

# The knowledge, Understanding and Awareness of Loei People from Media Exposure about ASEAN Economic Community (AEC)

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**Abstract—** Research The Knowledge, Understanding and Awareness of Loei People from Media exposure about ASEAN Economic Community (AEC) was studied by the methodology of quantitative and qualitative research. The objectives of the research were aimed to study the knowledge, understanding and awareness of the ASEAN Economic Community of the people in Loei province where is in Northeast of Thailand to prepare the basic information about the AEC. Also research aimed to study about guidelines for the development of channels and media content in the knowledge, understanding and awareness of the ASEAN Economic Community in Loei province. From data collection of research by quantitative and qualitative methodology made the researcher get new finding about the knowledge, understanding and awareness of the ASEAN Economic Community (AEC) of people in Loei province. The researcher found that the AEC is necessary because it is the common policy of many countries in ASEAN. The ASEAN Economic Community of Thailand to achieve a definite advantage. Most important awareness of people when there is the opening of the ASEAN is learning English, adapting themselves and prepare for the economic environment. However, the ASEAN Economic Community situation will be more chaos in Loei province because crime, migration, disease may increase. On the other hand, the good impacts are expected to occur when the AEC was opened are benefits of easier migration for the foreigner neighbors and benefit of economy is improved by more modern trades. Almost half of the samples showed that their knowledge about AEC is still a misconception that AEC is meant to cover the whole ASEAN Community. Only one of three people aware that AEC concern circulation of goods, services, investment, skilled labor move in ASEAN freely. The weakness of the AEC of public sector employees in Loei province is inadequate English skills. Media channels that found most accurate and most reliable news about ASEAN is television. The uses of radio and television broadcast to keeps people in the knowledge about AEC as much as possible is edutainment content. The uses of the Internet for the AEC knowledge make people get most details and extensive. The website of each government agency who concern should have contents about the AEC. The problem about lack of AEC knowledge caused by using media is the media broadcast was not coverage.

**Index Terms—** Knowledge, Understanding, Awareness, Media exposure, ASEAN Economic Community (AEC), Northeast of Thailand

## I. INTRODUCTION

Due to Loei Rajabhat University is a higher education institution for local which is considered to be supporter and has important base of the learning process in Loei Province. If there is education to know about ASEAN, Loei Rajabhat University should make society at all levels a knowledge

base society by causing awareness create understanding and accumulate knowledge for the public sector widely and thoroughly. Therefore, when there was integration plan of the ASEAN Economic Community (AEC), people in Loei Province who have exposed to media related to ASEAN through various media channels know about the ASEAN Economic Community really or not? How the people in Loei province give importance or have awareness? How much knowledge and understanding of the ASEAN community is. The importance of such public sector the researcher found that there is a need to survey the information related to Knowledge, understanding and awareness in the ASEAN Economic Community of people in all parts of Loei province. Especially, research that studies the people living in the border area with neighboring countries like Laos knowledge and to understand the public's understanding of the ASEAN Economic Community which will lead to the policy formulation of development and promotion of public participation in the ASEAN Economic Community. It will also help people prepare for entering the ASEAN Economic Community situation.

## II. OBJECTIVES OF RESEARCH

1. To study knowledge, understanding and awareness in the ASEAN Economic Community from information exposure of people in every region in Loei province which affects the way of life, culture, lifestyle, etc. of people in Loei Province
2. To study the knowledge base of the ASEAN Economic Community of all sectors in the province of Loei
3. To study the preparation for entering the ASEAN Economic Community of all sectors in the province of Loei
4. To study ways to develop channels and content, presenting media for creating knowledge, understanding and awareness of the ASEAN Economic Community of all sectors in the province of Loei.

## III. RESEARCH METHODOLOGY

This research uses two main methods of research: 1. Quantitative research such as survey research and 2. Qualitative research including In-depth Interview Each section has details as follows.

Revised Manuscript Received on June 18, 2019.

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## 1. Survey (Survey Research)

Is a study of quantitative data by bringing questions about the demographic characteristics different types of media exposure related to the ASEAN Economic Community To collect information about the level of public awareness to the ASEAN Economic Community In the impact on the way of life, culture, lifestyle, etc. and the level of knowledge and understanding of the people towards the ASEAN Economic Community by the population and sample in the survey are as follows;

### 1.1 Population and sample group

To collect data by surveying The researcher determined the population and sample groups in the study as follows.

#### 1.1.1 Population in education

The population in the study is people in the province of Loei by studying people in every district that has a border with Laos. And the population that has a stake and may be affected by the ASEAN Economic Community Which has a total of 7 districts including

- 1) Mueang District
- 2) Dan Sai District
- 3) Tha Li District
- 4) Chiang Khan District
- 5) Pak Chom District
- 6) Na Haeo District
- 7) Phurua District

#### 1.1.2 Sample group

When considering the estimated population from all 7 districts mentioned above, there will be no less than one hundred thousand people. Based on the sample size calculation based on the common variable between the sample size and the error caused by the sampling of Taro Yamane (1993) at the belief level Equal to 95 percent, or at a significant level of 0.05. If the number of people from one hundred thousand or more, the number of samples to be surveyed is 400.

## 2. In-depth interview

### 2.1 Key informants

In-depth interviews focus on the following groups of people.

(1) Civil servants at the administrative level of government agencies that are responsible for planning policy controls on the ASEAN Economic Community

(2) Personnel of education agencies related to education management and providing knowledge about the ASEAN Economic Community

(3) Personnel of government agencies related to the implementation of policies of the ASEAN Economic Community such as deterrence and control of illegal work, public health, administrative work

Immigration work Security work Economic and trade operations, transportation

(4) Entrepreneurs, investors, traders related to the trade system of the ASEAN Economic Community

(5) Local government officials, community leaders related to the implementation of the policies of the ASEAN Economic Community

## IV. RESULT OF RESEARCH

Awareness and awareness in the ASEAN Economic Community of people in Loei Province

Based on the data that the researcher has analyzed, it can be considered the state of awareness and perception of people in Loei Province as follows:

1. The general condition of awareness in the AEC is that people still lack awareness of the importance and awareness of the AEC, and there is a lack of knowledge and understanding in the AEC. There are many things that the general public sees as opening the country into the AEC. Will create benefits for the nation But there is still another group that looks at the future beyond And saw that in this situation The fact that most people are not aware of Have not yet been able to understand the role of their own, causing the opening of the AEC and not being able to fully use this opportunity for the development of trade and investment in economic gap.

2. When comparing with neighbors Thai people are still disadvantaged by others because people do not realize and do not learn to adapt or develop themselves in order to be ready to cope with changes.

3. One of the reasons for lack of awareness about the AEC is that people do not have knowledge and are unable to access knowledge sources related to the AEC. It may be related to the lack of resources for learning. Lack of opportunity to learn No ability to learn In particular, these people saw that the AEC It's far from them do not see any effect. Therefore did not give priority and did not pay attention to the opening of the AEC. And these people are the majority of the country Therefore, when considered, it can be seen that the proportion of the quantity of the unknown population of AEC is still large.

4. The preparation for dealing with the AEC is still not very good because it is a policy, such as budget allocation from the government. There is a small part that will really be developed to reach people in the community. It is important that children and young people who have not been prepared for awareness And preparing to cope with the changes that will occur In addition to knowing only the outer shell, such as the national flag of the ASEAN countries And knowledge of foreign languages that need to be used for communication.

5. People still lack guidelines for development to prepare for the AEC, therefore lacking clear development guidelines like having no blueprints to be used as a guide for implementation including lack of readiness Lack of understanding of the capabilities and resources that they have.

6. Lack of awareness from the government that rarely make the people understand in the government policy. Which should start from the highest policy and then pass on to make people understand from the national level to the policy at the local level In order to make the community gradually understand and recognize the importance of entering the AEC because people may know only the word ASEAN But villagers may not yet know that when being ASEAN, there must be a social, economic, and community together.

7. Tourism-related agencies try to think by themselves, like Maya, that Loei is a city of tourism and thinks that it will become a tourist city to welcome tourists from neighboring countries when the AEC is opened. Misunderstanding It is an analysis of their own situation wrongly which causes the planning for the preparation of the AEC to be inaccurate. For example, the duration of the tour is short and intermittent, such as the period in which the range of tourism for Loei province really has only the boundaries of trade in New year holidays which has a short period of days. With Songkran holidays as found in the situation, trying to find a solution for stimulating tourism economy is that many travel-related parties try to drag and drop all the insights that are not true, therefore, making the travel situation difficult.

8. If analyzing according to reality, it can be seen that Loei province is There is nothing remarkable in being a tourist city for neighboring countries that are easily accessible such as Laos, Myanmar, Cambodia because the terrain is similar to neighboring countries, which, when compared and point out that where is the difference? Especially, Loei province does not have enough outstanding incentives to make tourists come to admire. Therefore, to say that Is a province that has enough tourism to welcome tourists from abroad when the AEC is opened and cannot do that fully.

9. People in Loei Province Still lacking alertness and ignoring the knowledge of the AEC because most people see it as a far-reaching issue and still do not benefit. There is no direct effect on life. In particular, seeing that the government itself does not have a policy or any concrete action including not seeing a powerful drive towards entering the AEC, but the most important thing is that the general public does not see that the AEC will affect daily life in any way. Proceed as usual As if nothing had happened When this happens, the opportunity to develop is reduced.

10. People in Loei province lacked enthusiasm about AEC. And lack of knowledge of the stories of neighboring countries that are related to the nation's existence, such as relations with neighboring countries, so the phenomenon is Relevant government agencies are trying to create an image that people in the province are interested in the AEC and have good knowledge about AEC and enthusiasm. Understand the possibilities of the AEC despite the fact that what has happened Is giving information that is distorted from reality.

11. One problem is that people in the province still do not know clearly that when having the AEC, what do they have to do next? How is the opening of the AEC when people can't think of it? Therefore, the development process after this is difficult. Because besides most people do not pay attention to the importance and enthusiasm, people who know that the AEC is important to know only to prepare But didn't know that what to do next Or how will it be effective for everyday life? When people do not see good results Therefore remained silent and lived as normal as if this life was nothing new Nothing interesting.

12. People in the province lack the knowledge of their own identity do not know what is the essence or characteristic of themselves. The lack of self-awareness makes this an opportunity to create a point of interest or an

important point. Especially, valuable things in the locality Is unique in the product already only lacking self-confidence to upgrade the product or make it known as the product of community identity Even more, if receiving serious support from various agencies involved Will be the creation of local products become a famous product Is good in the province Therefore, when entering the AEC, it is an opportunity to present good local products.

13. People do not realize and do not really know that as a citizen of the country can help the country. As part of ASEAN countries as much from the past, Thai people never sent neither their needs nor their opportunity to offer opinions from the bottom levels to the top. In addition, the importance of self-wrong is that they are independent countries. Understand that you are more central than others and not perfect than others. Until the lack of attention to learn the story and the neighbor until they do not know other people and most importantly, Thai people do not know themselves. The most important is in Thailand, we never give importance to education or raising awareness which should be created in children to be ready to grow into quality adults like those in developed countries, so the consequences are Thai people are not aware of the changes. The possibility of being an AEC and not interested in what will affect the country itself.

14. Thai people still lack the awareness and understanding of the true essence of ASEAN and when they do not understand what should be done when entering the AEC, therefore cannot see that what should I do? The first thing is focus on anything that is important and urgent, so what the Thai people do is a shell and not into the essence For the reason that there is no thought process that looks far ahead Therefore lacking clear principles and guidelines Therefore, when thinking and doing anything about the AEC, it can only be done by picking the outer shell that is superficial, such as the expression that is prepared to enter the ASEAN atmosphere by adorning the government buildings with flags of various countries in ASEAN. Which is considered to be the only outer shell that does not create any sustainable benefits beyond beauty and showing superficiality Looking beyond the core of being part of the ASEAN Economic Community Which should give priority to research studies or seeking knowledge about member countries in ASEAN to plan for changes To prepare for the development of a new era in which the country entered the era without a trade border or continuous preparation for the people in the nation to be consistent and consistent.

### **Suggestions and guidelines to prepare for the opening of the ASEAN Economic Community**

1. Preparation for foreign language learning Both English and various languages that should be known in ASEAN countries are necessary. Both the government and private sectors have agreed that the easiest and fastest preparation is to prepare personnel to be ready for communication using foreign languages, such as having principles in practicing English as a common language in communication.



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2. Preparing for the disease which requires cooperation with foreign agencies In order to cause surveillance of communicable diseases various epidemics.

3. Preparation Regarding personnel with knowledge of investment is important. Need knowledgeable personnel about AEC to help develop. Therefore, if preparing to support changes after the AEC, there must be people who know the avenues to help expand trade and investment activities when opening the AEC.

Different situations in different areas when comparing Thailand and neighboring countries

1. The situation of the province's advantage is the potential that allows us to put in a strategic position. That we will now be able to estimate ourselves at any level, such as terrain, investment potential, people's hospitality, cost of living, labor cost, communication ability.

2. When compared to neighboring countries that are most near to Loei, Laos We have something more advantageous. We have good quality and inexpensive consumer products. Therefore motivating Lao people to come and buy these products more easily and will make the province more clearly border trade

3. When comparing the state of the neighboring country, you will see a picture of the preparation of places and supports for prosperity, such as hotels and banks in Laos.

4. When comparing with neighbors in ASEAN will find that we still have many potentials to be able to become the center of ASEAN, for example in the area of terrain Is ready for logistics Only need to develop Improve these potentials with acceptable standards and can be used at a really good level.

5. Compared to other countries, it can be seen that other countries have developed themselves, starting from a small point in the family unit. That reflects that the neighboring countries are struggling to upgrade themselves While Thailand is still slow, not interested in anything And there is still a lot of conflict within the country that has made it difficult for the country to develop.

6. When considering the readiness of other nations when compared to Thailand, then will see the readiness of other nations that are more ready than Thailand, especially, the availability of English for communication.

7. When comparing medical situations Medical treatment Thailand is much better than neighboring countries and the cost of medical treatment the tool is more ready. Quality of life is better. Compensation for public health personnel is greater, so neighboring countries want to move to work in Thailand a lot.

8. When comparing with neighbors In regard to awareness about the opening of the AEC, we are at the bottom of the AEC. Therefore, we should have guidelines for stimulating the development, transmission of information or conducting activities related to the AEC. And have more continuity than this situation, disadvantage or disadvantage of people in Loei province when the ASEAN Economic Community occurs.

1. Thai workers in the industrial system that still have to use unskill workers who do not have the diligence and do not have patience despite the better chance Although there are a lot of needs but shortages Because Thai workers tend to disgust that the unskilled work in the industry is dirty do not

like repetitive work So Thai people are tired of the same work. When bored, it will change jobs frequently. When the shortage of unskilled workers will cause the alien workers to spill in causing foreign workers to take money out of the country As a result, unskilled Thai workers may be dismissed.

2. The inferiority of lack of skills due to Thai workers is unable to increase their potential. Both in language for communication causing the need to import skilled workers in accordance with foreign jobs Many nations waiting for the opportunity to work in Thailand Because the labor costs in Thailand are higher than that of foreign workers in their own country.

3. The inferiority in the competitiveness of Thai graduates and other nations will see that the near future will be more competitive in those graduating graduates and able to find jobs in various countries in ASEAN When the situation arises, find more work. Foreigners who come to find work in Thailand Or other countries that think that wages are more expensive will compete And then will make Thai graduates know that they are still inferior and are very deputy of other nations because of lack of communication skills in foreign languages.

4. The inferiority in the preparation of the Thai government is also inferior to preparing for the AEC of many other governments because there is no comprehensive and concise plan.

5. Preparation for supporting public health patients because when the Lao people spilled into the Thai area a lot, it would result in the introduction of other epidemics as followed.

### The impact of the ASEAN Economic Community

We can consider the impact that will occur on society and people in the province as followed;

### The impact of education on tradition and culture.

1. The opening of the ASEAN Economic Community Is opening up the educational path to a large educational institution in the neighboring region more Educational network connections may be wider and far more than local educational institutions.

2. There is a change in the concept of capacity development and improvement of learning levels in the educational field of higher education.

3. Entering into the AEC makes it possible for people to open their horizons. It is an opportunity for each nation to learn culture. The life of each country in the ASEAN region also opens the way and opportunity to learn, studying the identity of each country in a variety of ways. More spacious the result is that people in ASEAN feel that To come and see, similar to being in the same country.

4. The opening of the ASEAN Economic Community Resulting in stimulation of learning Causing many parties involved to turn to review their roles and duties that As far as this is How well do the duties and what aspects should be amended became a force to develop personnel in their own units, especially, when comparing with the neighboring countries that are active and each country has many potential developments to support the competition.



5. Modern changes May come to affect the way of life and culture All of which are problems caused by society changing The kindness that used to help each other was reduced. To do anything that is a community job, it must have wages. It can be seen that the traditional culture of the community is distorted by the people outside. While the strength of the community has diminished, such as the castle parade of the past, the people participate in the community. By helping each other by hand both children and adults To find decorative items Women have the duty to design a dance parade. The procession must go to practice. Nowadays, people are not able to dance because they are doing business at home. Local wisdom gradually disappeared.

6. Fear that entering will have an impact on morality, ethics and youth. Because if the traditional culture that used to live normally is happy But if another country comes in Which is not only Laos Will become influenced by other countries.

7. In the opening of the AEC that will affect the cultural traditions that many parties are concerned about There are many parties who are stunned. Commented that there should be no concern that foreign cultures would swallow up the original culture of Thailand, especially of people in the province because the important reason is that the culture of the province is similar to the culture of Laos And if studying in detail, it will be found that the Laos side, Luang Prabang and the northeastern side in Loei province has the same ancestors. Cultural swallowing is not possible. Moreover, those who are likely to be concerned about cultural swallowing should be in Laos because there are many cultural openings from Thailand through media and other media that are fast and easy.

As for cultural changes that may be possible, it will come from non-Asian countries like China because China is trying to advance. By sending Chinese citizens to live in neighboring countries for a long time In addition to China, there are also countries that are Muslims that are trying to spread their religion to other countries.

#### **Impact on life safety and public health**

1. Many people who see that the opening of the AEC country involves security. About drugs because when the country is opened, it makes it easier to access. Then, the problems that are related and affecting the welfare of the people in the province will follow. Some sick people come with which will become the duty of public health authorities to screen people. In addition, if the AEC is formed, it may affect lives of people because the vehicle may be more Accidents may be more which is even worse and is a big problem that is worrying is human trafficking, drugs, illness which Thailand still cannot control.

2. When the AEC occurs, there will be problems from patients. People who are from foreign countries and have a lot of impoverished status and the hospital cannot collect medical expenses due to being a wretched patient Budget from the government sector is not enough. To provide a free service when there were many miserable patients and unable to collect money, it would cause the government to lose. Doctors have to work harder because the average strength of patients and medical personnel is enormous.

3. Illegal immigration problems because the Hueang River strip that separates the border between Thailand and Laos There are many precarious spots that Lao people can smuggle across Thailand. There is little chance of being caught because these people have relatives or acquaintances are ready to help along the way. In the past, less than half of the registered workers were correctly registered in the labor market. All provinces in the present, therefore, become a burden for the labor office to monitor and investigate entrepreneurs who illegally engage in illegal labor. This is affecting the care of public health and the well-being of immigrants.

4. The problem of not being able to control the welfare state of foreign workers due to illegal immigration And having to relocate the work place frequently makes the tracking of the number and work of foreign workers unable to complete and get the wrong information.

5. Problems in the welfare state to maintain the health of the population to cover both alien and Thai people that will happen later after entering the AEC, as there are likely to be many races together Causing the problem of not being able to collect medical fees because of poor claims Causing the government to pay a budget for this type of case, not less Which is equal to the payment of Thai people's tax payment.

6. The opening of the AEC if the private sector revives the hospital business will result in changes in personnel related to public health work, such as doctors, nurses, because foreigners come to use the service more private hospitals cause the public health personnel to pull out which may cause the public hospital to pull more doctors from the Lao PDR. Because there are many medical expenses that are different from Thai doctors, which are about 5-6 times different. By practicing Thai language and work processes Come to check the various licenses and can work.

7. Solving the problem of Lao people being deceived about coming to the provincial hospital must be born from the understanding and cooperation between the authorities concerned with the health of both countries must be coordinated and provide the right information in order to not be a victim of gang scams.

#### **Economic, trade, investment impacts**

1. The major impact when the ASEAN Economic Community is the product trade of farmers that may be opportunities for agricultural products from Laos to be sold to cut prices for agricultural products. When the price of the product is spilled into the competition, it may cause some products to not be sold because products from other countries have already been sold.

2. Access to the AEC allows employers to have employees from Laos to help with the job because of the province. There are a lot of workers from Laos who come to Thailand, especially, in Tha Li District and Amphoe Pak Chom District. It is important that these workers do not choose jobs. Able to work in everything while Thai workers Often insulting certain types of work and not wanting to do Causing labor shortages Therefore, these foreign workers are able to fill the gap that is scarce.



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3. Access to the AEC, promoting the emergence of partners for business people because people from Laos are near customers Loei province most and is a large customer who often buys products to sell in Laos Therefore, if it is easier to find after opening the AEC, it will increase the number of customers as well.

4. Transportation that can enter and pass through the country, the boundary is more convenient, will result in more people traveling. In particular, if reducing the complexity and restrictions on the use of cross-border documents of people living in the ASEAN region, for example, can use ID cards instead of passports in the ASEAN region. It makes traveling easier.

5. People in society should be aware that they are part of marketing, both as a producer and a consumer, which is a priority in the macro market, which has a customer base in many countries, especially, those engaged in the export and tourism business.

6. The entry into the AEC has made the province become the main gateway for trade and investment. Therefore, even if it is convenient to cross between Lao and Thai people it makes trading more agile Products from the Thai side will be traded, transferred to sell more in Laos. The province of Loei is a strategic point that has the advantage of being one route that is easy to go to the capital Phra Bang. To Luang Prabang, therefore, has a lower cost and is more convenient because today Transportation routes, as well as Thai and Lao customs, have a permanent border crossing with high availability. Can provide comfort to both people at any time.

7. Lack of awareness about the result, the disadvantage that will come from investment when seeing the results until forgetting the consequences causing questions among businessmen that have been urged to invest in the province despite the fact that the potential for investment support is not enough. It is also a concern that when investing something at the macro level what benefits will most people have? Because as far as past experiences and bad lessons became the wounds of society and the environment, as well as the investment in gold mining in Wang Saphung District, Loei Province where the toxic gold mines had an impact on the environment and people around the mine until escalating into a conflict between Capitalists and people in the community.

8. In addition, we may be at a disadvantage in terms of investment because it is open and free. Causing the government to lose benefits rather than benefit from capitalists Because of what is broken Will be a long-term waste, such as investment and pollution problems and the environment Or make use of the resources available in the country And see Thailand as the only way through Is the delivery factor for When yielding and earning profits, then return to their own country.

9. From the forecasts of scholars It can be seen that when the AEC is opened, the trading value and economic value will increase. There are many opportunities for economic expansion as well. Whether it is border trade and tourism investment, specially, in the northeastern region, which has more daily trading value with Laos This is due to the export of consumer products.

10. The view that when opening the AEC is an opportunity to allow the upper Northeast region to have more trading opportunities. Especially if the transportation route that can connect to the East Isan will be made, making the trade route from Indochina more convenient to the north and shorten the time If looking at the investor's perspective, it can be a long-term investment plan.

11. Access to the AEC causes business expansion. Have invested from big capitalists causing the trade atmosphere to expand Make the big company the owner of a large capital saw the way that Loei province is a large trade gate that opens to Laos. And Luang Prabang, so many capitalists have prepared for many things such as opening up a shop and making Lao signs to make it easier to communicate for customers from Laos. The main products that have always been made for Thailand are consumer goods factor 4 products that people from Laos will buy from Thailand to sell all.

12. Having a large capital to invest in a small city will make the small capital that is in the area being a local capital may not be able to fight a large capital and is difficult to reach.

### Social and lifestyle impacts

1. The impact that is expected to be the most likely result is Social problems that scholars expect may occur in many ways, such as human trafficking, trade, child labor, prostitution, trafficking in women, drugs, sickness he opening of gambling sites along the border area, etc., can cause non-business numerical losses. And is also a social loss followed by problems such as quarreling with children, debt problems, as well as when many people come together Will cause slum communities problems Traffic problems Which is definitely expected to be a problem Because when people have more And a foreigner As someone from other places, there are activities that are not the same. And talk to each other about less than Thai people, so the social impact and safety It is a matter that many parties are worried about that will happen.

This research results In accordance with the analysis of "AEC and the impact on social change and income gap" by Somchai Jitsuchon, who found that there is a social gap that contributes to the economic gap There is a problem of child labor, human trafficking and illegal underground economic activity. That will certainly follow (Somchai Jitsuchon, 2014)

In addition, the expectation that there will be a disadvantage when entering a business in an area that has to maintain a lot of identity, such as Chiang Khan District, which tries to deny the material prosperity of the building, the place of the Thaworawut, as well as the image Travel style that is inconsistent with popular communities Because it will result in the destruction of the cultural tourism atmosphere But in the end it may not be able to withstand the current changes.



2. The disadvantage that is expected to occur after the opening of the AEC is the formation of a specific community and may become a community that causes disruption. There are other problems. For example, more and more people will come to have a share of the welfare state. The doctors, nurses who are not many, take care of the number of patients not covered. Or done without quality the ability to take care of crimes of police officers is less Or have increased criminals Or to take over some work But the course is The number of workers will increase significantly.

3. In addition, there may be more prostitution problems. In particular, service women will find ways to enter prostitution more easily. And more realistic Because of coming in by claiming to sell labor, then later into the sales process, starting with the restaurant work Some people will come to ask for a home job in order to obtain a work permit on behalf of foreign workers. Once the license has been obtained, they will change the workplace to find another career. That is to go to prostitution when there is a chance, so the disadvantage is a young woman smuggled in or came openly to obtain a work permit. Then, someone transformed to be a prostitution career, which is increasing day by day and will become another problem to society, such as communicable diseases, access to the welfare state.

4. In the view of the workers at the border can see the negative effects of the situation in the work area Especially the main problems that threaten national security, such as the threat of drug trafficking that may be more smuggling Due to being able to hide across without passing through a permanent checkpoint And when crossing, it can easily be mixed with other people because there are more foreigners coming in.

5. Good opportunity for workers to come to work in Thailand because there are many other types of jobs that require labor, and there is a tendency that there are 7 independent workers who can come to work in Thailand because of higher wages than neighboring countries.

6. Good results make it easier for two people to come together. More intimacy Because all the border points that have cross-border points can allow both countries with a border that can cross over to find each other more easily.

7. Effect on health such as communicable diseases, social surveillance Safety of life from new transportation routes or new buildings that are foreign to the community.

8. Independent labor migration in all 7 occupational groups will affect the brain drain. In particular, public health personnel who may go to find jobs in countries with better income, such as Singapore, Brunei, may cause a shortage of medical personnel in the future.

*State of preparation to enter the ASEAN Economic Community*

### **Preparation of Entrepreneurs**

1. For the preparation of entrepreneurs, there is a practice already prepared and continuous over the government such as the readiness of investors and officers to learn foreign languages for use in business coordination.

2. People must also be prepared to use English in every location, such as teaching in the classroom and using English language in the signs to show that people in Loei province are ready to welcome foreigners.

3. Entrepreneurs have expectations that they want countries in the AEC are in contact with each other and come together to each other using the same currency, indicating that entrepreneurs have a good understanding of the standards of the country. There is a picture of the dream of the AEC in the entrepreneur's dream, which causes all systems to be the same standard, such as currency systems, language systems, bordering systems.

4. The provincial level has not yet prepared to work on the AEC despite having a clear policy to be able to work more.

5. Preparation of modern business entrepreneur capitalists.

6. Preparing to accept Lao people to work in Thailand.

7. Availability with Is community-only availability The area in the central municipality which is limited in the area is not wide. Is an area that has the potential to be prepared because it is a group of urban people with knowledge, good status, always open to news such as communities in the business district with convenient transportation routes Is the readiness of some people Not the readiness of the general people.

### **Preparation of government**

1. Manpower preparation Staff of various departments responsible for entry and exit the rule of the alien who came to work As well as the various staff at the checkpoint To provide services Facilitate the people

2. Preparation for budget, location, especially the crossing point that will be updated to make the checkpoint ready in the same manner as the airport. With different parts, both inbound and outbound clearly separated the concept of making a checkpoint to be able to accommodate tourists and facilitate tourists is considered a new concept. That will facilitate the tourists who come with the opening of the ASEAN Economic Community

3. Preparation by attempting to combine customs can perform other functions and change roles from just capturing to become a checkpoint, become a tourist attraction and create benefits for people in the community

4. Preparation of government agencies for education

5. Preparation of public health officials.

6. Preparation for surveillance of consumer goods.

7. Public health preparation for the planning of disease control strategies to support future health conditions.

8. Preparation for safety supervision

9. Preparation of government personnel that need to provide services to many foreign countries, such as at customs houses There is a language training that needs to be communicated between neighboring countries for personnel, as far as the various government agencies are alert to prepare for the AEC. Very noticeable from efforts to train, upgrade their personnel. To have language readiness Have English language training and development In particular, the sub-level staff of each department has mobilized people to attend English and other language training courses in the short term, based on collaboration between local educational institutions.



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10. Logistics preparation Linking infrastructure Communication that focuses on integrated administration in the entire province by using participation from development partners, both government, private and civil society

11. Passenger preparation and transportation along the route.

12. Adaptation to prepare for learning policies to increase the potential of personnel in government agencies.

13. The stake holders Prepare by allocating budget for sub-units at the provincial level to do various activities. That corresponds to the implementation of the AEC.

14. Adjustment by preparing the complete infrastructure, such as the heel of the road, the bridge in the important point

15. Prepare by placing measures to recruit tourist destinations in order to be a highlight and selling point in the opening of the ASEAN community of Loei Province.

16. The stake holders should prepared by creating support measures with various activities to make Loei Province be inviting city to visit. By creating measures to create safety in life and property of tourists

17. Trading database preparation by collecting information on all government agencies related to the AEC by creating a data center various matters that have been made by various ministries that contains information by storing information on the website in the Ministry of Commerce.

### The reason for the lack of knowledge and understanding and lack of awareness In regard to the opening of the ASEAN Economic Community

1. The lack of a review that we do not know anything in the AEC, therefore, we are unable to prepare to find a way to behave appropriately when the AEC is opened. In the same way while some developed countries. There are preparations for the strategic planning for the population for many years in advance. When the AEC is opened, it can proceed with the plan and encourage the population to have the opportunity to compete with other nations to work abroad these concepts have been designed and installed in this country's population since being a student.

2. People in Loei Province Still do not know themselves that should sell who is the province? Who are the target customers? And still do not know whether to raise the outstanding or outstanding product for sale when not analyzing yourself and others. Therefore, we do not know the target customers and make us still vignettes do not know how to set up a space development policy in order to prepare for the AEC. The policy is a bit of money that will be done. Therefore, nothing is outstanding. It's really the main approach.

3. Most of people do not understand what is valuable and the real benefits of preparation to prepare the wrong style and give priority to things that are superficial not the true essence.

4. People in Loei province still do not know the importance of the ASEAN Economic Community. And not focus on important matters Focus only on the outer shell.

5. We lack the good example of practice despite having good examples to learn. Barriers to preparation for the ASEAN Economic Community in Loei Province due to the preparation of the AEC operation in the province, the

researcher concluded and considered that there are many problems and obstacles that are waiting to be resolved. Which requires a period of time Included budget manpower from obstacles that prevent opening.

### Many forms of problems in ASEAN Economic Community as follows:

1. The preparation is superficial. They can't find the real goal, therefore, making the process of preparing personnel for publicizing or disseminating knowledge about ASEAN is not a major issue or a provincial agenda looked at the news for a while. After that, no one spoke again.

2. Problems with document regulations not consistent with the work of the operational staff.

3. The Understanding the mismatch of the foreign workers registration documents still has problem.

4. Problems concerning regulations that cause lack of mobility and obstacles in operations.

5. Problems in geographical position due to Loei Province is not a big city. The connection between trades between the borders is therefore not outstanding. Unlike Nong Khai Province and Nakhon Phanom Province which has a border near the big city of Laos, so if it makes the province to develop a leap into a city, border trade in other provinces in the Northeast would be difficult.

6. When opening the AEC and leading to good results, each unit is not the same. To make each unit of personnel to see the difference while one of the ministries considered it from a good thing to have an AEC, while another ministry viewed it as the beginning of the problem to follow.

7. Awareness of the people of the province has not yet been ready. Because the public's view is that it is the duty of the government therefore unable to understand the role that people can participate in.

8. Problems that people do not care because people in the province do not see that ASEAN Economic Community is new situation.

9. Having the opinion that being an AEC may not provide real tourism benefits Because of tourism, therefore, when opening the AEC, it does not help facilitate tourists in any way. Will make people not interested.

10. Uncertainty about understanding and immigration processes Immigration

11. People in the province are not ready. Not interested in the AEC. Communication barriers to create understanding of the AEC are lack of continuity. And there is no one who will be directly responsible for this matter.

12. Inadequate manpower barriers to monitor and investigate illegal employment and illegal labor that are smuggled into the city because the area of inspection is large throughout the province while the manpower is small and No manpower, suppression of arrest causing the inability to solve the problem of illegal entry into the workplace.





### Suggestions and suggestions for preparing problems and solutions

1. The Government should seek agreement between the governments to lead to clear action especially, the agencies involved in cross-border travel of both countries despite the fact that the people working in the relevant department are ready.

2. There should be more language learning. In particular, there should be a language preparation for the staff at the checkpoint, which is the first door to meet and welcome foreigners, for example customs with the immigration department. Saw that preparing by learning various languages It is important, even when studying, it is not yet used because the operational staff Most of them are not ready for foreign languages because language is the first place that people in the province can prepare.

3. There should be education to prepare By using a deep study approach to people in sub-communities which requires continuous well-structured and well-prepared To be used as information to determine the guidelines or strategies that are consistent with the readiness and the existing features of the people of Loei Province.

4. Should seek and learn other countries in ASEAN as well. Because if we compared to other countries in the ASEAN we can see that people in other countries seek more knowledge than Thai people did.

5. Regularly review the own professional standards in order to build confidence and raise the level of professional practice.

6. The person responsible for implementing the policy should have promotion and publicity to the right place, such as for Loei province. Should focus on tourism first when being a tourist city, other benefits will follow.

7. Should seek to support agencies that are responsible for overseeing the immigration of foreigners. To be able to integrate with other agencies In order to take care of the immigration of aliens that have more days.

## V. CONCLUSION

### Appropriate communication patterns to create awareness, awareness and understanding The ASEAN Economic Community of Loei Province

1. There are many problems and obstacles in using media for public relations on the ASEAN Economic Community of Loei Province.

1.1 Public relations to create an understanding of the ASEAN Economic Community The use of channels and media formats that are not appropriate, such as found to be a lot of print media and lack of interest Lack of serious and uninterrupted work, therefore public relations to provide information to people in the province of Loei is still not serious. Is just a creation based on current and situation Reflection phenomenon is The general public still does not understand the possibilities and importance of the ASEAN Economic Community.

1.2 should have public relations about The ASEAN Economic Community is more abundant because of various conditions and readiness, along with many aspects such as transportation routes. The only lack is in public relations about the transportation route that will make people awake

and turn to use the route through Loei province to travel in neighboring countries.

1.3 Different types of media are not enough to create interest or to see that the AEC is important because people in the province see only the symbol of ASEAN, which is the member country flag that follows the school page. But giving details at the local level is not clear enough. Most people know about the ASEAN Economic Community from the mainstream media.

1.4 The receiver is People in the province are not ready. Not being encouraged to pay attention to the ASEAN Economic Community Become a barrier to communication in order to create understanding of the AEC, for example, lack of continuity and there is no one who will be directly responsible for this matter

1.5 Conditions of media in Loei Province Gave importance to the understanding of the ASEAN community A little or hardly seen as a point of interest would be a matter of importance.

1.6 Use of media to disseminate knowledge about AEC in Loei province is still minimal. Most can see that Neighboring countries learn a lot of Thai language while the Thai people rarely learn the neighbor language at all.

1.7 Local media in the province of Loei, which talks about the AEC, is still low and there is hardly any content presented in a variety of analyzes to stimulate interest or knowledge about AEC. Most of them are just talking together. Use the same content to present New content that should happen Therefore almost did not appear.

1.8 people in Loei Province Never learned that mainstream media, such as television, is a medium that allows serious knowledge. Therefore is the use of view-based media Causing nothing to benefit about the AEC from watching television.

1.9 Most business operators in Loei Province Which is related to the trade of goods and services directly with neighboring countries and don't care about the AEC.

1.10 In the community, there is still lack of communication from community leaders who know about the understanding of the ASEAN community. Because of lack of forwarding Lack of communication from community leaders who know about Lack of telling as an individual media When lack of learning between leaders to people in the community, it means that communication between communities is lacking. Thus making the process of transferring knowledge Or the situation of being known and prepared to live with only one cluster.

1.11 The use of print media to present the AEC is always chosen as a basic medium. But cannot expect to perform the duties of the media that can explain the story and create a better understanding of the AEC because it is a medium that creates less interest There is a limitation that if a person receives no more read Because there is too much information Or not paying attention, such as dumping or storing until forgetting to read Is equivalent to being an inefficient media compared to other media.



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1.12 The lack of media that can reach the general public and can provide knowledge and understanding to the public about AEC.

1.13 Proactive communication policy in the AEC is still ineffective because the communication is only communication with certain groups so researcher saw only results with only certain groups of people involved and for a short period of time.

1.14 Problems in communication with international languages that general personnel are not ready Became a communication barrier therefore, must prepare to find a solution to communicate at the initial level.

1.15. Problems that people in the province lack of channels and opportunities to communicate or create serious and continuous importance for the AEC, especially when the internal communication occurs and convey the concept of the AEC to the group of people and other relevant agencies In order to work together in a systematic process.

2. Finding solutions to be able to communicate for public relations Understanding the ASEAN Economic Community in a short time.

2.1 The responsible agency must have a work plan. The stake holders should do public relations policy or recruiting specific media for the relevant parties to acknowledge.

2.2 The stake holders should coordinate together to create communication between departments and agencies or other institutions.

2.3 The stake holders should provide personal media for continuous communication, especially with people in the community when there is an opportunity.

2.4 The stake holders must create communication in the community for a lot to create knowledge and understanding to spread to people in the community thoroughly, such as the use of bad news broadcast towers of the community.

2.5 The use of personal media to reach the sub-level of each organization. Personal media should be sent to visit educational agencies to make understanding and provide information about the AEC.

2.6 Changing the use of media for public relations to be most effective, for example, considering that the use of print media may not be as effective Therefore, it should be a personal media to be more suitable.

2.7 Preparation for communication must send news about what is going to happen in the near term. In order to be most alert and prepared.

2.8 There should be a process to create a participatory communication in the community to Enabling people to get to know people in the community, create roles for participation in awareness, prepare to support the problems of people in the community Is important.

3. Finding a long-term solution, such as using stimulation mechanisms Personnel learning making that ASEAN Economic Community Is part of everyday life.

3.1 Create a mechanism to create an understanding of the ASEAN community to be widely distributed. Because the presentation of content through the media about AEC is still low, the content should be continuously and varied. Because of their aptitude and ability, time, convenience in receiving media exposure for each group of people is not the same. Will make people lose interest and get information Knowledge is not complete Sometimes, content production

is not interesting, causing people to not follow and do not open as well.

3.2 There should be a serious effort to promote the understanding of the ASEAN Economic Community.

3.3 The stake holders must help to build understanding and focus on public relations especially, the goals of the AEC.

3.4 Related parties can create a variety of public relations media.

3.5 Personal media is important to make news to the people. Because of good results, both the response of the audience to the question and if it is important, it makes the listener feel the importance of entering the AEC

3.6 Creating the ASEAN Economic Community Information Center In the province of Loei so as to be a data center to learn and communicate easily but as far as the shortage of personnel to continue working

3.7 Local media should review their own roles as to how the media functions should be done in order to make the public see the impact to be aware of and understanding of the ASEAN community.

3.8 Understanding must look at everything Interlinked. There is a way of thinking because something doesn't seem directly related but it has many effects, such as using chemicals for agriculture. But affects the food in the air in Loei province and affects the quality of life of people Resulting in eating, being a fundamental factor of tourism.

3.9 Communication must be a face-to-face communication. There is a direct transmission between messenger and receiver. Will make the recipients know better.

3.10 Local cable TV media is an ideal media for public relations because cable TV direct to the specific audiences who are the main buyers, especially, in the downtown area. Therefore, local cable television media should be able to perform the role of creating understanding of the ASEAN community.

3.11 Distribution media in the community area should be an example of a good community media because it allows the general public to receive news immediately and people can access soon because no need to wait for the production process of news while other media have to wait for production and makes it take more time for people in the community to get to know and make that matter unpopular, especially, the issues of the AEC opening.

### The state of knowledge and understanding of the ASEAN Economic Community of people in Loei Province

1. The knowledge and understanding of the ASEAN Economic Community of the people of the province is still considered low and is not in a position that is powerful enough to drive important policies to prepare for the ASEAN Economic Community due to many reasons. Because most people still lack knowledge and understanding and are not aware of the importance although there is content that appears in the mainstream media such as television that is about the ASEAN Economic Community



but most people are ignorant of the importance when interest is low People who understand therefore are less than they should be.

2. People in Loei Province Still do not know what he knows How important is it in the ASEAN Economic Community?

3. Workers in Loei Province Still not awake and not interested in the AEC situation because it does not see the importance and does not see the difference between having The emergence of the ASEAN Economic Community

4. An interesting phenomenon is Some private sectors still do not see the importance of opening the AEC, which is not uncommon because the province is rich in resources that are factors that enable entrepreneurs to do business themselves without having to rely on resources from neighboring countries, therefore, the lifestyle and business that used to be the same as normal, even if the AEC is created or not.

5. Lack of preparation, partly from the public sector because the people themselves are still unable to prepare for the AEC situation due to unclear. At this point, the public didn't even know what happened on 1 Jan 2016. Some people who did not know, so they never prepare in any way. Even tourism in the province did not know that at that time what type of tourism that the government want to prepare because of lack of clear policy agreement.

6. Most people do not understand and not paying attention to large marketing Therefore, investment arrangements have not yet occurred.

7. Broadening the market liberalization despite causing consumers to have more choices to buy products, which it is an advantage. However, there was not any attention from people in Loei province because actually new imported products are lower quality products than the original products that are already produced in the country. Therefore, having new products coming from neighboring countries, therefore, does not correspond to the needs of consumers in Loei Province.

#### Requirements for conducting research and studies related to the ASEAN Economic Community

A guide to the study of the ASEAN Economic Community in the future to lead to the study of up-to-date information and preparation as well as for solving future problems to be a database to determine the strategic direction of the ASEAN Community Policy at the provincial and regional levels. There are people who propose issues that should be studied with research in many areas as follows.

1. Study on the development of patterns Cross-border transportation system troubleshooting or facilitate the mobility of cross-border transportation.

2. Study on service standards, procedures for entry into the country.

3. The study of the ability and potential of people in Loei province in communication with foreign languages such as Chinese, English.

4. Study on the economic benefits of both countries.

5. Study on trade research, border investment.

6. The study of overlapping laws on transportation.

7. Education Guidelines for developing public health knowledge with neighboring countries.

8. The study of the three main strategies is that the business sector that brings the highest income is agriculture tourism and border trade sector.

9. Study of the needs of Lao people when the ASEAN Economic Community occurs.

10. Research by public participation methodology when the ASEAN Economic Community occurs.

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