which are YouTube, web-pages and books.

## II. LITERATURE REVIEW

### Chalermchai Kositpipat

*Chalermchai Kositpipat* is a Thai national artist; he was born on February 15th 1955. He graduated from the faculty of painting sculpture and graphic arts, Silpakorn University, Thailand. After he finished his degree, he was determined to be a professional artist. During the initial period as a struggling artist, he continued to work hard until he became a recognized artist from his mural painting at Wat Buddhapadipa, London, UK. After that success, he went from a being a struggling artist to being a successful artist both financially and in terms of fame. When he turned 42 years old, he decided to return home to the Chiang Rai province in northern Thailand. He dedicated his entire life to building a temple with his artistic ability. He wanted to create a temple for his community to be a landmark for the Chiang Rai province. He wanted to construct this temple with his unique style of art to honor H.M. King Bhumibhol Adulyadej, who was a great king in Thailand.

### Wat Rong Khun (The White Temple)

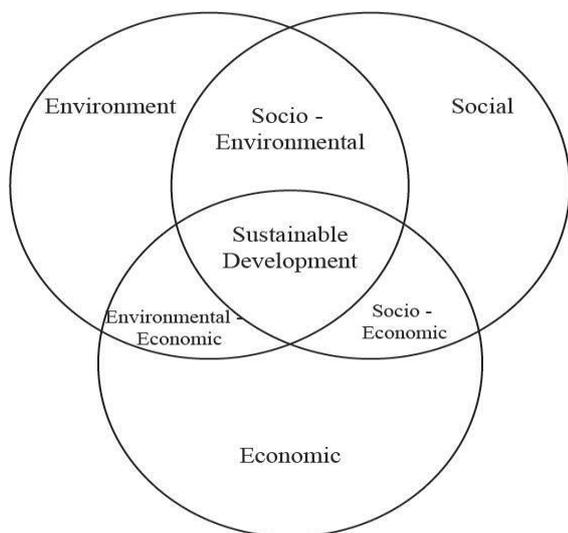
Originally, Wat Rong Khun was a local temple, located at Pa O Don Chai municipality, Chiang Rai province. As time went by, Wat Rong Khun became old and dilapidated. After Chalermchai Kositpipat returned home he wanted to settle down in his hometown. Once he saw his local temple, he promised to himself to make this temple better with his skills in art. At first, he spent his own money to develop the temple with his artistic skills. With his perseverance, Wat Rong Khun became famous both nationally and internationally. However, Wat Rong Khun was still under construction and based on Chalermchai Kositpipat's plan the temple needed another 50 years to complete the nine buildings.



He said that for great works of art, time is limitless. Great art cannot be finished in a short period of time. Therefore, the construction of Wat Rong Khun will continue long after Chalermpchai Kositpipat has passed away. Moreover, Chalermpchai Kositpipat told the general public that this temple refuses any funding over THB 10,000.

**Sustainable community development**

Wat Rong Khun is a collocation with both traditional Buddhist subjects and modern influences, including unique murals such as images of Mickey Mouse, Superman, Kung Fu Panda and Michael Jackson, etc. As such these uncommon reasons make this place a famous tourist attraction. Truthfully, Chalermpchai Kositpipat has created Thailand's most mesmerizing whitetemple for the Chiang Rai province. However, Wat Rong Khun will continue to be built until it has reached its objectives. Therefore, Chalermpchai Kositpipat has an idea for Wat Rong Khun's financially sustainable future. When appraising tourism as a community development strategy, community planners must consider how tourism will contribute in a sustainable way to community wellbeing (Haywood, 1998; Richards & Hall, 2000). The literature on sustainable development has emphasized three crucial dimensions: economic efficiency, environmental integrity and social equity and justice (Edwards, 2005; Klein-Vielhauer, 2009; World Commission on Environment and Development, 1987) (p.11). The model of sustainable development as shown in Figure 1.



**Fig. 1 Venn diagram sample depicts the path to sustainable development.**

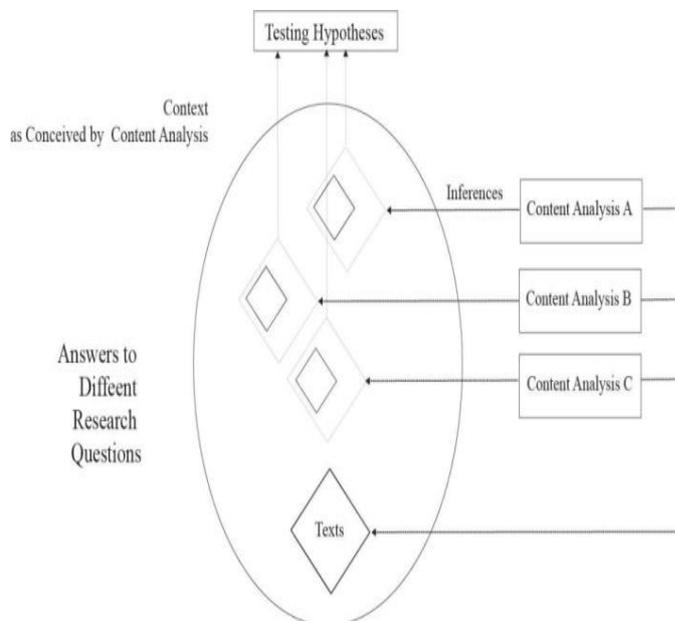
**Content Analysis**

Earl Babbie (2010) describes Content analysis as the study of recorded human communications. Among the forms suitable for study are books, magazines, web-pages, poems, newspapers, songs, paintings, speeches, letters, e-mail messages, bulletin boards published on the internet, laws, and constitutions, or any similar form factors or compilations (p.333).

**III. TEST OF THE HYPOTHESIS**

To test the hypothesis, correlationanalyses were used to assessthe relationships among various inferences from one body of texts for content analysis methodology, as shown in Figure 2.

*H-1-predicted the Wat Rong Khun model is a sustainable development for Wat Rong Khun community*



**Fig. 2 Testing Hypotheses Concerning Relations among Various Inferences from One Body of Texts (Klaus Kippendorff, p. 95)**

To test *H-1*, correlations were analysed between content analysis by the random selection of YouTube, web-pages, and books. These were analysed to ascertain if the sustainable development for Wat Rong Khun model was possible. (shown in Table 1-4):

**IV. METHODOLOGY**

Based on content analysis or the process of summarizing and reporting written data (Cohenet al., in Cowan, 2011), the research topics in the items selected for analysis were categorized according to keywords from Chalermpchai Kositpipat's records of communication in YouTube, web-pages, and books. Throughout the data analysis, each category identified wasfurther clarified using thematic analysis.

At the end of the analysis, the categories of key words on developing a sustainable community from Wat Rong Khun model usingYouTube, web-pages, and books are as follows.

**Content Analysis Applied to YouTube Content**

There search used SEO Analysis from Neil Patelto analyze keywords from YouTube. Mark Levene (2006), explains that Search Engine Optimization (SEO) refers to methods and techniques such as keywords, etc. that people can apply to a website to increase its traffic, rank, and visibility in a search engine's results page (p.4).



**Table. 1 Content analysis of Chalermchai Kositpipat on studies related to selected YouTube**

YouTube title	Keyword analysis	Frequency
1.The White Temple (Wat Rong Khun) & Interview With Chalermchai Kositpipat ( <a href="https://www.youtube.com/watch?v=RWPa3xv6cIE">https://www.youtube.com/watch?v=RWPa3xv6cIE</a> )	Thailand Chiang Rai Chalermchai Kositpipat	13 6 4
2. Adeyto LIVE World’s Most Beautiful Buddhist “White Temple” WAT RONG KHUN Christmas in THAILAND( <a href="https://www.youtube.com/watch?v=VRHD8BQz1KM">https://www.youtube.com/watch?v=VRHD8BQz1KM</a> )	Thailand White temple Adeyto	12 7 6
3.Wat Rong Khun - The White Temple. Chiang Rai, Thailand ( <a href="https://www.youtube.com/watch?v=sIu5oTej3KA">https://www.youtube.com/watch?v=sIu5oTej3KA</a> )Thailand	Thailand White temple Chiang Rai	6 6 5

Table 1. This study used the website (<http://www.seowebpageanalyzer.com/>) to find keyword analysis of three selected Youtube's links, which were retrieved on October 26th, 2018. As a result, the keywords

"Thailand", "White Temple", and "Chiang Rai" were found in Youtube's links the most respectively.

**Content Analysis Applied to Web Pages Content**

Analyzing content analysis on web-pages that contains important texts.

**Table. 2 Content Analysis of Chalermchai Kositpipat on studies related to selected web-pages**

Web-pages headlines	Keyword analysis
1. “Renowned Artist Chalermchai Kositpipat Talks Hit TV Show 'Ton Silapa' and the Value of Art in Society” (Retrieved from <a href="https://bk.asia-city.com/city-living/article/interview-chalermchai-kositpipat-artist-wat-rong-khun-ton-silapa">https://bk.asia-city.com/city-living/article/interview-chalermchai-kositpipat-artist-wat-rong-khun-ton-silapa</a> ) 	“Culture is art and art is the most important tool to change this country. Thai people are so unsystematic, never caring about following the rules. I noticed that in developed countries kids are sent to art museums to get inspiration. It helps train their mind and learn to respect others. Imagination is the key.”
2. “WAT RONG KHUN - THE WHITE TEMPLE IN CHIANG RAI, THAILAND” (Retrieved from <a href="http://www.uspa24.com/bericht-1107/wat-rong-khun-the-white-temple-in-chiang-rai-thailand.html">http://www.uspa24.com/bericht-1107/wat-rong-khun-the-white-temple-in-chiang-rai-thailand.html</a> ) 	“Chalermchai thinks the work will take about 90 years before it is finished. He has trained people who will carry on with the work even after his death.”
3. “Thailand's White Temple to begin charging international travellers an admission fee” (Retrieved from <a href="https://www.lonelyplanet.com/news/2016/09/30/white-temple-thailand-fee/">https://www.lonelyplanet.com/news/2016/09/30/white-temple-thailand-fee/</a> ) 	Thai citizens will still be able to access the contemporary and unconventional art exhibit in the Buddhist temple free, the Chiang Rai Times reported. Foreigners will pay a very basic fee – 50 baht (€1.28) – beginning on Saturday, 3 October as part of a new plan to ensure the attraction’s future viability. However, when they hand over their fee, visitors will get a handbook on the temple and a bag.

Table 2. This study selected three Web-pages that contain messages from Chalermchai Kositpipat's interviews. The content analysis on the selected web-pages was relat-



ed to Sustainable development model. As a result, Chalermchai Kositpipat often discusses plans for Wat Rong Khun (White temple) in the environmental area (Wat Rong Khun), the

social area (People from Wat Rong Khun’s community), and the economic area (Self Financing for Wat Rong Khun).

**Content Analysis Applied to Books Content**

Analyzing content analysis from books that contains important texts.

**Table. 3 Content Analysis of Chalermchai Kositpipat on studies related to selected books**

Books Title	Keyword analysis
<p>1. “Biography of Chalermchai Kositpipat” 2014 (written in Thai Language) by Petchyupa Boonsirijarungrat</p> 	<p>“I created art for the land. I do good things for society. I pay tribute to the Buddha by building this temple. In addition, I want to promote our local area to be a tourist attraction of Chiang Rai. Wat Rong Khun will help this community to become a better place.” (p. 244)</p>
<p>2. “Thai Contemporary Art Chalermchai Kositpipat”2013 by Hassapop Tangmahamek</p> 	<p>“Most of paintings of Chalermchai Kositpipat have become a model for making digital replica prints for sale to the public who want to keep his works. The revenue from the distribution of these images is a source of funds that will be used to build Wat Rong Khun in the future.” (p.185)</p>
<p>3. “Creating buddhist art for the land” 2008 by Chalermchai Kositpipat and Malathat Promathatavedi</p> 	<p>“I do not wish to handle the money myself for I realize that according to human nature, in the years to come some people would certainly think along the line of half the temple’s and half Chalermchai’s even though I have managed to arrange everything with transparency. Now, (2005), I am very happy, No headaches and nerve-racked with all the nonsense any longer. I’ve taught my disciples the art of administration and management, dividing the wok into groups directly under the supervision of the manager and the assistant manager. I don’t have to arrange meetings, go to the bank to collect deposit money, give orders, pick up trash, inspect the toilets, have the grass cut, ad do all other inane and trifle errands.</p> <p>Even though most of my disciples only finished Prathom 4 or Prathom 7, through the seven years I have shown them how to behave, taught them moral principles, given them love, compassion, and equal welfare to each family of the maintenance of their lives.” (p.13)</p> <p>“I spend a long time building this temple for I would like it to be a world-class beauty, not because I don’t have enough money. A sumptuous amount of money cannot create a work of art at world-class level if the work is to be finished in a hurry.”</p> <p>“I have been preparing all my life so that everything would be worldly and spiritually ready. I wish to create a work of art as a priceless legacy for the country and the world before I die.” (p.51)</p>



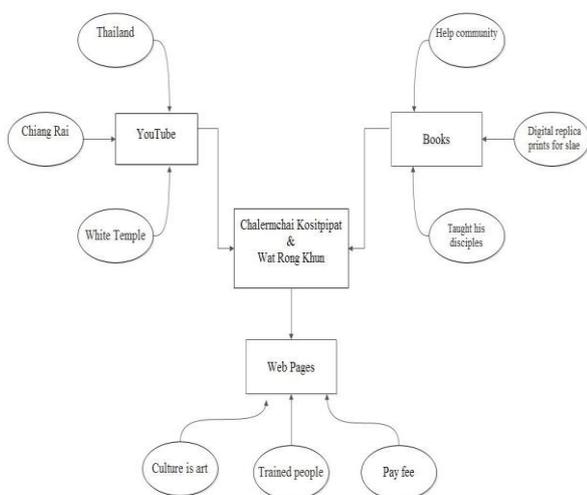
Table 3. This study selected three Books that contain messages from Chalermchai Kositpipat's interviews. The content analysis on selected books was related to the sustainable development model. As a result, Chalermchai Kositpipat often discusses plans for Wat Rong Khun (White temple) in the environmental area (Wat Rong Khun), Social

(People from Wat Rong Khun's community), and Economic (Self Financing for Wat Rong Khun).

**Comparison between the elements of key-words of YouTube, web-pages, books**

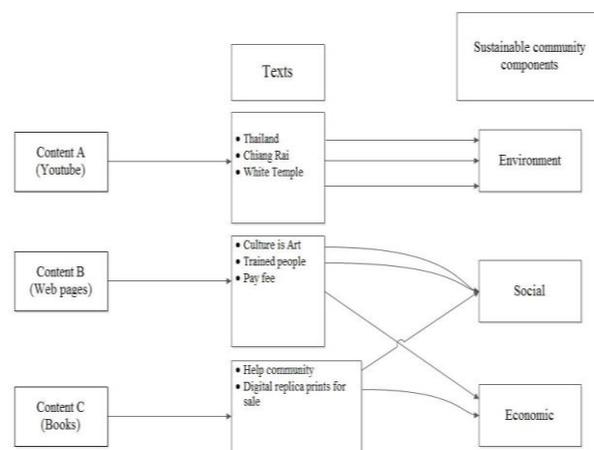
**Table. 4 Comparison between the elements of keywords of YouTube, web-pages, books**

YouTube	Web -pages	Books
Thailand Chiang Rai Chalermchai Kositpipat	Culture is art and art is the most important tool to change this country (Thailand).	Wat Rong Khun will help this community to become a better place.
Thailand Chiang Rai White Temple (Wat Rong Khun)	He (Chalermchai Kositpipat) has trained people who will carry on with the work even after his death.	Chalermchai Kositpipat's painting has become a model for making digital replica prints for sale to the public who want to keep his works.
Thailand White temple (Wat Rong Khun) Work	Foreigners will pay a very basic fee (Temple fee) – 50 baht (€1.28) – beginning on Saturday 3 <sup>rd</sup> October 2018.	I've taught my disciples the art of administration and management, dividing the work into groups directly under the supervision of the manager and the assistant manager.  I have shown them how to behave, taught them moral principles, given them love, compassion, and equal welfare to each family of the maintenance of their lives.



**Fig. 3 Mind Map of Key words (Texts) on Content analysis**

Figure 3. This study used a Mind Map to group Keywords (Texts) on Content analysis for three selected areas of media coverage related to Chalermchai Kositpipat. In addition, Selected key-words have to relate to Sustainable development Model.



**Fig. 4 Body of Texts from content analysis reflects Wat Rong Khun model for sustainable community**

Figure 4. The texts of content A (YouTube) B (Web-pages) and content C (Books) were answered with Sustainable development Model in three components.

**V. DISCUSSION**

The results support the mentioned hypothesis and this study concludes that the development of a sustainable community from the Wat Rong Khun model, Chiang Rai Province is indeed possible.

It is related to correlation analysis of the body of texts from YouTube, web-pages, and books containing Cha-



Chalermchai Kositpipat's own words. This paper found that the Wat Rong Khun model is a sustainable development for the Wat Rong Khun community (Pa O Don Chai municipality), which is based on the sustainable development model.

From figure 4, first, the texts of content A (YouTube) answered with Environment component of sustainable development, such as "Wat Rong Khun" is considered as a cultural heritage. From figure 4, second, the texts of content B (web pages) answered with Social. From figure 4, third, the texts of content C (books) answered with Economic. Furthermore, the results reported that Chalermchai Kositpipat has created a model at Wat Rong Khun that coincides with World Commission on Environment and Development (WECD)'s sustainable development model.

## VI. CONCLUSION

In conclusion, this study confirms that the records of Chalermchai Kositpipat's communication conclude that the Wat Rong Khun model was suitable for Wat Rong Khun community (Pa O Don Chai municipality) as a sustainable community.

As we have the results from our research, we also can integrate the findings to develop various areas, such as Marketing, Business Management, Public relations, New Media, Leaderships, etc. As a result, they can develop a better model of sustainable development for other communities in the future study.

## VII. IMAGES IN THIS STUDY

(With permission of Chalermchai Kositpipat, Thai National Artist)



Chalermchai Kositpipat, the creator of Wat Rong Khun, Chiang Rai province, Northern part of Thailand) (Image from the Internet)



Chalermchai Kositpipat and Wat Rong Khun, Chiang Rai province, Northern part of Thailand ) (Image from Silpakorn University)



Wat Rong Khun (The White Temple) (Image from the Book "Creating buddhist art for the land (2008)."



Wat Rong Khun (The White Temple) (Image from the Book "The Best of Me (2013)" ) (written in Thai Language)



Chalermchai Kositpipat's trained people, who will be the important factor for building Wat Rong Khun.



Chalermchai Kositpipat's trained people, who will be the important factor for building Wat Rong Khun. (Image)

(Image from the Book “Creating buddhist art for the land (2008).” from the Book “The Best of Me (2013).” (written in Thai Language)

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