

The Study of Achievements in Guideline Planning of the Campaign for Inheriting Pleng Korat Performance

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ABSTRACT

The study is a qualitative research with objectives to study achievements in guidelines planning of the campaign for inheriting Pleng Korat (Korat traditional song) performance by three actions. (1) The accumulation to achieve participatory and active campaign to promote sustainability in Pleng Korat performance was the activity to promote participatory accumulation of knowledge between the researcher, Pleang Korat association, and students. Thai traditional performing arts were created and the activity was to practice Pleang Korat to promote health and develop life skills for elderly people. (2) Activities to develop the network of local art and culture of “Pleng Korat” and “standard of Pleng Korat” were processed by developing and promoting knowledge regarding the standard posture of Pleng Korat for the network so that they were able to join in the “Pleng Korat Performer Competition for the Royal Trophy of Sirindhorn Princess”. This was the activity very much promoting pride to Nakhon Rachasima’s residents. (3) The development of the local program “Korat Study” (Korat is another name of Nakhon Rachasima as called by some people) was the activity to publicize the knowledge in the art of Pleng Korat performance to academic staff and to be the guideline to develop the future local program.

The data from the three mentioned activities were collected by satisfaction questionnaire and non-structured interview. Their mean scores of the questionnaire were calculated and the data from the non-structured interview was presented by descriptive analysis. The result revealed that the achievement in the campaign to inherit Pleng Korat performing art was at 4.56 which was the highest achievement. This showed that the campaign according to the planning in advance can be the participatory preservation and inheriting the cultural art which is the national legacy to last and adaptive to the present society. The campaign was practice with cooperation from various organizations in sharing ideas and viewpoint since the planning stage until the process according to the plan. These various experts of different knowledge and experiences were the stakeholders of different contexts; however, they held the same objective which was to preserve the performing art of Pleng Korat. Activities in the campaign played roles in stimulating people in the community to love and cherish the value of their own identity that led to success and really response to their desire.

Keywords : Korat Song, Performing Art Inheriting, Cultural Art Preservation, Folk Songs

1. INTRODUCTION

Pleng Korat (Korat Song) is the performing art as the identity of Nakhon Rachasima province. It is the heritage of cultural wisdom that is unique in the language and the performance of dialogue songs without music played along the singing like the folk songs of other regions of the country. It is however fun with its smart language, singing and dancing performance that has been carried on since old times until nowadays.⁵ The performance of Pleng Korat was the indicator presenting the existence of custom and tradition because the lyrics of the song present the lifestyle, value, and social condition at the moment. When Korat residents helped to preserve Pleng Korat to be with Korat City, it means they have preserved their culture of language that represent the Korat's folklore for good.⁶ Nowadays, there are not many experts and performers of Pleng Korat. Various organizations associate with Pleng Korat society to preserve, protect, impart, and inherit this wisdom so it does remain. In 2009 – 2010, Pleng Korat has been registered as cultural wisdom legacy by the plan of the campaign to protect intangible heritage of the Ministry of Culture in the department of Performing Art in Folk Vocal Song genre. There have been activities to promote and to find proper scheme to preserve Pleng Korat such as group training, training for new performers, performance in festival and special events, Pleng Korat Performing contest in schools, having campaigned Pleng Korat on local television channels and radio stations.⁷ These activities were from the participatory contribution of the community, Pleng Korat society, government organization and private sections to push the long lasting of the performing art, not to let it vanish by the changing of the modern ideology.

Office of Arts and Culture, Nakhon Ratchasima Rajabhat University was an academic institute which has always promoted the preservation of valuable cultural art with the community. With its supports in organizing various types of activities according to the annual plan, especially the plans since 2013 which has organized different active activities to preserve and promote the performing art of Pleng Korat with Pleng Korat society to push forward to inheriting in various dimensions. The activities according to the plan reached to the achievement and were brought to be the guideline in developing activities that really promote the preservation by highest capability and meet the requirement of the community resulting in practical benefits. As a result, the researcher had an idea to study the achievement in inheriting the performing art of Pleng Korat according to the working plan during 2015-2016 consisting of three main activities. (1) The accumulation activity to achieve participatory and active campaign to promote sustainability in Pleng Korat performance was the activity to promote accumulation of knowledge to create Thai traditional performing arts and to practice Pleng Korat to promote health and develop life skills for elderly people. (2) Activities to develop the network of local art and culture of "Pleng Korat" and "standard of Pleng Korat" were the activities to promote knowledge from researches regarding the standard posture of Pleng Korat to apply to "Pleng Korat Performer Competition for the Royal Trophy of Siridhorn Princess". (3) The development of the local program "Korat Study" (Korat is another name of Nakhon Rachasima as called by some people) was the activity to publicize the knowledge in the art of Pleng Korat performance to academic staff in the academic area of Nakhon Rachasima Province. The researcher highly hope that the result of the study will be applied as the guideline in developing the campaign and the data in planning the guideline for preservation of Pleng Korat Performing Art in

the future for optimum benefit when really applied to practice and respond to the need of the community which will further benefit to preservation of this valuable heritage.

2. THE PURPOSE OF RESEARCH

- 2.1 To study the satisfaction in the 3 activities according to the planning to inherit the Pleng Korat Performing Art, namely, (1) participatory and active plan for accumulation to form sustainability of Pleng Korat Performing Art, (2) development of network in local cultural arts of Pleng Korat and Standard of Pleng Korat, and (3) development of local program “Korat Study”.
- 2.2 To study the achievement of activities according to the working guidelines in inheriting the Pleng Korat Performing Art.

3 THE SCOPE OF RESEARCH

The achievement was explored by mean scores from the conclusion of the satisfaction mean score from the questionnaire. It was also presented in descriptive analysis from the interview about the attitude toward the three activities which were:

1. participatory and active plan for accumulation to form sustainability of Pleng Korat Performing Art
2. development of network in local cultural arts of Pleng Korat and Standard of Pleng Korat
3. development of local program “Korat Study”.

4. METHODOLOGY

This research is a qualitative research operating according to the research objectives to study the satisfaction towards the 3 activities to inherit the Pleng Korat Performing Art. The achievement was investigated by the mean score from the satisfaction scale from the 3 activities and the analysis of the achievement from the interview.

5. POPULATION AND SAMPLE

The population of the study was the participants in the 3 activities. The purposive sampling method was employed consisting students, general people who participated in the activity of accumulation for sustainability, Pleng Korat society and Pleng Korat performers in the activity to develop the network of local cultural art, and participants in the activity to develop the local program.

6. THE RESEARCH TOOLS

The research is the qualitative research. The tools used in collecting data were the satisfactory questionnaire for the activities and the non-structure interview to gather the data from the 3 activities.

7. DATA ANALYSIS

In this study the researcher analyzed the data using mean score and standard deviation from the satisfaction questionnaire of 5 scales. The data obtained from the interview was explored by descriptive analysis.

8. RESULTS

Table 1 The Achievement in Planning the Campaign in Inheriting the Pleng Korat Performing Art

Activity	Mean	SD	Scale
Activity 1 Satisfaction in the participatory and active plan for accumulation to form sustainability of Pleng Korat Performing Art	4.75	.62	highest
Activity 2 Satisfaction in the development of network in local cultural arts of Pleng Korat and Standard of Pleng Korat	4.62	.71	highest
Activity 3 Satisfaction in the development of local program “Korat Study”	4.31	.68	high
Achievement in the campaign to inherit the Pleng Korat Performing Art	4.56	.83	highest

9. RESULTS AND DISCUSSION

9.1 Achievement in the campaign to inherit the Pleng Korat Performing Art

The study revealed that the satisfaction in the participatory and active plan for accumulation to form sustainability of Pleng Korat Performing Art was at 4.75 which was the satisfaction at highest scale. The satisfaction in the development of network in local cultural arts of Pleng Korat and Standard of Pleng Korat was at 4.62 which was the satisfaction at highest scale. The satisfaction in the development of local program “Korat Study” was at 4.31 which was the satisfaction at highest scale. Considering the mean score of the three activities in inheriting the Pleng Korat Performing Art it was found that the mean score was at 4.56 which was the achievement at the highest scale.

From the mean score of the satisfactory achievement of the mentioned activities, it was revealed that the inheriting of Pleng Korat Performing Art according to the in-advanced planning can be the cooperative preservation and imparting of the traditional art that was the national heritage. Activities that promote cooperation from the community and organizations encourage absorption, learning, and pride in their

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local dialect. Hence this campaign was crucial in stimulating people's love in their community and highly valuing their own identity. Meanwhile, the audience who was not Korat people can also appreciate and understand in Korat people's culture from participating and watching Pleng Korat's performance which has uniqueness in its language in the song that vividly presents local wisdom and lifestyle.⁸

The planning of the campaign to inherit Pleng Korat's Performing Art then consisted of various dimensions to promote preservation and imparting the performing art of Pleng Korat so it lasts sustainably and become widely known such as:

1. The active participatory accumulation activity to endorse the sustainability of Pleng Korat Performing Art was the activity that promotes accumulation of knowledge with participation between the researcher, Pleng Korat society, and students with the creation of Thai traditional performing art regarding the dancing posture used in Pleng Korat performance. The activity support the performance that it can reach to various groups of audience and the presentation was wider. The Pleng Korat traing activity to promote health and life skill of elderly people with the developmwnt and creation of the performance style that was appropriate with each age group to help each person to recognize and understand the subject matter was able to adjust the attitude which was the beginning. Then, the positive attitude led to changing of behavior¹ and to acceptance and cooperation to impart their own cultural art. Nowadays, music was applied for entertainment and to be material in various activities for example, health and hygiene, entertainment, public relation, teaching and learning. The changing was a part in helping the lasting existence of Pleng Korat until present.⁴

2. The network developing activity for Pleng Korat and Standard of Pleng Korat was the activity to develop the network by publicizing the standard dancing posture of Pleng Korat to join in the "Pleng Korat Performer Competition for the Royal Trophy of Sirindhorn Princess". This was the activity that focused on the preservation in terms of the original wisdom that the ancestors had imparted to by the heritage that was unique in the language, rhyme scheme, the standard dancing posture to be used when performing, and the restriction for performers when performing that the males must not touch the females. In the past, the dancing posture of male performers presented wider posture of arms representing protection for females. Female posture was similar to male except how they cheep (hand finger posture) and the arm poster was narrower than of male.¹⁰ These detiales were the vital custom that should be accurately preserved.

3. The development of local program "Korat Study" was one of the programs to bring knowledge to school system. Academic staff was suggested about the importance of Korat's performing art that can also be alternatively applied to the teaching and learning system nowadays.

For consideration of the form of the mentioned activity, it was found that it was the activity organized by the cultural art network related to the community and led to planning of the activities to preserve traditional folk songs^{3,9} such as :

1. The study to collect data of Thai intellect in various aspects by organizing activities to gather knowledge in the form of a research regarding the standard posture of Pleng Korat led to the academic document and publication for the new generation performer, professional performar and Pleng Korat society.

2. The restoration and preservation by choosing the vanishing intellect such as Pleng Korat Preforming Art continually gathered knowledge and organized activities in various dimensions to encourage cooperation from people in the community and

encourage consciousness of local people to realize in the value and importance of local intellect.

3. The development of creation and adjustment of the intellect so it was up-to-date was transformed to the accumulation of knowledge to students. They had created the product of performing art and made known widely to broader audience of different ages.

4. The promotion and exchanging of knowledge was to bring the knowledge from the local intellect in various dimensions to broader society by many forms of media such as organizing activities, studying, training, performance, competition, broadcasting on local televisions and radio station, online media, and joining international performance events.

5. Promoting activities by supporting the activities that focused on participation of networks and people in the community was a part in planning the working guideline for preservation together and continually played roles in the activities.

6. There was enhancement of local intellect by supporting the potentiality development of local people by continually imparting knowledge and providing chances for presentation of the developed potential especially in the “Pleng Korat Performer Competition for the Royal Trophy of Sirindhorn Princess”. This was the activity that very much encouraged pride for the community and local intellect.

The achievement of the campaign according to the planning in inheriting the Pleng Korat Performing Art was the campaign of preservation that was in accordance with current social condition with cooperation from various organizations that shared their ideas and viewpoint since the planning stage until the campaign was launched by experts of different knowledge and experiences. Eventhough they were stakeholders of different context, they all had the one objective which was to preserve the Pleng Korat Performing Art to last sustainably. As a result, the achievement of the campaign would surely lead to success and was able to respond to the actual need.²

10. THE EXPECTED RESULTS

This study will help to gain knowledge of the campaign in inheriting the performing art of Pleng Korat according to the working plan. Moreover, it will be able to be applied as a data in developing the campaign guideline for optimum efficiency to promote preservation and inheriting the performing art of Pleng Korat to last in the future.

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