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## **The Promotion of Chong Ku Khu Mahathat community traditions Based on eco-culture concept**

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The purpose of this study was to study and to compare knowledge, attitude about the tradition of Chong Ku Khu Mahathat of community before and after promotion. The sample were 30 voluntary students in Environmental Education, Faculty of Environment and Resource Studies of Maharakham University. The research tools were manuals, brochures, knowledge test and the attitude test. The statistics used for data analysis were frequency, percentage, means, standard deviation, and Paired t-test. The findings were that before promotion, students had knowledge score at moderate level and after promotion, had knowledge score at very good level. When compared mean score before and after it indicated that students had higher knowledge score more than before, significant level at the 0.05. Before promotion, students had attitude score at agreed level and attitude after promotion is at agreed level. When compared mean scores between before and after promotion indicated that students had higher attitude score than before, significant level at the .05.

**Keywords:** promotion, traditions of Chong Ku Khu Mahathat, knowledge, attitudes, eco-culture

### **Introduction**

The way of life of people in the past is rooted from beliefs of people in the past through the present. Then there is the evolution of beliefs and guidelines of how to practices to follow. Heed 12 Kong 14 is formal rules for people in the community in Isan. It has been done the past to make the lifestyle present. There are guidelines to behave within the society, both in Heed 12 Kong 14. These are based on beliefs in both the Buddhist and Brahmins.

In the Northeast of Thailand, it is evident that most people have Buddhist belief that is mixed with ghostly belief. There is a correlation between them and a lot of definitions given about ghosts. "Ghosts represent supernatural power which provides social norms and righteousness in the way of life so we can live

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together accordingly. "Pitphee" (fornicate) is considered illegal (Seree Pongpit: 1986) because the ritual of the East is clearly defined. Heed twelve Kong fourteen is a ritual belief of the Isan people that mostly related to ghosts. But in modern time, people have perfectly mixed the religion together with the rituals of faiths. The ideas in the past is used in order to create a relationship that drives the current society forward. Ritual tradition happens and are followed for such a reason. Chong Ku tradition is a good example.

Chong Ku tradition is a ritual of the community which has been practiced since ancient time because it is the center of the minds of the people who have Ku and nearby communities. From the past, on the 15th day of the 5th month. According to elderly men in the villages, during the ceremony, the elderly villagers will come together without appointments, but will keep the date mentioned above. A day of bathing Ku which believe to be the prosperity of life and the rainy season must go accordingly and it continues to the present. The beliefs involved and the importance of faith in the ghosts, god and it is set to have Ku tradition to conserve water resource as well as to create abundant food source and to preserve forests for many communities. Ku tradition builds morale for local people to pursue their careers. It is also a valuable local wisdom and a center for the minds of the people in the community and neighboring communities. Moreover, it shows people's participation in the tradition of the people in the community.

Chong Ku khu Mahathat tradition is a tradition that emphasizes on water because they believed that if people in the community behave and perform traditional rituals properly, rainfall will occur accordingly. This will provide sufficient water for farming and household consumptions. Consequently, there must be water conservation because water is an important factor in the survival of human beings. Water is the source of plants and animals. Demand for water is vary depending on the necessity of consumers and the abundance of water. Type of water that is most beneficial to humans is fresh water because it is renewable. Therefore, it seems that water resource are unlikely to be lacking or inadequate for human needs. But in facts, some areas or sometime, there are shortages of water. In addition, some areas at certain times, too much water or flood can cause problems. The severity varies depends on the nature of the areas, rainfall received and other factors. Therefore, Chong Ku tradition was created to achieve the aims of the people in the community. First year students in Environmental Education, Faculty of Environment and Resource Studies of Maha Sarakham University was involved in this tradition. They are the new generations who is keen to learn about environmental education so that they can use various environmental knowledge to preserve world's environment such as family, community and society. They must be experts to build knowledge and

understanding for people in society. They must know tacitly as well as understand clearly and correctly. They have to learn to achieve self-knowledge and be able to convey it to the people and social environment in which they exist. They must also apply the process of transferring environmental education as a link to give a real understanding.

Therefore, the researcher is interested in the promoting of Chong Ku Ku Mahathat tradition for first year students in Environmental Education to learn the tradition which is useful for water resource conservation and they can see the benefits of water to the livelihood of people as well as having a thorough understanding of the Chong Ku tradition, which will help preserving the beautiful traditions for generations to come.

Objectives: To study and compare the knowledge before and after the promotion of the Chong Ku Mahathat of the community in accordance with the cultural ecology. To study and compare the attitudes before and after the promotion of the Chong Ku Mahathat of the community in accordance with the cultural ecology.

## **Materials and methods**

### ***Hypothesis of research***

After the promotion of the Chong Ku Mahathat tradition, the participants had the knowledge and attitudes about the tradition of the Chong Ku Mahathat better than before.

### ***The importance of research***

Promotion community tradition based on cultural ecological concepts, students who attend the promotion learned about the Chong Ku traditions as well as learning the meaning of Thai culture and tradition. This will bring knowledge and attitudes towards the tradition of Chong Ku Mahathat and see the importance of Thai cultures and Thai traditions that the ancestors have built for generations including the conservation of the cultural environment.

### ***Scope of Research***

**Research areas:** research area in the promotion of the Chong Ku Mahathat tradition of community based on cultural ecology which can be separated into the followings;

1) The study area of Chong Ku Mahathat tradition including Do Don Du, Khwae District, Muang District, Maha Sarakham Province.

2) Areas of promotion includes environmental Education Research and Training Center, Faculty of Environmental and Resource Studies, Maha Sarakham university

### ***Population and sample***

Population used in the promotion of Chong Ku Khu Mahathat tradition of the community according to cultural ecology can be separated into the following:

1) Population used in the study of Chong Ku Mahathat included 646 villagers, Baan Don Do, Khwa Sub-district, Mueang District, Maha Sarakham Province.

2) Population used to convey the knowledge are 103 first year students in environmental education, faculty of environment and resource studies, Maha Sarakham University.

The samples used in the promotion of the Chong Ku Mahathat tradition of the community according to the ecological cultural concept can be categorised into the following:

1) Sampling groups used in the study were 5 people, namely, 1 community leader, 1 sage villager, 3 villagers selected by specific selection.

2) The samples used in the broadcast were the 30 first year students in Department of Environmental Education, Faculty of Environment and Resource Studies, Maha Sarakham University. They were selected by volunteering.

### ***Variables studied***

1. Independent variable was the promotion of the Chong Ku Maharat tradition for first Year students in Environmental Studies

2. Dependent variables was the knowledge about the tradition of Chong Ku Mahathat and attitudes of 1st year students in Environmental Studies towards the tradition of Chong Ku Mahathat.

### ***Duration of Research***

March 2015 - March 2016

Phase 1: Studying the basic information of the area.

Phase 2: Designing the teaching of Environmental Education

Phase 3: The process of teaching of Environmental Education

### ***Tools used in research***

Tools used to convey

1. The promotion manual on the promotion of the Chong Ku community's tradition based on cultural ecology.
2. Promotional brochures Tradition of Chong Ku tradition

Tools for measurement and evaluation

1. Questionnaire on knowledge of the promotion of the Chong Ku Mahathat tradition of community based on cultural ecology before and after training.
2. A measurement of attitudes towards the promotion of the Chong Ku Mahathat tradition of the community based on the cultural ecology before and after promotion.

### ***Data collection***

In this study, the researcher collected data as follows:

Phase 1: Study of the Chong Ku Mahathat tradition.

1. The study of the tradition of Chong Ku Mahathat in the community of Ban Don Du, Khwao sub-district, Muang district, Maha Sarakham Province. The Researcher had the following information.

1) Contacting the community leader to get permission to survey the environment in traditional culture. Then data is collected using interview method

2) Taking the survey results to consult with experts in order to get permission to go to the research area and doing research the promotion of the Chong Ku Mahathat tradition of community based on cultural ecology.

3) The Researcher Coordinated Head of Bachelor Degree Program, Department of Environmental Education, Faculty of Environment and Resource Studies, Maha Sarakham university to ask department of Environmental Studies for cooperation to provide a venue for the promotion. In addition, first year students in the field of environmental education, Faculty of Environment and Resource Studies Maha Sarakham university were asked to join the promotion of the tradition of Chong Ku Mahathat.

4) The Researcher contacted participants which were 30 voluntary first year students in Environmental Education, faculty of Environment and Resource Studies, Maha Sarakham Universit.

Phase 2: Tool Design and finding a quality tool.

Based on the analysis of the data from the study of the traditions of Chong Ku from Phase 1, the guidelines for creating and defining the management model are as follows.

1. Create manuals, brochures, quiz questions and attitude measurement in Chong Ku traditional culture based on cultural ecology.

2. Forming knowledge transfer activities according to the promotion model which is as followed.

Defined purpose of the promotion model, the details are as follows.

- 2.1. Knowledge transfer techniques must be appropriate to the content of knowledge according to the purpose of promotion. It is a concept that lead to the promote contents of Traditional Chong Ku Khu Mahathat. Promotion techniques must be appropriate to the content knowledge. Consequently, attendees increased the knowledge of the tradition. The methods used in this promotion includes Lectures.

- 2.2 Media used in the promotion includes activities handbook of promoting the Chong Ku Khu Mahathat community's tradition based on cultural ecology.

- 2.3 Promotion period took 2 days.

- 2.4 Target groups for promotion are 30 first-year students in environmental education, Faculty of Environment and Resource Studies, from Maha Sarakham University which were selected by voluntary selection.

3. Formulation of measurement, evaluation, and promotion of knowledge before and after promotion using the Knowledge Questionnaire and attitude measurement.

Phrase 3: Environmental Education Knowledge Transfer Process

At this stage, it is the process of transferring the environmental education, through the process of promoting knowledge transfer and collaboration which has set the promotion pattern for promotion purposes, the objectives are set out as follows:

- 1<sup>st</sup> step leading into promotion activities; Step into the activity is the preparation of the participants or creating a favorable atmosphere to promote the tradition as well as to familiarize and reduce physical, mental stress.

- 2<sup>nd</sup> step activities; this promotion activity consists of lectures and demonstrations, with the activity manual and pamphlets promoting Chong Ku khu Mahathat community's tradition. By setting goals for each activity, let the promoters know what they are doing. The Researcher has the techniques and methods to promote their participation in the promotion of knowledge and participation.

3<sup>rd</sup> steps measuring activities; this stage is the last step which will be the goal of the researcher initially. By this promotion, the assessment measures 2 aspects: knowledge and attitudes of participants towards the promotional activities.

## **Results**

The result of the research on the promotion of the Maha Puja tradition of community based on cultural ecology can be summarized as follows:

1. The results of the analysis and comparison of knowledge before and after the promotion of Chong Ku Khu mahathat traditions of the community according to the ecological cultural concept.

Prior to the promotion, the students had fair scores on the level of knowledge about the tradition of Chong Ku Khu Mahathat and after the promotion of the students' knowledge level was very high. When comparing the scores before and after the promotion, it was found that after the promotion the students had a higher knowledge about the tradition of Chong Ku Khu Mahathat than before with statistically significance at .05 level.

2. The results of the analysis and comparison of attitudes before and after the promotion of the Chong Ku Khu Mahathat tradition of the community according to the cultural ecology is followed.

Before participating the promotion, the overall attitudes towards the Chong Ku Khu Mahathat tradition were 2.48 which at the agreeing level. After the promotion, students had the average attitude of 2.92 at the agreed level which is an increase in average score. Comparing scores before and after promotion, it was found that after the promotion students had higher attitude scores than before promotion. Statistically significant at the 0.05.

## **Discussion**

The promotion of the Chong Ku Khu Mahathat community tradition based on cultural ecology encouraged 30 students who have volunteered to participate. Knowledge and attitude tests were used as tools to collect the information. The researcher would like to discuss the results as detailed below.

1. The results of the study and comparison of knowledge before and after the promotion of Chong Ku khu Mahathat Mahathat tradition of the community according to cultural ecology.

The comparison of knowledge before and after the promotion of the Chong Ku Khu Mahathat community based on cultural ecological concepts guidebooks and brochures for promotion, the result was that the participants had prior knowledge of promotion at fair level and after the promotion is on a

very high level. When comparing scores before and after promotion, it was found that after promotion participants scored higher. This shows that the methods and process of conveying environmental education which integrated in the use of diverse and consistent promoting techniques. To make the promoting procedures more attractive, both promoters and participants used the promotional techniques such as lectures, Playing recreational activities, questions and answers to exchange the knowledge. The promoting system encouraged the participants to know better about the tradition of Chong Ku khu Mahathat, it also shows that the promotional process can create knowledge of the Chong Ku khu Mahathat. Therefore, it encouraged special interests, increased participant's achievement. The results of the study and comparison of mean scores went according to the notion of Adisak Singhsiw (2011) as mentioned, to convey the content of environmental education to people, there must be a proper method or procedure to make the knowledge transfer effectively and achieve the target promptly. The methodology used is already in the field of education, depending on which of the educational disciplines to use, such as the environmental education curriculum is co-science. (Not mono-science) It is the development of systematic thinking to look at everything holistically and requires learning to be learner centered. This guideline is the selection of the educational sciences, Aksorn Sawasdee, (1999) which says that when a person receives knowledge of something, an initial behavior that learners only recognize may be remembered or seen, heard, recognized through the senses. This will accumulate and transfer for generations until becoming knowledge. From the promotion of Chong Ku khu Mahathat tradition of the community based on cultural ecological concepts by lectures and activities, these will make participants pay more attention and develop special interest on the topic. Consequently, it increased or improved the average scores. The results of research corresponded to the research by Likit Chankaew (2013). The promotion of Banana cultivation using bio-fertilizer to preserve the environment in Ban Mad School, Talat sub-district, Mueang district, Maha Sarakham Province. Waraporn Nantachan (2013: 45-46). Promoting the planting of Acacia mangium to conserve community forests by Khok Khong villagers, Kantharawichai District, Maha Sarakham Province. Sumalee Chaipong (2014) There is an encouragement the use of kaffir lime cultivation guide for household use and conservation for undergraduate students, Department of Environmental Education. This has resulted in increased knowledge prior the promotion of the environmental education process. By using techniques to promote such as lectures, and Q&A activities. It is a format that will make participants interested in promoting and it resulted in students being able to apply their knowledge and share their cultural heritage.

It was found that the promotion of the Chong Ku khu Mahathat tradition of the community based on cultural ecology has resulted in increased knowledge after the promotion. The environmental education process is used to promote the environment. By using techniques to promote such as lectures, and Q&A activities. It is a form of participation that encourages the participants to interest in the promotion, which results in students were able to apply their knowledge and share their cultural heritage.

2. The study and comparison of attitudes before and after the promotion of the Chong Ku Khu Mahathat community in accordance with the ecological cultural concept.

Comparative study of attitudes towards the promotion of Chong Ku khu Mahathat tradition of the community based on cultural ecological concepts. Before and after promotion, it was found that attitudes of participants prior the promotion were at the agreed level but after the promotion, the overall attitudes of participants were at the agreed level.

When Comparing the scores before and after the promotion, the result was that the participants had higher attitude scores than before the promotion. As a result, attitudes towards the promotion of the Chong Ku Khu Mahathat tradition of the community of students increased. This is because the environmental education process which consists of lectures with guides and pamphlets, promoted interests. By targeting each activity and focusing on mutual learning between Promoters and participants, This confirmed the notion of Prayoon Wongchantra (2010) which said environmental education is an educational process that will lead to good environmental development. Factors that form attitudes included learning. There may be stimuli as stimulants to make a positive impression which is liking feeling and the negative impression which is the feeling of don't like. There may be because of the acceptance of attitudes from people and media which convince them to Expressed that way. This expression can be observed by result of the study and comparison of attitudes. It corresponded to Likit Chankaew's research (2556), he studied the promotion of the twelve heed and fourteen kong.

For the conservation of the cultural environment, Sujita Tosuk (2013) has done the research on promoting forest conservation activities in Don Pu Ta Forest, Hua Kha village, Prapaporn Boonbamroong (2014) has promoted the use of the Galangal Handbook for Household use and conservation. Apichat Ratsadondee (2014) has done the research about the promotion of local guava for environmental conservation. Sudarat Keyay (2013) researched on the promotion the rehabilitation of the local forest at Don Toom village. The research found that after promotion, The average score of attitude of the participants were higher than before promotion. This shows that the promotion

of Chong Ku khu Mahathat tradition of community based on cultural ecology led to an increase in positive attitude after the promotion. Using the Environmental Education Process such as lectures, along with manuals and leaflets for promotion can encourage participants to be interested in what they receive from the promotion. It is a format that will make participants interested in promotion which leads to better attitude change.

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