



Innovation Applying for Improving the Community Quality of Life-based the New Theory of Khok Nong Na Model in Udon Thani Province, Thailand

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Abstract

The situation facing countries around the world is recognized as having a profound impact on the well-being of the population. Thailand's agricultural problem is a problem that causes farmers to lack a place to eat, struggle to work in large quantities, be in debt, can't rely on themselves to do less, because of monocropping, no innovation application, no productivity. Enough to improve the quality of life. For this reason, the genius of His Majesty King Bhumibol Adulyadej gave a new theory on small-scale management, emphasizing sustainable self-sufficiency through proper farm management. To be able to support themselves, earn income, and food for consumption is a sustainable farming practice. So, this research is objective; (1) To study the application of innovation to improve the quality of life in the community according to The new theory of the Khok Nong Na model. (2) To study the factors influencing the application of innovation to improve the quality of life in the community according to the new theory of the Khok Nong Na model. (3) To study the development guidelines for the application of innovation to improve the quality of life in the community according to the new theory of the Khok Nong Na model. This research was held in Udon Thani Province. The sample group answered the questionnaire 400 people and interviewed 10 people. Quantitative data using descriptive statistics and multiple regression analysis data from in-depth interviews using content analysis methods. The results showed that:

1. The application of innovation to improve the quality of life in the community according to the new theory of Khok Nong Na model overall, in descending order as follows: the Media Promotion and Public Relations, the participatory coordination, and the folk wisdom promotion, respectively.
2. Factors influencing the application of innovation to improve community quality of life according to The new theory of Khok Nong Na model with statistical significance at the 0.05 level were the network helping, the tourism assistance, the predictive coefficient of the raw score (b) equal to .425, .375 respectively. The factor variables influencing the application of innovation to improve community quality of life according to the new theory of Khok Nong Na model with no statistical significance at the 0.05 level were the community participation, the local role, the role of provincial developer, the government support, and the role of Ministry of Agriculture and Cooperatives. However, all the variables together predict an applying innovation to improve the quality of life in the community according to the new theory of Khok Nong Na model were 62.9%, with the same expectation ± 0.20576 ($F = 96.218$; $p\text{-value} = 0.01$).

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DOI Number: 10.14704/nq.2022.20.3.NQ22328

NeuroQuantology 2022; 20(3):354-363

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Relevant conflicts of interest/financial disclosures: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Received: 12 February 2022 **Accepted:** 18 March 2022



3. The development guidelines for applying innovations to improve the quality of life in the community are as follows:
 - 3.1. Participatory coordination: There should be coordination with other related work to carry out systematic, systematic actions. The government should coordinate with local authorities, farmers are coordinated with all sectors of the network, assist. Community leaders should coordinate with relevant departments, provide innovation assistance and coordinate with markets to distribute products using relevant innovations. Procurement of innovations to improve the quality of life in the community by the government to change the way of applying innovations, and to coordinate the supply of training courses on the application of innovations to seriously improve the quality of life in the Khok Nong Na model community.
 - 3.2. The folk wisdom promotion: It is necessary to use local wisdom to integrate with innovation to seriously improve the quality of life of the community according to the new theory. By using innovation combined with new theories to improve the quality of life of the community in a structured, structured manner. Both local authorities should apply folk wisdom to apply innovations to improve the quality of life in the community in a concrete manner. The government should play a role in promoting folk wisdom combined with modern innovation by requiring all sectors to apply concretely to improve the quality of life in the community according to the new theory.
 - 3.3. Media Promotion and Public Relations: Media technology should be used to improve the quality of life of the community according to the new theory. Government agencies should adopt innovations in communication and public relations to improve the quality of life in the community according to the new theory. Creating a channel to improve the quality of life in the community according to the new theory of the Khok Nong Na model with efficiency. Relevant agencies create media, public relations, and various innovations to develop to distribute agricultural products and seriously improve the quality of life in the community according to the new theory of the Khok Nong Na model.

Key Words: Application, Innovation, New Theory, Khok Nong Na Model.

Introduction

Nowadays, technology has evolved to meet the endless human needs, changing over time, not just technology. It also includes the organization of social records such as political and administrative laws that have neglected those in power to make decisions. Even serious offenses have a way to escape the law simply because of the power, the money to show the degradation of society. The powerless is just an element of more power by using the power of money to buy trust, confidence. They have no right to express their needs. Even small offenses are seen as bad only because of money and power. In modern times, human beings are comfortable and happy to live life in terms of knowledge, physical happiness, mental happiness (Khamlea, S., and Chayanususanec Jundon. S., 2021).

Thailand is a country that needs to be developed, so the country's structure still needs to be developed and changed and needs to be continuously adapted in the areas of agriculture, industry, transportation, energy, education, real estate, health, and sanitation. Science and technology, etc. This makes the economy play a very important role that requires a lot of capital, There are two main sources of funding in the country: domestic funding and foreign funding, The dependence on foreign

capital is derived from borrowing which will destabilize the national economy (Wiratsetasin, K., and Wimonwattrawethee, T., 2010). From the current situation, farming is affected both in terms of the environment from natural disasters in every aspect, inevitably affecting the productivity, causing the income from the sale of the product to be unstable and insufficient to cover expenses. Prices of crops are not sold as expected, or projected according to government-supported agricultural policies, but are not yet comprehensive. They may have insufficient knowledge in farming, resulting in lower production efficiency even though the government has ongoing projects to help farmers in various fields (Chachaochai, D., 2009). Thus, the sufficiency economy is a philosophy that indicates the way of existence and practice of people at all levels, from the household, community to the state. Both in the development and administration of the country to be carried in the middle direction to adapt to keep up with the globalized world. Sufficiency, therefore, indicates moderation, rationality resulting from both external and internal changes that require knowledge, prudence, and great caution in applying various academic disciplines or sciences as a guide. Systematic planning and implementation must build the



mental basis of the nation's population to achieve a balance ready to accommodate rapid and widespread change (Thepsittha, S., 2006).

Agriculture is a process that has been associated with Thai people's lives for a long time, since the Thailand 1.0 era until the present Thailand 4.0 era, it can be considered as the era of smart agriculture, technology has been applied in agriculture, visionary. Changing policy perspectives in the form of an economy driven by innovative combinations. But according to the 20th National Strategic Plan (2018-2037) on innovative integrated agriculture that has applied technology and innovation to change and is applied in the development of agriculture by Relying on public relations networks to educate farmers to easily access information, and can also take advantage of the technology that is worthwhile to exchange knowledge, and to apply innovations to effectively facilitate the benefits of integrated agriculture that are diverse in each field. Office of the National Economic and Social Development Board. 2017). At present, the technology is very advanced and modern, so there are many forms of agricultural media broadcasting such as exhibition media, mock-up models, video media, infographic media, but the reality is the opposite. Agricultural learning is not as popular as it should be. Today, virtual reality technology may be viewed as a suitable medium for the adoption process. His is to increase productivity and learning efficiency for maximum benefit by applying technology and innovation to farming such as the new theory of agriculture, or sufficiency economy, which is considered a guideline of His Majesty King Bhumibol Adulyadej bestowed upon the people. In particular to assist in agriculture, one of the projects he has given to address the suffering of the people are Khok Nong Na Model, which is regarded as a royally initiated project in the new theory of farming according to the Sufficiency Economy Philosophy with methods and strategies for water management, and agricultural land to solve the problems of farmers. And train the villagers to help themselves to be self-reliant, both have a better life, and have the basis of a life of stability, well-being, happiness, and sustainability (Chaipattana Foundation, 2007).

Udon Thani Province is one area where 90% of the population is the main occupation.

According to the nature of the terrain and various forms of farming methods have been applied, but they have not been successful. Guidelines for choosing strategies that meet the needs of farmers

in Udon Thani province have therefore applied the principles of the Sufficiency Economy Philosophy in the form of the Khok Nong Na Model to apply in agricultural areas, It is the creation of a production system for sustainable self-reliance. The goal of the Khok Nong Na model is adapted for the collection of rain that falls in the area by maximizing the management of the existing land by adjusting the area to be a Khok Nong and rice fields together. In planting 3 forests, 4 benefits. But in reality, agriculture in Udon Thani province still lacks the knowledge and understanding of the application of technology and innovation in the Khok Nong Na farming model with the participation of all sectors clearly (Sittivongsa, B., 2017).

And most of the farmers are still struggling with the problems of living that have evolved into globalization and with dramatic changes. Therefore, the researcher is interested in studying the application of innovation to improve the quality of life in the community according to the new theory of the Khok Nong Na model in Udon Thani Province, Thailand. Way of life and the application of innovation to improve the quality of life in the community according to The new theory of Khok Nong Na model by connecting it to the Sufficiency Economy Philosophy. The researcher chose to study the application of innovation to improve community quality of life according to The new theory of the Khok Nong Na model in Udon Thani Province, where the researcher lives and is familiar with the community. The main questions in the research were: What is the factors influencing the application of innovation to improve the quality of life in the community according to The new theory of the Khok Nong Na model? Is there an application of innovation to improve quality of life according to The new theory of Khok Nong Na model that is consistent with the Sufficiency Economy Philosophy? This will be beneficial to develop the application of innovation to improve the quality of life in the community according to The new theory of the Khok Nong Na model in Udon Thani province.

Objective

1. To study the application of innovation to improve community quality of life according to the new theory of the Khok Nong Na model in Udon Thani Province.
2. To study the factors influencing the application of innovation to improve the quality of life in the community according to the new theory of



the Khok Nong Na model in Udon Thani province.

3. To study the development guidelines for the application of innovation to improve the quality of life in the community according to the new theory of the Khok Nong Na model in Udon Thani province.

Methodology

In this research, the researcher researched as follows:

The population used in this research was a total of 1,117,988 voters in Udon Thani Province.

The sample was a population of voters in Udon Thani province, obtained by stratified random sampling and calculating the sample size according to the Taroyamane formula (Ymane, 1973), A sample of 400 voters was obtained (Wanichbancha, K., 2006).

The key informants through a selective interview based on their knowledge and experience consisted of selecting a group of informants who could provide knowledge, background, and current state on the approach to innovation application development. Developing community quality of life according to the new theory of Khok Nong Na model in Udon Thani province of 10 people, through selective sampling according to the following characteristics:

1. Being involved in the development of innovative application development guidelines for community quality of life according to the new theory of the Khok Nong Na model in Udon Thani Province.
2. Being an executive at a chief level or above or a person involved in the development of innovative application development guidelines for community quality development according to the new theory of the Khok Nong Na model in Udon Thani province.
3. An expert on innovative application development guidelines to improve community quality of life according to the new theory of Khok Nong Na model in Udon Thani province.

Research instruments include questionnaires used for quantitative research and interview forms used for qualitative research, questionnaire data collection:

1. Data collection by using questionnaires, using questionnaires that have been developed and improved until they are of acceptable quality to collect data by themselves and research

assistants, which the researcher asks for cooperation from people who have the right to vote in Udon Thani Province, before the data collection, the researcher clarified about the details of the research objectives, tools used for data collection, data collection procedures and methods of data collection to obtain accurate and complete information to research assistants.

2. Asking for permission to collect data, the researcher created a questionnaire and made a letter of permission to collect data from the sample population.
3. The researcher brought a letter asking permission to collect data and presented it to the community leaders to ask for permission to collect data, which is the population group used in this study.
4. Distribute and collect questionnaires from the sample population.
5. Receive the questionnaire back, check the accuracy and completeness and analyze the data further.

Interview data collection; The researcher conducted the interview data collection according to the following steps:

1. Study data from textbooks, research articles, research papers, including the explanatory part from textbooks, theoretical concepts, and related research by reviewing theoretical concepts related to innovative application development approaches. Developing community quality of life according to the new theory of Khok Nong Na model in Udon Thani province.
2. Collection of data by using the research coordinator interview form to ask for permission from the group of informants by telephone and travel according to the scheduled date and time before the interview with the researcher to introduce themselves, to build familiarity between the researcher and the interviewee, State the purpose of the interview, and then conduct an interview of 10 people.

Statistics used for data analysis, data analysis, questionnaires. After collecting the data from the questionnaire successfully, the data were analyzed with a computer using a statistical package for social science research as follows:

1. Analysis of the development of innovative application development for community quality of life according to The new theory of Khok Nong Na model by using statistical frequency



distribution and percentage of respondents, analyzed by presenting as a table using mean and standard deviation statistics. Engage in the discussion of the results.

2. Analysis of factors influencing the application of innovation to improve community quality of life according to the new theory of Khok Nong Na model presented in a tabular form with descriptive text using multiple regression analysis using a hierarchical variable selection method. Discussing the results.
3. An analysis of development guidelines for applying innovations to improve community quality of life according to the new theory of Khok Nong Na model in Udon Thani Province. data and analyze the data and then use the data to write a report according to the objectives of further research studies.

Interview data analysis: (1) Analysis of documents, books, textbooks by reviewing concepts and theories related to the development of innovative application development for community quality of life according to the new theory of Khok Nong Na model in Udon Thani province. (2) Analyze and synthesize the data obtained from in-depth interviews with key informants as a conceptual framework for the development of innovative application development for community quality of life according to the new theory of Khok Nong Na model in Udon Thani Province.

Results

1. Application of innovation to improve community quality of life according to the new

theory of Khok Nong Na model in Udon Thani Province as the following table

Table 1. Application of innovation to improve community quality of life according to the new theory of Khok Nong Na model in Udon Thani Province

Application of innovation to improve community quality of life according to the new theory of Khok Nong Na model	X	S.D.	Levels
The participatory coordination	3.08	.17	moderate
The folk wisdom promotion	3.02	.69	moderate
Media Promotion and Public Relations	3.11	.37	moderate
Total	3.07	.38	moderate

From Table 1, the application of innovation to improve community quality of life according to the new theory of Khok Nong Na model in Udon Thani Province, overall, in all aspects, it was found that was at a moderate level (X =3.07, S.D.=.38). They can be sorted in descending order as follows: Media Promotion and Public Relations (X=3.11, S.D.=.37) the participatory coordination (X=3.08, S.D.=.17), and folk wisdom promotion (X=3.02, S.D.=.69) respectively.

2. Factors influencing the application of innovation to improve community quality of life according to the new theory of Khok Nong Na model in Udon Thani Province as the following table

Table 2. Factors influencing the application of innovation to improve community quality of life according to the new theory of Khok Nong Na model in Udon Thani province, analyzed by Multiple Regression analysis

Variables	B	S.E.	Beta	t	P-value	Collinearity Statistics	
						Tolerance	VIF
Constant	1.820	1.363		1.336	.182		
The community participation	.335	.525	.437	.638	.524	.002	5.342
The local role	.213	.795	.251	.268	.789	.001	4.252
The network helping	.425	.090	.629	4.730	.000*	.062	6.075
The role of provincial developer	.164	1.271	.202	.129	.897	.000	2.926
The government supporting	-.411	.863	-.363	-.476	.634	.002	7.403
the tourism assistance	.375	.016	.793	23.845	.000*	1.000	1.000
the role of the Ministry of Agriculture and Cooperatives.	-.339	2.109	-.375	-.161	.873	.000	4.072

SE_{est} = ±.20576

R = .797; R² = .636; Adj. R² = .629; F = 96.218; p-value = 0.001

*Statistically significant at the .05 level.



From Table 2, it was found that the factors influencing the application of innovation to improve the quality of life in the community according to The new theory of the Khok Nong Na model were statistically significant at the 0.05 level, i.e., the network helping, the tourism assistance, having a coefficient of Forecast in raw scores (b) were 0.425, 0.375, respectively.

The factor variables influencing the application of innovation to improve community quality of life according to The new theory of Khok Nong Na model with no statistical significance at the 0.05 level were the community participation, the local role, the role of provincial developer, the government support, and the role of Ministry of Agriculture and Cooperatives, However, all the variables together predicted the factors influencing the application of innovation to improve the quality of life in the community according to the new theory of Khok Nong Na model was 62.9%, the prediction was equal to ± 20576 ($F = 96.218$; $p\text{-value} = 0.01$).

3. Development guidelines for applying innovations to improve community quality of life according to the new theory of Khok Nong Na model in Udon Thani province found that:

3.1. The participatory coordination: Other relevant work should be coordinated to implement a systematic approach whereby the government should coordinate with local authorities. Farmers are coordinating with a network of partners in all sectors to assist. Community leaders should coordinate with relevant agencies to provide innovation assistance and coordinate with the market to distribute products using relevant innovations to provide innovations to improve the quality of life in the community. The government has changed the way of applying innovations and has coordinated to provide training courses on how to apply innovations to seriously improve the quality of life of the Khok Nong Na model community.

3.2. The folk wisdom promotion: It is necessary to use local wisdom to integrate with innovation to promote innovation and folk wisdom to seriously improve the quality of life of the community according to the new theory. The use of innovation combined with new theories to improve the quality of life of the community in a structured way. Local authorities should apply folk wisdom to

apply innovation to improve the quality of life of the community concretely. The government should play a role in promoting folk wisdom combined with modern innovation by requiring all sectors to apply innovation and folk wisdom to develop a concrete quality of life in the community according to the new theory.

3.3. Media Promotion and Public Relations:

Public relations media technology should be used to improve the quality of life in the community according to the new theory and government agencies should bring innovation in communication and public relations to develop the quality of life in the community according to the new theory. Creating a channel for improving the quality of life in the community is an effective channel for improving the quality of life in the community according to the new theory, the Khok Nong Na Model. Relevant agencies create media, public relations, and various innovations to improve the quality of life in the community to use to distribute agricultural products and seriously improve the quality of life in the community according to the new theory of the Khok Nong Na model.

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Discussions

1. The application of innovation to improve community quality of life according to The new theory of Khok Nong Na model in Udon Thani Province overall in all aspects found that in descending order were as follows: Media Promotion and Public Relations, the participatory coordination, and the folk wisdom promotion respectively. The results of this research which are inconsistent with the research of Charee, N. (2019) conducted a research study on the application of the new agricultural theory of farmers in Sakon Nakhon Phetchaburi and Chachoengsao provinces. The results showed that most farmers had problems or obstacles in water management. The dry season affects cultivation, during periods of non-rainy periods there is a risk of dehydration or insufficient water for use, increasing burdens or costs.
2. Factors influencing the application of innovation to improve community quality of



life according to The new theory of Khok Nong Na model with statistical significance at the 0.05 level were the network helping, the tourism assistance, the predictive coefficient of the raw score (b) equal to .425, .375 respectively. Factor variables influencing the application of innovation to improve community quality of life according to the new theory of Khok Nong Na model with no statistical significance at the 0.05 level were the community participation, the local role, the role of provincial developer, the government support, the role of Ministry of Agriculture and Cooperatives. However, all variables together predicted factors influencing the application of innovation to improve the quality of life in the community according to The new theory of Khok Nong Na model was 62.9%, the prediction was equal to ± 0.20576 ($F = 96.218$; $p\text{-value} = 0.01$) which is consistent with the research of Thongkamkaew, W., and Chakkrapopyodhin, C. (2016) conducted research on The new theory of agriculture in line with sufficiency economy as a regulatory variable between government policy and solving the rubber crisis in the south. The results showed that (1) government policy had no significant influence on solving the rubber crisis in the southern region at the 0.05 level ($\beta = .060$, NS). (2) The new theory of agriculture had a significant effect on solving the rubber crisis in the south with a significant correlation in the same direction ($\beta = .160$, p).

3. The participatory coordination: Other relevant work should be coordinated to implement a systematic, systematic approach whereby the government should coordinate with local authorities. Farmers are coordinating with a network of partners in all sectors to assist. Community leaders should coordinate with relevant agencies to provide innovation assistance and coordinate with the market to distribute products using relevant innovations. Procurement of innovations to improve the quality of life in the community by the government to change the way of applying innovations and coordinate to provide training courses on how to apply innovations to improve the quality of life in the Khok Nong Na model community seriously.

However, this research is inconsistent with the research of Moolcharee, K., Yooprasert, B., and Keawwan, B. (2019) researched factors related to the new farming theory of farmers in Mueang Roi Et District, Roi Et Province. The results showed that: (1) Farmers had an average age of 53.57 years, completed primary education, had an average number of household members of 3.95, and an average of 2.53 workers in the agricultural sector per household. Average 46,000 baht per year and an average annual income of 82,798 baht per year. (2) The new theory of farming of farmers found that 94.9 percent of farmers, can raise fish and other aquatic animals in the pool for consumption and income, about 30% of the area is allocated, to plant rice 96.3 percent, The area can be divided to be a source of water used in agricultural areas. (3) 61 percent of farmers had a high level of knowledge about New Theory Agriculture, 89 percent received knowledge from training at a high level, 83% received knowledge from agricultural extension officials, and hundreds Each 6 receives knowledge from neighbors. (4) Social factors such as age and number of household members were correlated with the New Theory Farming with statistical significance at levels of 0.05 and 0.01 respectively. Economic factors found that agricultural income, annual income, number of agricultural holdings were correlated with new theory farming at a statistically significant level of 0.01. (5) Most farmers, 76.6%, are facing natural disasters, followed by labor shortages and insufficient government projects.

4. The folk wisdom promotion: It is necessary to use local wisdom to integrate with innovation to promote innovation and folk wisdom, to seriously improve the quality of life in the community according to the new theory by using innovation combined with the new theory to develop the quality of life of the community in a structured manner. Local authorities should apply folk wisdom to apply innovations to improve the quality of life in the community in a concrete way, And the government should play a role in promoting folk wisdom combined with modern innovation by requiring all sectors to apply innovation and folk wisdom to develop the quality of life in the community according to the new theory concretely.

This is consistent with the research of Maneenate, S. (2015) has researched expanding the results of applying the Sufficiency Economy Philosophy in the

life of people in the area of Makua Mai Subdistrict Administrative Organization, Sung Noen District, Nakhon Ratchasima Province. The results of the study revealed that in the community there were 4 important activities under the concept of sufficiency economy: (1) raising pig gave villagers income, improved quality of life, self-sufficiency, Help each other in the community, and is consistent with the way of life of the people in the community. (2) Wood vinegar activities, wood vinegar production causes self-reliance, reducing expenses, increasing income, by bringing raw materials and equipment that can be obtained from the area of the home or community to take advantage of the activities. (3) Biological fermentation allows the community to be self-reliant, reducing expenses, simple fertilization principles by utilizing raw materials and leftovers from consumption that can be obtained from the home or community area. And (4) activities to make multi-purpose liquids, the community produces to be used in daily life, to reduce household expenditures in the community. However, the expansion is to drive the concept of sufficiency economy into concrete with the principle of participation of people in the community in 3 steps which are; (1) Creation of development leaders (leading households) Choose households that voluntarily and are ready to live following the principle of sufficiency economy. (2) Self-learning and setting goals for development, organizing workshops to create learning by analyzing family conditions, problems that arise, and learning to formulate solutions to problems using the philosophy of sufficiency economy Just the philosophy of sufficiency economy. (3) To transfer knowledge and study sufficiency economy work, arrange a lecture forum to transfer knowledge about sufficiency economy and study tour activities to exchange experiences on sufficiency economy The knowledge gained from the study tour can be applied in the community. As well as this research consistency to the finding of Sricharumedhiyan, C., and Nambankho, P. (2021) found that the community should build the innovation for developing such as the village *leaders should vigorously warn the villagers to stay away from people who break the law. Need to deal with illegal things like drugs, racing. Need the village to generate income for unemployed people to do. Have an OTOP group in the village to allow the villagers to earn income and gain knowledge from work.*

5. Media Promotion and Public Relations:

Public relations media technology should be used to improve the quality of life in the community according to the new theory and government agencies should bring innovations in public relations communication to develop the quality of life in the community according to the new theory by creating channels to improve the quality of life in the community. It is an effective channel for improving the quality of life in the community according to the new theory, Khok Nong Na Model, which is effective for both relevant agencies, creating public relations media and various innovations to improve the quality of life in the community to adapt to distribute agricultural products and improve the quality of life in the community. According to the new theory of the Khok Nong Na model seriously.

This is consistent with the research of Maemuen, J. (2017) researching the new theory of agriculture in line with a sustainable sufficiency economy. The result of this objective study is Sufficiency Economy Philosophy. It is a solution to help farmers live stable and sustainable lives, giving importance to sufficiency, which has an important effect on farmers as a role model to live on the road. In the middle, having diligence in pursuing the right career, knowing how to use the available resources for maximum benefit, knowing how to be self-sufficient, knowing how to think and live sufficiently. It is a guideline for the existence and conduct of people at all levels, from the family level, the community level to the state level, both in the development and administration of the country in a middle way. In particular, economic development to overcome the globalized world where more than 4,000 royal projects, which are focused on sustainable development and the balance between human and nature, with the philosophy of sufficiency economy to bring practicality to farmers of all groups widely and sustainably.

In addition, this research consistency to the finding of Tossamas, P. et al (2021) found that the social cohesion enhancement innovations consisted of 1) emotional support and enjoyment 2) information support and access to information 3) material support 4) information knowledge 5) benefits of use 6) support for network groups and institutional relationships 7) attitudes towards use. Strategies of active aging subjects, consisting of 1) health principles 2) learning principles 3) social



principles 4) economic and quality social principles for all ages to support the aging society in Buriram province, consisting of 1) physical/ body 2) social and cultural 3) intelligence and thought 4) environment 5) economic and income security 6) emotional and mental.

Recommendation

Policy recommendations: (1) Coordination should be jointly coordinated by using a constructive public hearing forum and presenting issues related to the benefit of the public and coordinating with other government agencies. and various network partners effectively. (2) The promotion of folk wisdom should be implemented in a structured manner, a follow-up assessment structure in collaboration between the various network parties in the group to be used as an example for effective promotion. (3) Promotion of media and public relations should allow network partners from all sectors to cooperate between government agencies and local governments in working with proactive public relations to work together in a systematic and integrated manner Systems and stereotypes according to the present era.

Practice recommendations: (1) Campaign for stakeholders to understand the structural plan for applying innovations to improve the quality of life in the community according to The new theory of Khok Nong Na model together with a participatory practice that can be effective and can be used Practically tangible in the local area. (2) Personnel and related agencies should be encouraged to participate in the application of innovation to improve the quality of life in the community according to the new theory of the Khok Nong Na model, to work together with quality based on principles and methods of policy implementation. Practice effectively. (3) Personnel and staff of relevant agencies should be encouraged to participate in the application of innovation to improve the quality of life in the community according to the new theory of the Khok Nong Na model, to work together to jointly monitor and evaluate the positive development of personality traits by Performing responsibilities to the community effectively.

Further research recommendations: (1) Should study in depth by interviewing the model, method and applying a clear structured model with participation from all sectors to apply in

campaigning on the application of innovation to improve the quality of life in the community according to The new theory of Khok Nong Na model effectively. (2) To study the factors affecting the application of innovation to improve the quality of life in the community according to the new theory of Khok Nong Na model in Udon Thani Province, Thailand should focus on the driving force with the participation of various organizations to use as a guideline for application. Innovation to improve community quality of life according to the new theory of Khok Nong Na model in Udon Thani province to have both efficiency and effectiveness that are seriously beneficial to the development of community quality of life. (3) should be studied in applying the government's innovation policy to improve the quality of life in the community according to the new theory of Khok Nong Na model, By the participation of people and local organizations, government agencies, and various network partners in a structured manner according to the policies set by the state, they can access the development of people's quality of life in society in the future. It can also be used as a normative guideline for effectively applying innovation to improve the quality of life in the community according to the new theory of the Khok Nong Na model in other areas.

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