

Soft Power and the Development of Thai Society

อำนาจอ่อนกับการพัฒนาสังคมไทย

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อำนาจอ่อน (Soft power) มาจากรากคำศัพท์ของนักวิชาการด้านรัฐศาสตร์ ชื่อ Joseph Nye หมายถึง การใช้อำนาจที่ทำให้ผู้อื่นทำสิ่งที่ผู้ใช้อำนาจปรารถนาได้โดยไม่ต้องใช้กำลังบังคับ ไม่ใช่ด้วยการจ่ายเงิน ไม่ใช่ด้วยการบังคับด้วยปืน อาวุธ แต่ต้องทำให้เกิดความนิยมชมชอบ และทำในสิ่งที่ต้องการได้ ประเทศไทยเกิดปรากฏการณ์หลายปรากฏการณ์ที่ใช้ อำนาจอ่อนในการสร้างชื่อเสียงและการพัฒนาประเทศ เช่น ข้าวเหนียวมะม่วง ต้มยำกุ้ง ผัดไทย มวยไทย การท่องเที่ยว สยามเมืองยิ้ม และภาพยนตร์ไทย เป็นต้น โดยบทความวิชาการนี้มีวัตถุประสงค์เพื่อให้เกิดความเข้าใจปรากฏการณ์อำนาจอ่อน และการนำมาใช้ในการพัฒนาสังคมไทย เข้าใจทิศทาง ปัญหา และแนวทางการแก้ไขปัญหาของการใช้อำนาจอ่อนในการพัฒนาสังคม ซึ่งพบว่าสังคมไทยมีจุดแข็งที่สำคัญคือคนไทยมีบุคลิกลักษณะที่สุภาพ อ่อนโยน คนไทยเป็นคนยิ้มแย้มแจ่มใส ดังคำชื่นชมที่ว่า “สยามเมืองยิ้ม” ยุทธศาสตร์อำนาจอ่อนจะประสบความสำเร็จได้ก็ต่อเมื่อมีการกำหนดเป้าหมายที่ชัดเจน และที่สำคัญภาครัฐต้องให้การสนับสนุน ซึ่งอำนาจอ่อนต้องใช้เวลา ไม่สามารถเห็นผลภายในไม่กี่วัน ดังนั้นการสนับสนุนจากภาครัฐอย่างต่อเนื่องจึงเป็นสิ่งสำคัญ

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หากเป้าหมายคือต้องการให้เกิดความนิยมไทย ถ้าเกิดการนิยมไทยได้จริงก็ถือว่าประสบความสำเร็จ และบรรลุอำนาจอ่อนแล้ว บทบาทนักพัฒนาสังคม นักพัฒนาชุมชน นักสวัสดิการสังคม และนักสังคมสงเคราะห์ ในหน่วยงานของรัฐและภาคเอกชนที่ทำหน้าที่ให้บริการด้านการพัฒนาสังคม พัฒนาชุมชน สวัสดิการสังคม และสังคมสงเคราะห์ ต้องขับเคลื่อนในเกิดนโยบายในการพัฒนาสังคม ชุมชน สวัสดิการสังคม และสังคมสงเคราะห์ โดยใช้อำนาจอ่อนในการสร้างค่านิยม แรงจูงใจ แรงกระตุ้น ในการพัฒนาสังคม ความเป็นอยู่ที่ดี ลดการเลือกปฏิบัติ เช่น การเลือกปฏิบัติ เนื่องจากความแตกต่างทางเพศ ฐานะทางสังคม อายุ เชื้อชาติ ชนชั้น เป็นต้น และลดความเหลื่อมล้ำทางสังคม และใช้อำนาจอ่อนผ่านทางสื่อดิจิทัลต่างๆ ซึ่งจะเข้าถึงประชาชนได้รวดเร็ว ให้ประชาชนหรือกลุ่มเป้าหมายตื่นตัวในการพัฒนาสังคม พัฒนาชุมชน สวัสดิการสังคม และสังคมสงเคราะห์

คำสำคัญ: อำนาจอ่อน, การพัฒนาสังคม, สังคมไทย, ประเทศไทย

Abstract

The term ‘Soft Power’ was coined by the political science academician Joseph Nye, and refers to the use of power that allows others to do what the power user wants without force, including guns, weapons and payment, but rather by gaining favour through attraction which consequently enables the power user to do as he or she desires. Thailand has a number of phenomena that demonstrate the use of soft power to build the reputation and development of the country, namely, mango sticky rice, river prawn spicy soup (Tom Yum Goong), Pad Thai, Thai boxing, tourism, the concept of ‘Siam: Land of Smiles’, Thai movies, to name just a few. The purpose of this academic article is to understand the

phenomenon of soft power and its use in the development of Thai society; to understand the problems, in the use of soft power in social development and to explore the problem solving process. The research found that Thai society has an important strength in that Thai people are polite, gentle, and smiling, as found in the oft-quoted phrase "Siam, the land of smiles". This research determines that the government should support soft power continuously to gain popularity because the creation of soft power takes time and the results do not appear immediately. Once the popularity of Thailand truly emerges and strengthens, Thailand can be said to have achieved its soft power goal. The role of social developers, community developers, social welfare practitioners and social workers in government agencies and private sectors in pursuing and in creating policies for social development, community development and social welfare is crucial. Social work can draw on soft power to create values, motivation, and incentives in social development well-being. It can also be used to reduce discrimination ranging from differences in gender, social status, age, race, and class, thus reducing social inequality. Soft power can be employed to achieve this through various digital media, which reach people quickly, leading to public or target groups that are more active in social development, community development, social welfare, and social work.

Keywords: Soft Power, Social development, Thai society, Thailand

Introduction

Soft Power is a term that has been used for years, to build international relations and later developed to be an alluring applied in social development, when Soft Power become a trend that many countries gave an interesting intention around the world as it is not only a mentioned of the Soft Power, showcases art, and culture, but is also a main function for creating enormous economic value. Many years ago, the trend of Hallyu Star or Korean Wave, exporting art of artists, content, as well as Korean culture helps to awaken "Asian nations", including "Thailand", to put the attention more to their Soft Power, and where they stand in the world. Soft Power is not only a mechanism driving the country to show the world of art, culture, traditions, and many other exports, but also to create "extensive economic value" from ideas, and creativity as well as the trove of the origins that have been with the nation since its existence. Thailand has many distinctive cultures or soft powers, including food, films, Thai fabrics, fashion, Thai boxing, as well as festivals, and traditions, etc. (Rinwong, 2022)

As mentioned above, it is only part of the phenomenon of Soft Power implementation in social development. It could be explained that Soft Power is often associated with the rise of popular culture, globalization, and neoliberal theories of international relations. Moreover, the media factor is also a source of soft power, as is the prevalence of either national language or normative structure.

Therefore, many academics from the government and private sectors are interested in applying Soft Power to develop the country and social development, a new fascinating instrument or mechanism to observe whether Soft Power can be used in the development of Thai society or not, either should there be a method or form, and any problem or limitation that might encounter (Jarernwattananun, 2022). These questions are very captivating to find the solution, especially in the current situation of social and technological rapid changes constantly, and in case of Soft Power is used in social development vigorously in the future, what Thailand will become?

The Definition of Soft Power?

Soft Power was created by Joseph S. Nye, a political science professor, who developed this idea with Robert Keohane, having written *Power and Interdependence* in 1977 (Janreuang, 2021) which the context is very distinct from today. Joseph S. Nye was one of the earliest academicians to discuss Soft Power which has become popular among Thai people in recent days. Joseph S. Nye defined Soft Power as the ability to make others do things that people did not want to do. Soft Powers are classified into two categories: 1. Hard Power, comes from having the necessary physical resources to build enough power, for example, having an army, weapons, manpower, or having an advantageous geographical position, then taking these advantages as a condition to force the country or a society that is the target of the exercise of power to

meet the needs of those with strong power; and 2. Soft Power, is to make a country or society comply with the needs of soft power users. (Luuangaew, 2022) Joseph S. Nye stated that the major resources of Soft Power consisted of three points:

1. Culture, in case of the culture in one country is consistent with the interests and values of another country, the chances that such culture will become the Soft Power of that country will be greater. There are many channels through which one culture of the country is known to another, visiting, communication, and exchange (Kreuuarattigaan, 2014).

2. Political values, if a country has political values that are consistent with other countries, the Soft Power of that country will increase. On the other hand, if the values of such countries are contrary to the values of other countries, their Soft Power will decrease (Ngaamsa-aat, 2014).

3. Foreign policies, in the event of a country implementing a policy that is deceitful (hypocritical), aggressive, and indifferent to the attitudes of other countries, creating a Soft Power chance would be lessened (Chaiwat, 2009).

In the past, the world and Thailand used Hard Power to develop the country and society. This can be seen from the phenomenon of creating an army that is extensive to protect the country and to allow military power to pressure other countries into submission. It may have sparked an arms race among the great powers that share the same military power. Therefore, investing more than it should cause economic losses and resources that

should be used to improve the quality of life of people in the country are used to buy and accumulate weapons of war with the "expensive", "unsustainable" and "lesson" arising from the hard power. This has caused many countries to shift the focus more on using Soft Power to build their presence in the global political and economic theater due to the lower establishing cost and fewer resource constraints.

Soft Power in Thailand

Soft Power in Thailand, to promote Thai Soft Power into the international theater, the skill, and determination of a small group of people were not enough, government support is required. It is not only the increased finances; growth needed to rely on constructive policies and the opinions of people in the industry vigorously and a definite national plan is required and is as modern as the Korean and Japanese governments. Thailand has a proactive role long before the definition of Soft Power to promote Thai popularity in many dimensions, for example, the Thai Kitchen to the World project, the Thai Select project, and Thai festivals in many cities around the world. Hundreds of thousands of people have been organized in different city calendars' including Thai boxing, Thai language, and Thai dance. Thailand uses Soft Power through local wisdom, goods, and services that may have different dimensions and formats. Thailand has many advantages (Saengrat, 2021) as follows:

1. The temperament of Thai people, both in Thailand and abroad is based on friendliness, compassion, openness, and

acceptance of differences. The hospitality and simple, fun-loving attitude that most Thai ex-pats are known for are well-known.

2. Thai culture, blends traditional Thai culture and foreign influences with depth and diversity including languages, music and performing arts, contemporary drama and film, Thai handicrafts and fabrics, Thai sports and local sports, and even a pet species. U.S. News & World Report placed Thailand on the list as the twenty-two most powerful country in the cultural power out of 80 countries around the world and ranked fifth in Asia after Japan, Korea, China, and Singapore.

3. Thai tourism, has long been famous and attracted nearly 40 million tourists a year before Coronavirus (COVID-19). Following the characteristic of Thailand that has been mentioned, the location and tourist attractions are important factors that enhance tourism. Brand Finance, a world-renowned strategic consulting organization, has ranked Thailand thirty-third in the “Global Soft Power Index 2021” (THE SOFT POWER30, 2022) as one of the countries that attract tourists of all ages and among the most visited countries in Asia.

4. Thai food, its popularity is not less than any nation in the world. CNN Travel has ranked Massaman, Tom Yum Goong, and Papaya Salad among the 50 best food items in the world for many years consecutively. Thai food is popular all over the world because one important factor is the popular occupation of the Thai community abroad. For instance, Tom Yum Goong, a dish that is famous and well-known worldwide, and other famous Thai dishes

including Pad Thai and Tom Kha Gai, are loved by people all around the world.

5. Cooperation for development and humanitarian assistance is a Soft Power that the Department of International Cooperation and allied sectors, for instance, the Thai private sectors who have invested abroad for decades, create friendships for Thailand, not only in neighboring countries but including countries in the Pacific Ocean, South Asia, and Africa.

Currently, Thailand also has a strong point in food, tourism, and services. Creating a successful Soft Power is that each country has the potential to "expand these good things" into how can "the creative industry" come up? Creating Soft Power is similar to running a marathon, required to wait for long-term results and make it have a role in the contemporary world. Therefore, it can be described that Soft Power can bring a large amount of currency into the country. Thailand Soft Power has a high potential and a wide variety that needs to be promoted further. Now may be the time to form a group or create a network of organized organizations to promote the Soft Power in that country together with the same strategy and goals, and the government itself is an important mechanism that must provide concrete and sustainable support that will help Thailand Soft Power to have a strong development. These factors make it an important instrument for the development and sustainable social development of the country in the future.

Soft Power in Foreign Countries

Global Soft Power Index 2021 survey from Brand Finance ranks countries with soft power use. The ranking of countries with the most powerful Soft Power in the world in 2021 (THE SOFT POWER30, 2022) is as follows:

1st: Germany: This year, the Soft Power champion is Germany as the strongest. Provided that observation back at the Soft Power of Germany that has always attracted the attention of the people to the country is beer. People around the world regarded it as a country with good flavors and varied brands, up to 500 brands. Moreover, education was implemented to attract people to the country. The government provides scholarships for students around the world and the tuition fee rating in Germany is incredibly inexpensive.

2nd: Japan: Next in rank is Japan, the land of the rising sun with stronger politics than last year and human development policies especially the issue of a youth labor shortage during an aging society. In the past, Japan was the origin country of expanding the country by using Soft Power for a long time, comic books, manga, anime, BNK, ramen, sushi, samurai, etc. The Japanese implemented a strategy called “Cool Japan” and a "soft power" policies, including different forms of kimono, matcha green tea, tea ceremonies, and dramas Kabuki, these are all part of Japanese traditional culture. In the 1920s and 1930s, Japan began to spread the traditional national culture through different media, organizing exchange programs, and language teaching (Grungtepturakit, 2021).

3rd: the United Kingdom: This year, the United Kingdom, was a year of facing problems within the country, from the political climate, the 'Brexit' issue, and the delayed handling of COVID-19. As a result, the country has a fairly bad reputation. The strong point is the culture and the attractions still stand out consistently. Nevertheless, perhaps less mentioned than last year, the influential Soft Power of the United Kingdom is Premier League football with at least 5 billion cumulative views per season, and the BBC global media.

4th: Canada: Canada is the second-largest area country in the world (after Russia) and the strong point of the country is not only the area but also the openness to people both in terms of ideas and human rights that have been pushing forward, mentioned in climate change issues, environmental protection, human rights equality, social equality, rights of women, and youth.

5th: Switzerland: Switzerland is regarded as a well-managed country for the protection of personal rights, the safety of life and property as well as being the office of many global cooperation agencies. There is also the spread of ideas in Switzerland with a world-class watch brand that has been nicknamed "Land of Watches" or "Watch's Capitals" is not acquired because of the number of brands that are greater than in other countries. The Swiss watch industry is unique, improving quality, and developing knowledge continuously, becoming a guarantee that the products under the Swiss-made label mean quality.

Thailand ranked thirty-three; which has been regarded as a country of tourism for a long time. It was organized as a country that attracts tourists of all ages and is among the most visited countries in Asia. Soft Power in Thailand has high potential and diversity. In the past, Ong Bak films were exported, making the actor 'Tony Jaa' known in the Hollywood industry and most recently, the fact that Lisa from Blackpink wears a Thai dress with Chada Thai shows in the MV of the first "Solo" album debut song, makes it well-known in many countries, Mango Sticky Rice from Milli and recently discussed the industries that have the potential to create a significant Soft Power of Thailand through "5F", including Food, Film, Fashion, Fighting, and Festival.

Soft Power and the Development of Thai Society

Social development is the application of sociological knowledge (Kunyochai, 2007). Social Development is the change in social structure to be in the desired direction or as planned. There are two major structural components: The Social Organizational Section and the Social Institutional Section. Therefore, Social Development develops both organizations and institutions and makes people in social organizations and rules or cultures make progress. Social Development goals as set by the National Institute of Economic and Social Development since the 8th National Economic and Social Development Plan to make people smart, good, and happy; to make a strong community or family. Provided that development can achieve this goal, the development will have a stable and sustainable effect. Therefore, it can be concluded that academically, Social

Development is a social process that is important because having this process makes the unstable society able to change oneself from non- development to progress, a stable family, a strong and developed community, and content people.

In the past, countries around the world, including Thailand, used Hard Power to manage the country. The development of the country focuses on the economy, neglecting social and human development, but later the development plan changed, Soft Power is distinctly used in the development of the country and society, and the effect is much better than using Hard Power. As a result, Soft Power is an important instrument to add value to the "Creative Economy" that is derived from knowledge, intellectual property, and research that is linked to culture, the historical basis for the accumulation of knowledge of social technology and innovation for use in business development, the production of goods and services in a new way that effectively creates added economic or social value. As for the application of Soft Power in the development of Thai society, considering the context of Thai identity and Thai culture, it has the same potential as many other countries. Following the diversity of Thai culture, it is an important resource for many Thai Soft Powers. Therefore, Thai culture should be presented to the world through different instruments including films, music, performing arts, handicraft products, festivals, etc. Prayut Chan-o-cha, Prime Minister, is satisfied with the export figures of Thailand, as a result of the government policy to push for tangible results. The important factor that supports the increase in export numbers

is Government Promotion and the promotion of Soft Power. The Ministry of Commerce has a Soft Power policy by Jurin Laksanawisit, Deputy Prime Minister and the Minister of Commerce has accelerated the export of goods in 4 major categories: food, digital, health and beauty content, and Thai identity products with the operation results during the half of the fiscal year 2022 (October 2021 - Mar 2022) able to promote 1,878 Thai entrepreneurs, creating a total trade value of 3,905 million baht, which is, the exports from the 4 groups of products for 1,258 million baht and fruit exports 2,647 million baht (Bunyoh, 2022).

The use of Soft Power in National and Social Development can be compared with other countries as follows:

United States of America	China	South Korea	Thailand
Applied in different dimensions, including media, films, culture, and costumes, to gain the admiration of developing countries to control and expand power	Implemented in domestic politics to control the people in the country to enforce the economic and social development policies of the country leaders;	The public agenda is to boost the economy, but the hidden agenda is to build a cultural network for the benefit of security with at least the relationship of	Focus on economic results, export trade, tourism, and culture, but the use of Soft Power in domestic social development is still only a by-product of economic

United States of America	China	South Korea	Thailand
under development assistance, promoting developments to developing countries. As for the domestic, it has been used in domestic development for a long time, but the result is obscure.	however, as China has an abundance of resources, the leaders put their efforts to develop the country. As a result, China has developed rapidly.	the people between South Korea and the international community strengthened, more partners, the prestige of the nation is elevated to a level with rivals like Japan or the Western world.	development with believing in the concept of Trickle-Down Effect, hence discovering that the well-informing and use of Soft Power is just a campaign role only to oppose civil liberties equality and inequality.

From the comparison table above, it was found that the adoption of Soft Power in each country is similar and different depending on the political, economic, social, and cultural contexts, with the majority of implementation emphasizing economic effects rather than social development effects. It can be seen that social development is a by-product of strong economic growth. When the economy is good, the social development and life of the people are good as well, which is the mainstream development model. The development of this concept has a downside in being applied in developing countries where it is found that the more developed,

the more poor people, therefore, it should be used in concrete social development and more continuously, requires cooperation between the public sector, the private sector and civil society, and people in the country.

Concepts, Theories and Principles of Soft Power Implementation

Soft Power is a concept and theory that Joseph Nye thought about and applied to academic politics and international relations. Currently, this concept and theory have been widely applied in different aspects, Soft Power has many interesting elements as the concept map of Soft Power, known as “4A 2R”, is an interesting compositional map that can expand soft power details to match a variety of facts interestingly by dividing the power process into 2 sides, namely, the authorize user side (active side) and the authorized side (passive side) as follows:

Authorize user side (Active side) The composition according to the 4A principle is the implementing side.		Authorized side (Passive side) The composition is different from the 2R principle.	
Agenda	The agenda of the country is often divided into secret and public agendas.	Reaction	The reaction may be in the form of consumption, cooperation, and building a network to support power users.
Actor	Power users are government, private sector, citizens, non-profit organizations, etc.	Result	The results of the acceptance of power include changes at the state, private or public levels.
Asset	Power capital including charm, culture, education, assistance, etc. At the same time, asset also means capital.		
Action	Actions or strategies that will help achieve the expected use of power.		

Source: Adapted from Thanayot Lophatthanant, 2022.

From the composition table above, it can be seen that Soft Power is a tactical and agenda-led form of power management. The 4A 2R formula for understanding explains that the application of Soft

Power will be successful when it consists of important factors (Thanayot Lophatthanant, 2022), namely, a persuasive agenda and cooperation from all parties. an authoritative resource with the power to influence and reach people, and management to ensure that Soft Power will show the result in the nation and has the overall goal of attempting to create as many reactions in the targeted nation as possible.

Therefore, it can be concluded that the implementation of Soft Power has both active and passive aspects in terms of social development. Soft Power is used to create values and motivations related to rousing in many fields, including political rousing, equality, inequality, etc. The users are both private and public sectors in expressing some symbols, protests, resistance, and events campaigns in Thailand, beginning to notice a difference from the past when Soft Power was implemented more.

Problems in Using Soft Power in the Development of Thai Society

However, the attention of the government toward Soft Power raises the question of whether in fact; does the government understand Soft Power well enough. As in the past, policies related to the Soft Power of different agencies or opinions of those who are directly and indirectly involved all reflect the limitations in our understanding of the definition of Soft Power and operation. For instance, The Ministry of Culture has banned the use of dance moves in ghost games because it may cause people to fear. Thai dancing in the case of the drama "Tosakan Tiew Thai" with

complained of inappropriate presentation that deteriorates the culture of the nation following the character of Ravana was used improperly or in the case of "Alua Amulet" as the National Buddhism Office considers is inappropriate and should not make amulet-shaped Alua dessert, etc. The government policy of banning actions or negative comments by stakeholders directly or indirectly not only limits cultural productivity or economic opportunity but also fully reflects the misunderstanding of the concept of Soft Power. In this section, although the definitions of Power and Soft Power in academic terms can have many meanings, on the one hand, the widely used definition of Soft Power originated from the concept of Joseph Nye of Harvard University (Worapamon & Pitrayabut, 2021) and Thailand has not yet stated a clear target for "what purpose Thailand will use Soft Power", "What do people want countries in the world to do" or "what do people think about Thailand". In case of the goal is already defined, will be able to determine what kind of resources to use. How to use support and how should be evaluated as the Soft Power strategy can only be successful when it has clearly defined goals. Most importantly, the government has to support Soft Power which is time-consuming and unable to see results within a few days.

Therefore, it can be concluded that the problem of Soft Power in the development of Thai society was founded that the government sector still does not notice the importance and there has not been any continuous significant development of Soft Power for social development. There are still rules, procedures, and time-

consuming to pass policies, projects, and activities related to the application of Soft Power in social development and social developers, community developers, social welfare workers, and social workers still have no comprehensible direction and not alerted in pushing for policy and proactive work. Thai people still do not know and notice the importance or know the direction and methods for using Soft Power in our own self-improvement, career, building stability and equality, and reducing inequality.

Directions and Solutions for Soft Power Problems in the Development of Thai Society

1. Soft Power direction in the future development of Thai society as according to information from the Office of National Higher Education Science Research and Innovation Policy Council (NXPO) (Katchwattana, 2022), there are guidelines for presenting products and cultural services with potential in all 5 areas of Thailand that are ready to be developed into Soft Power, creating value in the interesting future world stage as follows:

The first aspect, give power to the national martial arts, namely, "Muay Thai" becoming a Soft Power on the world stage:

Most recently, a report from the prime minister on guidelines and recommendations was planned to promote Muay Thai, create value, jobs and generate income for Thai people in the country and develop the art of Muay Thai, which is the national martial art of Thailand, into an international level. Creating a

platform that covers all activities related to Muay Thai, including the subject of teaching Muay Thai. Muay Thai training and competition, Thai boxing textbooks and equipment about Muay Thai as well as applying the art of Muay Thai to create good health in exercising for the elderly by collaborating with all relevant agencies and ministries including the Ministry of Tourism and Sports, Ministry of Culture, Ministry of Foreign Affairs and Ministry of Health, etc.

The second aspect is the promotion of Thai fabrics to the world fashion runways:

The promotion and development of the potential of Thai silk at present were found that Trade Policy and Strategy Office (TPSO) (Katchwattana, 2022) suggested that relevant agencies must accelerate the promotion of knowledge, technology, and silkworm rearing to achieve comprehensive standards for farmers to meet market demand for processing into value-added products for silk threads and increasing public relations and marketing channels for entrepreneurs are required, to disseminate to consumers the channels for purchasing silk or products as well as helping to create a narrative about the origin of the silk until it comes out as a piece of cloth for both domestic and international buyers know the process in the efforts of farmers throughout the production to come out more fabrics and products as well.

The third aspect, introducing Thai food to the World Kitchen:

"Thai food" is one of the powerful Soft Powers of Thailand as one of the solutions to communicate the true identity

of Thai food and help preserve a variety of original Thai dishes. One of the admirable efforts is the National Innovation Agency (Public Organization) project in establishing a Thai food taste center to create a unique and standard of quality Thai food taste under the concept of "Thai food in every kitchen must have the same Thai taste" etc.

The fourth aspect, continuing to export Thai films to the world stage:

There have been many attempts by Thai filmmakers in the past to raise the standard of Thai films to be accepted on the world stage, but there are several points of view showing the successful path in this mission is time-consuming (Katchwattana, 2022). In case of Thailand wants to promote the Thai entertainment industry into the world market, the prohibition of bringing creativity policy, Thailand may be too strict with the use of Soft Power to disseminate Thai ideas and ideology and must be reduced, Thai thinking, and Thai culture by choosing to support people who create works that meet the needs streaming channels which "Lack of continuity". As the movie "Ong Bak" or "Shutter" became the original film model, many films of the same original model were produced, making Thai audiences not notice the difference between each movie.

The fifth aspect, promoting a variety of Thai festivals to international festivals:

Thailand has many unique, beautiful, and interesting traditions, cultures, and festivals, namely, festivals or distinctive

traditions that have been promoted and elevated to national and international levels for sixteen activities to promote awareness, create a good image for the country and promote cultural tourism, and generate income for communities and countries. For instance, the Salung Luang parade; inheriting the big drum, Lampang New Year festival, Phu Thai Remembrance Tradition; Sakon Nakhon, Poi Sang Long Tradition; Mae Hong Son and Baan Haad Siew Tradition; Sukhothai. Beautiful and these interesting unique customs, cultures, and festivals help improve the economy. It can be helped to generate income for communities, entrepreneurs, tourism service providers, food, accommodation, travel, local artists, and more cultural products and services.

2. The solution to Soft Power problems in the development of Thai society is, initially, to admit that Soft power is an important marketing instrument. In the event of the government wants to support the use of Soft Power to promote the economy and build a reputation for Thailand, the government sector needs to take into account that culture is something that always sells, provided that people know how to create value. Therefore, to develop Thai culture to be a soft power that can be sold, the government needs to open up opportunities for value creation in different methods. It should not prohibit or interfere with cultural development as has happened in many cases but should help promote and advertise the newly developed culture, including praising, etc. However, the development of Soft Power may not always be able to create a market for the product itself, and the Soft Power itself may not be

able to last forever. Following these reasons, the government should create supporting mechanisms. For example, funding for cultural products with potential both old and new, creating a space to promote and advertise cultural products continuously or developing an open cultural industry, etc. to sustainably support the expansion of Soft Power, not only to catch the flow and leave it alone, the use of Soft Power should arise out of a willingness to approach the Soft Power, not by forcing or request. Consequently, the development of soft power in Thailand should be developed according to the natural mechanism, that culture is what attracts people to themselves both part of the culture in its original form or whether it is a new format that has been developed or improved. The government should therefore not create policies or regulations that have a fixed framework, and no allowance for Soft Power to develop themselves in the context they should be, which is likely to be inconsistent with the established guidelines. Instead, concepts, policies, and regulations must be improved to be more open to facilitating the development of new Soft Powers.

Hence, it may be concluded that there are three levels of Soft Power solutions in Thai social development: 1. Macro level, the government is the user of power, as stated by politicians as it is considered an important factor to promote the government, private sector, society, and educational institutions. It should facilitate, reduce regulations and procedures to support the implementation of Soft Power in social development, and to educate relevant agencies and the public to know and apply Soft

Power with vigorous and continuously supported. 2. Intermediate level, government, and private agencies, i.e. the role of social developers, community developers, social welfare workers, and social workers in government agencies and private sectors, serving social development, community development, social welfare, and social work have to be pursued in creating policies for social development, community, social welfare. and social work by using Soft Power to create values, motivation, impulses in social development well-being, and reduce discrimination, for example, discrimination following gender differences, social status, age, race, class, etc., and reduce social inequality and use Soft Power through different digital media channels, which will reach people quickly, make the public or target active group in social development, community development, social welfare, and social work. 3. Micro level, is the role of the people required to recognize the importance and applying of Soft Power to create equality, reduce inequality or implement it as a working instrument career both inside and outside the system (self- employed) to create opportunities, increase revenue, build social stability and create equality, reduce the inequality for yourself.

Conclusions and Recommendations

Currently, the use of power may not fully affect people in society as in the past but depends on how the willingness of that person has an "indirect" effect on a person to commit something or more desiring. However, Soft Power is difficult to control as lacking

a solution to acknowledge whether a person has the same opinion as other or not, and Soft Power, once started, the results may not show immediately as some results can take years; applying Soft Power effectively requires skill. Whether you want to apply or not want, you can apply it, and most importantly, to start making Soft Power, it required a certain minimum investment for gaining an attraction from people to see goodness in Soft Power. Soft Power might be outreach but, is closer than imagine, and Soft Power affects the thoughts and attitudes of all people unconsciously. Therefore, implementing Soft Power to develop the country and develop Thai society in infrastructure development may be required for creative ecosystems from cultivating creative youth in open experimental areas, showcasing creative works, and legal measures to support streamlined regulations that do not hinder business to promoting the potential of intellectual property as well as creating new market opportunities including behavioral research and perceptions of foreign consumers and most importantly, the government itself required to give attention. It is actively and continuously promoted, and formulated as a strategy, with clear roadmaps and guidelines. The government should reduce the rules and limitations, for example, the document submission system, and the median price; the government rules have become a framework until the workers are unable to create anything out. Government support should reduce these restrictions, reduce regulations and provide more opportunities, At present, many channels, even TikTok may add a variety of content to increase the chances of success in transferring

Soft Power to Thailand and when implementing Soft Power from the government, it has to be done without being "forced" by the state, conveying people to follow, but should be "seem" through perception, make people feel for themselves For example of perception as opinions, "This is interesting. I want to experience something like this." It should not be difficult as the government set the goal from the beginning, but encouraging the adoption of Soft Power to develop the country and develop society as well. This would mean generating huge amounts of income for the country and unprecedented concrete social development.

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