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## The Role of Community Leaders and Local Development in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province

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**Abstract:** The research on the role of community leaders and local development in Ban Na Subdistrict, Ban Na District, Nakhon Nayok Province. It is intended to study roles of community leaders and local development important political conditions related to the role of community leaders and local development and role model of community leaders and local development in the area of Ban Na Subdistrict, Ban Na District, Nakhon Nayok Province. It is a qualitative research by interviewing the key informants, namely the village headman and community leader. A total of 20 people were used to obtain the qualitative data obtained from the data collection. They were analyzed by inductive interpretation and logical analysis and then used to describe the results of the data analysis.

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### INTRODUCTION

Local government It is one of the important objectives in the development of the country and is of great importance to the administration of local development in accordance with the current situation. So, that the local can rely on themselves effectively It is also a center for economic development. Society and Politics which will strengthen the local community and develop the country as a whole. The government by the Ministry of Interior has decentralized the local government in the form of a district council and the Tambon Administrative Organization According to the District Council Act and the Tambon Administrative Organization BE 2537 which is decentralized down to the sub-district administration to allow local people to participate in their own local government. There is an organization responsible for independent use of judgments, powers, duties and budgets in the operation separate from the provincial government. As a result, the Tambon Administrative Organization is the starting point for decentralizing the administrative

authority to the local area. Has the authority to manage the community. In economic, social, political and environmental development This means building and developing local economies with stability, financial wealth, marketing. Both in distribution and consumption The local people are in good health. Both physically and mentally to promote a thorough education Income distribution occurs. People are safe in their daily life. Including the maintenance of good local culture and traditions.

The village and sub-district administration under the Local Administration Act (No. 12) BE 2552 is part of the provincial administration with the subdistrict chief in charge of the district. The village headman has to perform duties as assigned by the district. If the government has any work or policy, there will be an assignment to the subdistrict and village headman to do so because the government may not be able to arrange all of the officials to conduct the administration thoroughly and adequately. Therefore, assigned to the village chief The headman is a government official acting as the representative and

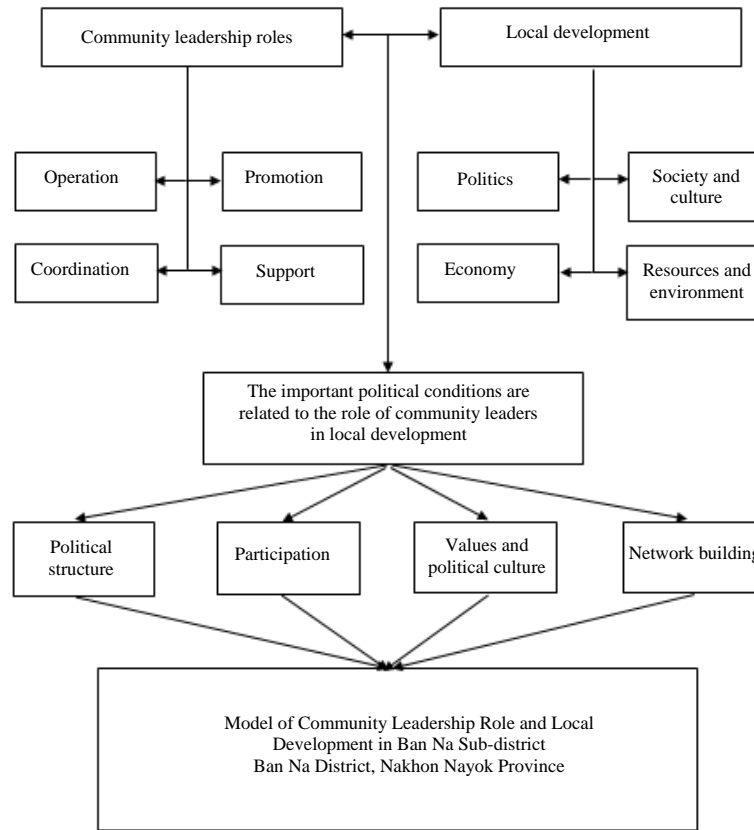


Fig. 1: Conceptual framework for research

watcher of the government. He is the leader of state policy to inform villagers in the villages and help facilitate state policy services to the people in their area. Meanwhile, the village chief The headman also acts as a representative of the people in dealing with the government. The village headman and the village headman are therefore an important link between the government and the rural people, the supervision of internal order and the security of the country in different areas was also done through the village chief with the village headman (Fig. 1).

Community leaders are of great importance to the development of the local and the community. The Research on “The role of community leaders and local development” is a research study on the behavior of community leaders which is the role of community leader It is considered an elite in a very active community. It reflects the influence in practice and will cause the effect of change or aim to meet the needs of that community in a direction in line with the flow of decentralization of the state by giving opportunities for the community to participate locally and can come in and fix to promote the quality of life of the people who are the ones who dictate different directions. These are all formed by

formal and informal community leaders, especially, the role of community leaders in local development.

## MATERIALS AND METHODS

The qualitative research with a research area in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province. The main informants of this time are the village headman, village headman and community leader, total of 20 people. The tools used in the research were Documentary Analysis on issues of community leadership roles, local development and related research) In-depth Interview, there are semi-structured interviews, open-ended questions Observation form participant (Participant Observation) and non-participant observation and) a record (Field Note) or a note taking form which is very important because it helps prevent forgetfulness It is used for recording to gather various information during the research. Data collection in this research. The qualitative data was collected by the researcher personally interviewing the key informants. The researcher then used the interviewed data to examine the collected data by means of data triangulation. After that, the researcher analyzed the data using inductive interpretation and

logical analysis and use of descriptive in presenting the analysis of the data by summarizing the details of the objectives.

**Research objectives:**

- To study the role of community leaders and local development in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province
- To study important political conditions related to the role of community leaders and local development in Ban Na Subdistrict, Ban Na District, Nakhon Nayok Province
- To study the model of community leadership role and local development in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province

**Research findings:** The role of community leaders and local development in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province is divided into 2 areas) The role of community leaders in the actions of community leaders is encouraging or encouraging change through the vigorous implementation of plans and programs. The promotion of community leaders is responsible for educating, training and public relations. To make people accept the implementation of various development projects in the coordination of community leaders, acting as a coordination between various stakeholders, both the public, private and the public and the support of community leaders supports expanding the scope of projects or activities for good quality and local development in politics society and culture, economy and resources and environment.

Important political conditions related to the role of community leaders and local development in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province is divided into 4 areas as follows) Political structure: It was found that the local political structure, unipolar or centralized, local with community leaders monopolizing the local power and decision-making in all matters in the form of power relations was in the form of monopoly on political power) Participation: It was found that the community leaders gave the public an opportunity to participate. Involved in every step from mutual awareness, collaboration, decision making, collaboration, and participation in the audit by using their own knowledge along with being a good listener of other people's opinions) Values and Political Culture: Found that political culture is like a pattern of political values and norms. This enables the work of community leaders to be moderately coherent, contributing to the legitimacy of the local political system, its existence and stability and) Networking found that the role of community leaders in strengthening cooperation networks in working with various departments, both as a department local and non-existent organizations without separate whether it is a government agency or private sector.

The role model for community leadership and local development in Ban Na Sub district, Ban Na District, NakhonNayok Province, such as the role of community leader and local development community leaders must maintain or coexist with community members, i.e. close to the community. Have relationships with people in the community and accepted by the people in the community. In addition, community leaders must be responsible for the mission of the community to achieve its objectives. How to work with consistency, understand and have to work towards your goals. Community leaders will also have a role to play, coordinate, support and promote. It helps the community leaders to achieve the local development goals for the betterment of the local community. It flourished in all areas, including politics, economy, society and culture. Under key political conditions related to the role of community leaders and local development.

**RESULTS AND DISCUSSION**

The role of community leaders and local development in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province

The roles of community leaders and local development are divided into 2 areas: community leadership roles and local development. The details are as follows.

**Role of community leaders:** Roles of community leaders in action it was found that community leaders were encouraging or encouraging change through the rigorous and hierarchical implementation of plans and projects. Continuous episodes in a cyclical manner consisting of sparking ideas Study of community history survey, collect data Analyze and synthesize data draft a community master plan Public consultation of the community master plan put the plan into action review Improve and 9) evaluate.

Roles of community leaders in promoting It was found that community leaders had to act in educating. Training and public relations in order for the public to accept the implementation of various development projects as follows education This can be done both internally and externally. Group discussion. Community leaders must encourage group members to discuss and express their opinions. Exchange ideas and mutual experience. Demonstration must meet the needs, benefit and people can put it into practice. The meeting is called a meeting for the villagers to receive news and information. Knowledge or for consultation, together in organizing development activities exhibitions for the villagers to see and come up with ideas that will be useful). Field trips to create knowledge and ideas, see examples that have been made and successful. This will

be an incentive to be used in the development of their own community and a campaign to educate. Advertising and public relations activities, let the villagers know when the operation is started.

Roles of community leaders in coordination, it was found that community leaders coordinated duties between various stakeholders, both public, private and public, consisting of coordinating areas coordinating people coordinating agencies coordinating money coordinating Resources coordinate plans and projects coordinate benefits that arise from the beginning until the development ends. Coordination helps to reduce the burden of responsibility and create cooperation. Responsible for joint activities making the community development proceed effectively.

The role of community leaders in supportingIt was found that the community leaders supported the expansion of the scope of projects or activities for better quality and complete by factors such as budget, materials, equipment, buildings, personnel, knowledge, opportunities and encouragement in order to achieve objectives and goals that are good. It is concretely possible can be operated continuously to encourage people to be alert and participate in the development process with the main guidelines as follows) preparation of the community Enhancing the capacity of the community supporting the public and private sectors to take part in local development according to their aptitude) support funding for local development supporting the learning process and expanding learning networks of people and localities, etc.

**Local development:** Local development in politics it is found that local development in politics is possible, it is important that community leaders recognize their potential and believe that they can solve problems and local development without needing to wait for others to help. This is based on the following principles: Competence principles of power relationships political will and interests action principles response principles in local development.

Local development in the area of society and culture, it was found that the locality was faced with social problems arising from the values affected by the shifting of foreign cultures, both in journalism and information technology. Without screening and choosing to accept, moral and ethics are reduced due to the changing lifestyle and social conditions. From the above problems, it leads to the local development in the field of society as follows. Developing people to have virtue, knowledge and immunity by developing the mind along with the learning of all groups of people of all ages throughout their lives. Enhance the well-being of the people to be healthy, both physically and mentally and in a pleasant environment. Together in peace Aiming to build good relations of the people on the basis of rationality. Build local strength

with a solid foundation and emphasize strong local administration, build local economic stability by making a community master plan with participation. Strengthen good governance in local administration. Aim to create fairness in the local area to be sustainable by developing a democratic culture as part of local life.

Local development in the economic field, it was found that leading the community to play a role in local economic development, namely creating a learning platform first, analyzing the local capacity and capabilities, there was a development plan. Community economy according to the guidelines "Sufficiency economy there is a promotion of integration in various ways. There is a promotion of the development of production technology. There is a promotion of market system development. Development activities are promoted research is being promoted to continuously support local economic development activities. The participation of local organizations is important. There is a promotion of training courses on local economic development and development as a place to visit other local events). There is a promotion of the development of information systems and promote the dissemination of information on their local economic development to outside society.

Local development in the area of resources and environment, it was found that the community leaders had the following roles in the development of local resources and environment: By training to educate the local people about the conservation of resources and the environment that are technically correct. The use of social and legal measures. The establishment of a club group encourage local people to take part in conservation help each other to maintain the original condition, not to cause deterioration promote research studies Find methods and develop technology. Used to manage resources and the environment for the most benefit. Policy and guidelines of community leaders. In the conservation and development of the environment both in the short and long term.

Important political conditions related to the role of community leaders and local development in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province. Important political conditions related to the role of community leaders and local development are divided into four areas: political structure, participation, values and political culture and networking. The details are as follows.

Political structure It was found that the local political structure, unipolar or centralized, local with community leaders monopolized the local power and decision-making in all matters in the power relations manner, it was the monopoly on political power, socio-economic, local, because it has a community leader has a better economic position than other people. It is under extensive auspices and has strong ties with the government officials in the

province. Various departments and local there is a charismatic person who has a strong monopoly on political power. It is without political competitors having the potential to compete and community leaders have the power to make all decisions, both formal and informal. Causing various public administration or the local activities are highly stable, unified and free from any conflicts. Because when there is a problem, there will be community leaders to manage the conflict, so that, the management can proceed smoothly and quickly.

Participation it was found that the community leaders allowed people to participate, get involved in every step from mutual awareness, collaboration, decision making, collaboration and participation in the audit by using their own knowledge along with being a good listener of other people's opinions. The role of community leaders in local development in participation as follows: Encourage people to participate in policy-making and planning Promote public participation in political decision-making, planning and preparation of public services promote and support public participation in political decisions, check the exercise of state power. Encourage people to have political strength. Promote and educate the people on political and democratic development with the King as Head of State. Including promoting people to exercise their right to vote in good faith and fairness.

Values and political culture found that political culture is like a pattern of political values and norms. This enables the work of community leaders to be moderately coherent, contributing to the legitimacy of the local political system, existence and stability as follows Perception is the knowledge, understanding and beliefs about the political system and its various parts of the local political system. The perception is the feeling towards the different parts of the political system and political organization) the valuation It is to make judgments and give various opinions on political activities and political phenomena. This is a decision and acceptance of belief in the good part of the local political system.

Networking found that the role of community leaders in strengthening cooperation networks in working with various departments, both as department/organization that exists in the local and non-local without separate whether it is a government agency or private sector The ability of community leaders to network and work with various organizations It will help them to rapidly support local development activities. Community leaders must have roles in the following areas.) Strengthening existing network connections) Seeking new networks to support work) Group and organization management It provides opportunities for community leaders, citizens and local communities to exchange information as well as lessons and experiences with non-local individuals or organizations. Reduce duplication of work, cooperation and work in a mutually beneficial manner as if opening the door to the outside world.

### **Model of community leadership role and local Development in Ban Na Subdistrict, Ban Na District, Nakhon Nayok Province:**

Model of community leadership role and local development in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province, found that the role of community leader and local development. Community leaders must maintain or coexist with community members, i.e., close to the community have relationships with people in the community and accepted by the people in the community. In addition, community leaders must be responsible for the mission of the community to achieve its objectives. How to work with stability understand and work towards goals. Community leaders must also play a role in implementation, coordination, support and promotion. It helps the community leaders to achieve the local development goals for the betterment of the local community. Prosper in every way, in terms of politics, economy, society and culture under important political conditions related to the role of community leaders and local development such as political structure Participation Political values and culture and networking. Therefore, community leaders play a vital role in bringing local communities to development and change. In order to keep the local people happy, it can be seen that the local area that is successful in development, regardless of any dimension has a leader as a success factor. The researcher discusses the following results in detail.

From Objective 1, the role of community leader and local development in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province, it was found that the role of community leader was to persuade or induce change through the serious and sequential implementation of plans and projects, continuously provide knowledge, training and public relations. For the public to accept the implementation of various development projects. There is a coordination between various stakeholders in both the public, private and public sectors. In addition, it supports expanding the scope of projects or activities for better quality and complete by factors such as budget, materials, equipment, buildings, personnel, knowledge, opportunities and encouragement in order to achieve tangible objectives and goals. Can be operated continuously to stimulate people's awareness and participation in political, social and cultural, economic and resource and environmental development processes which corresponds to the concept by Wongput<sup>[1]</sup>. It was found that the community leaders who are the center or focal point of local activities are the local axis Is more likely to communicate with others than local people, influencing local decisions that will lead the locality or reach a purpose or purpose. Even pointing a local to a destination is a leader.

From Objective 2, important political conditions are related to the role of community leaders and local development in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province, found that) Local political structure is single-pole or centralized, local has community leaders monopolizing local power and decision-making in all matters in a power relationship, being a monopoly on local political, economic and social power because It has community leaders has a better economic standing than other people. It is under extensive auspices and has strong ties with the government officials in the province various departments and local. There is a charismatic person who has a strong monopoly on political power. It is without political competitors having the potential to compete and community leaders have the power to make all decisions, both formal and informal. Causing various public administration or the local activities are highly stable, unified and free from any conflicts. Because when there is a problem, there will be community leaders to manage the conflict, so that, the management can proceed smoothly and quickly. This is in line with Kongkirati's<sup>[2]</sup>. Local political structure plays an important role in fostering local democracy development and encouraging local people to step into the role of community leaders in the community. Local administration to meet the diverse needs of the local people and to foster local governance by the people as much as possible. Community leaders allow people to participate, get involved in every step from mutual awareness, collaboration, decision making, collaboration and participation in the audit which is consistent with Kokpol's<sup>[3]</sup>, it was found that community leaders were able to allow people to participate, acknowledge and suggest opinions on decision-making on important local problems. Community leaders need to be aware of their responsibilities and involvement of people. Have the authority to audit and monitor the administration by encouraging people and groups of people Gathered together to form a community group. There are rights and equality for everyone, able to express opinions and needs in order to develop people to participate in sustainability and eliminate problems Improve the quality of life of local people thoroughly) values and political culture Community leaders are coordinators, rather than being a strong and decisive leader, most of them have a management scheme that emphasizes community group/organization participation. Listen to opinions through community forums and consultation between Community groups/organizations and sometimes invited government agencies in the area to come to consult and make decisions together Use the principle of agreeing decisions, provide more information and listen to each other's opinion rather than the majority basis. This is in line with the concept by Suwanmala<sup>[4]</sup>, it was found that

local policies and plans were initiated from the ideas and needs of the community groups/organizations, there would be only some cases that came from the vision or idea. The desire of the community leaders alone is to focus on solving the problems faced by people in the past and most of the present and programs that focus on prevention or development are rarely seen in order to accommodate future changes). Networking Community leaders can network and work with various departments. It will help them to rapidly support local development activities. Community leaders must play roles such as strengthening existing networks, seeking new networks to support work, group management and network organization. It provides opportunities for community leaders, citizens and local communities to exchange information as well as lessons and experiences with non-local individuals or organizations. Reduce duplication of work, cooperation and work in a mutually beneficial manner as if opening the door to the outside world. Which corresponds to the concept by Tranont<sup>[5]</sup> community leaders are in touch and support the exchange of information and voluntary cooperation. Relationships with each other are more independent than building dependency associations. The creation of a network must not create a one-way news distribution system. But there must be an exchange of information with each other.

From objective 3, the role model of community leadership and local development in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province, it was found that the role of community leader and local development was community leaders must maintain or coexist with community members, i.e., close to the community. Have relationships with people in the community and accepted by the people in the community. In addition, community leaders must be responsible for the mission of the community to achieve its objectives. How to work with stability understand and work towards goals. Community leaders must also play a role in implementation, coordination, support and promotion. It helps the community leaders to achieve the local development goals for the betterment of the local community. Prosper in every way in terms of politics, economy, society and culture under important political conditions related to the role of community leaders and local development such as political structure Participation Political values and culture and networking, so, community leaders play a vital role in bringing local communities to development and change. So, that the local people live well. It can be seen that a successful local development in any dimension has a leader as a success factor. This is consistent with Chaiyo's<sup>[6]</sup>. It was found that the community leaders had a role. In bringing the community to development and change, being a person who plays an important role in the management and direction of community development for

good living, community that desires success in development in any dimension However, they all have a leader as a success factor<sup>[7]</sup>.

### SUGGESTION

Suggestions for the use of research results. Community leaders should provide opportunities for people in the community to participate and play a greater role in local operations by accepting public opinion that reflects local needs as a leader, being able to recognize problems, enabling them to solve development problems on the spot.

Development of people, especially, leaders is a factor of success should create a body of knowledge (Learning process) of the community in group management and networking. It should emphasize the participation of the community. Development should be in line with community culture and wisdom. Leadership should be strengthened and developed at all times. It should provide opportunities for young leaders to have career opportunities<sup>[8]</sup>.

**Suggestions for further research:** Should study guidelines for building community leader's roles in local development by developing leaders before having knowledge and working skills. Understanding the rules Knowledge in the community Knowledge of sufficiency economy philosophy. Coordination Ability Procurement and budget management, building cooperation in the community, bringing innovation to create a career in order to generate income for the people in the community.

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