



The 15th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2022"
21 March, 2022

Communication Policy of The 50-50 Co-Payment to Promote the Administration Image of the Government of General Prayut Chan-O-Cha

Kasidet Chutimant, Somdech Rungsrisawat
Suan Sunandha Rajabhat University
Email address: Kasidej@hotmail.com

Abstract

The research aims to study the Communication Policy of the 50-50 Co-Payment to promote the administration image of the government of General Prayut Chan-o-cha. Using qualitative research methods and data were collected through in-depth interviews with the Political Communication Academic, Communication Arts Academic, Specialist in image building Academic, and the receiver who has the Pao Tung application and has received the rights to the project the 50-50 Co-Payment. The research was followed: 1) Sender; the government should have been clear and used technology to promote communication. 2) Message was organized to clarify content and build media engagement, including a hold on the people who receive the message from the government. 3) Channel was adding online channels to use new media and set a strategy to assign policies to local agencies to help disseminate news. 4) Receivers learn to use new media and control their emotions, show clearness in communications, and prepare a policy manual. The findings will be beneficial for future communication guiding to promote the administration image of the government as well.

Keywords: Communication, Policy of the 50-50 Co-Payment, administration image, government of General Prayut Chan-o-cha

Introduction

Communication is regarded as an important factor in human life for a very long time, which enables humans to inherit, develop, learn, and recognize their own cultures until it becomes a part of a larger society, in which communication management becomes a universal



The 15th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2022"
21 March, 2022

principle of learning. Therefore, communication is a joint action in the transmission or exchange of information, knowledge, and ideas between two or more people. Communication is, thus, a reaction to social relations to convey meaning (Boonsong Tingjaad, 2021), especially policy communications that arise from government sectors to meet the needs of society and the people, which becomes a policy to make everyone happy. This equates to recognizing and accessing information quickly and accurately (Chatchaya Asavaveeradej, 2010).

Communicating with an image is an important strategy to create a good impression in the eyes of the media and the public, especially in terms of reputation management. The government is like a personal brand that symbolizes a political organization. Political image is therefore a portrayal of a person or a political institution that occurs in the mind of the people. Fame or popularity is a component, and public assessments affect how these political figures are seen. Therefore, political image reputation is important for the coming to power and the survival of government figures. It is no different from surviving on a reputation in the business environment (Pichet Sombatsiri, 2020).

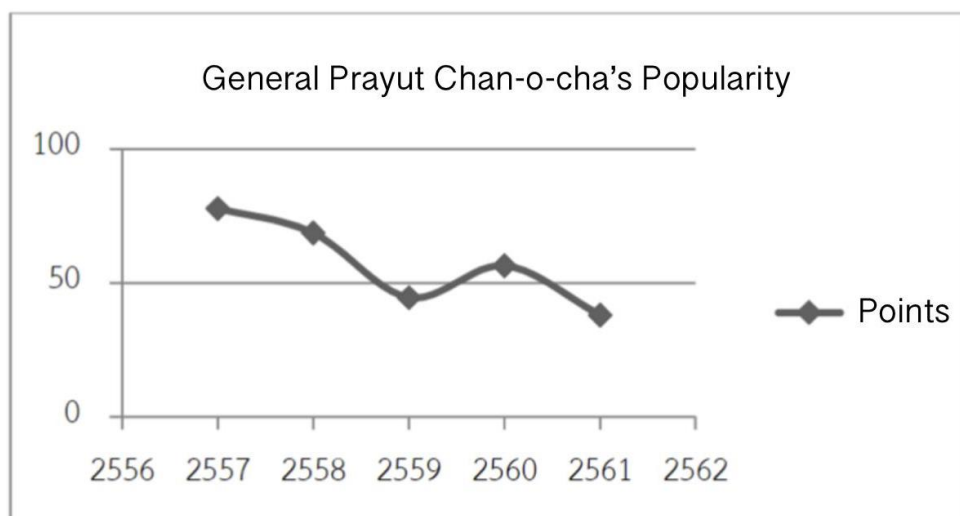
The 50/50 Project occurred during the outbreak of Coronavirus Disease. Covid 19 in Thailand caused many impacts, especially on the economy. Unemployment and business sectors have a wide impact. General Prayut's government Chan-o-cha has issued a policy to stimulate the national economy by assigning the Ministry of Finance to be responsible for the project. The project is run by the government to issue payments to citizens who have successfully registered through the "Pao-Tung" and "Tung-Nguen" applications. This is to give an allowance to citizens from the state, 150 THB per day, with the government helping people to pay 50 percent and citizens to pay the other 50 percent, with the amount of the first phase given by the government in the total of 3,000 THB, and the second phase at 3,500 THB. Ten million citizens can benefit from this project, and only participating stores are allowed to accept these 50-50 Co-Payments (Ministry of Finance, 2020).

General Prayut Chan-o-cha holds the state's power by communicating his position to the people to illustrate the intentions of the National Peacekeeping Council. Such actions were intended to end national conflicts, drive the economy forward, and restore confidence in the executive, legislative, and judicial systems. On July 22, 2014, the Constitution of the



The 15th National and International Conference
 "Global Goals, Local Actions: Looking Back and Moving Forward 2022"
 21 March, 2022

Kingdom of Thailand was promulgated (Provisional version) B.E. 2557, which has the National Legislative Assembly acting instead of the House of Representatives, the Senate, and the National Assembly Phu, 2017) in the work of General Prayut Chan-o-cha, there is communication with the people in an aggressive way, which, considering his past position in the military force, would be normal. However, characteristics were not well-received when applied to the people in the position of Prime Minister. Therefore, two-way communications are required, by opening to questions asked and responding to express opinions within the framework of the law. The Prime Minister's message to the people in the form of hosting a program on four television channels was unsuccessful and is not of interest to the public, although it is a communication to the public about the administration of the country. Various policies that the government has pushed for the benefit of the people did not get the attention they deserved due to the communication nature as a former soldier who is used to one-way communication by command, adding to citizens not believing that the government can do what it says. As a result, this affects the image of the administration, and important issues come from the communication, or lack thereof, by the government (Penitcha Sophacharoen, 2018).



Picture 1: General Prayut Chan-o-cha's Popularity Score Over The Years



The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

From the aforementioned problems, it is found that our image defines our reputation, and can be changed. It is found that the main issue for General Prayut Chan-o-cha's governance is in communication since it affects the image of the administration which affects his popularity and preference with the people. Therefore, the 50-50 Co-Payment Project was founded to help promote the image of General Prayut Chan-o-cha's administration, which will serve as a guideline for the government and department of national management.

Research Objectives

To study the ways projects and policies are communicated, namely for the 50-50 Co-Payment Project, and to promote the image of the administration for the government of General Prayut Chan-o-cha.

Method of Conducting Research

This qualitative research uses Berlo's Communication Process and Conceptual Framework (Berlo, 1960). The researcher has used the Inductive Approach method, then analysis to draw conclusions and theoretical description of the general nature of the data. The focus group discussion method was used by key informants. It is an online group chat through the Zoom Application program.

The steps for preparing the group discussion are as follows:

1. Defining issues and variables used for the study. Some questions are created specifically for the study to spark group discussions prior to the review of documents. Related research consists of communication issues such as communication style and communication effectiveness in policies that affect the image of the government under General Prayut Chan-o-cha.

2. Participants or informants must be experienced or have information on the issues the researcher needs and must also possess a similar qualification (homogenous group) to help participants feel comfortable in the discussion. The group should be able to work well together, and the size should be around 7-8 people (Escalada & Heong, 2014), consisting of

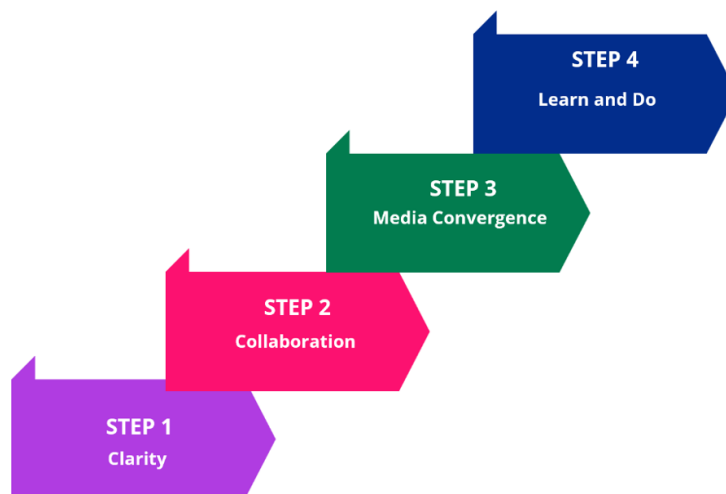


The 15th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2022"
21 March, 2022

Policy Communicators, scholars in Communication Arts, and citizen representatives who have participated in the projects.

3. Guidelines for questions during group discussions consists of 3 types of questions: 1) leading questions, which are open-ended questions that help participants feel comfortable and relaxed; 2) main questions, which are consistent with the research question; these may consist of main questions and sub-questions, which are detailed questions needed to expand on the main question in order for the researcher to understand the issues more clearly. 3) Questions for conclusions. These are questions that the researcher uses to determine if there are issues that the group participants would like to fill in with important information in the group discussion. The tools used in qualitative research include semi-structured interview forms and collecting data from documents (Documentary Study), which is a secondary data collection from books and academic papers that are both physical and electronic publications such as research articles, theses, and academic writings.

Research Results





The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

From the research results, it was found that in the communications of the 50-50 Co-Payment Project to promote the image of the administration of the Government of General Prayut Chan-o-cha, there are 4 steps in the total process, consisting of

Step 1, Sender: The government must be clear and concise, and show transparency during the implementation of the 50-50 Co-Payment Project. Additionally, the government should illustrate its technological skills and competency, in accordance with the strategic plan laid out by its own guidelines.

Step 2, Message: The government should focus on organizing the content of each message and thoroughly explain the content of each policy clearly. This includes creating engagement through all types of media (Collaboration) to allow the media to be the voice of support for the content of the policy. With each policy that the government has implemented, the content must be focused primarily on the audience to help create a good impression with target participants.

Step 3, Channel: The government should add online channels and utilize new media in disseminating government policies (Media Convergence) and allowing local agencies in the area to help distribute government policy information. The government can encourage citizens to be confident in policies and projects going forward.

Step 4, Receiver: The government should focus on learning how to use new media in order to reach more audiences. With each communication, the speaker must know how to control their own emotions. On top of that, the government should produce a policy handbook for the public to study and have access to (Learn and Do).

Research Result and Discussion

This research aims to demonstrate policy communication by the government through the 50-50 Co-Payment Project to promote the image of the administration under General Prayut Chan-o-cha, with the following components: messenger, content, channel, and receiver. Communication factors that contribute to the image of the government of General Prayut Chan-o-cha are also studied. Communication arts that are factors in creating impressions for Gen. Prayut Chan-o-cha's policy are as follows: Clarity in communication and



The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

-
- Chatchaya Asawaweeradej. (2013). Studying Public Policy Implementation in the Area of Information and Communication Technology for Practicing Online Gaming and Internet Services. *Naresuan University Journal: Science and Technology (NUJST)*, 18(2), 64-72.
- David K. Berlo. (1960). *The Process of Communication*. New York: Holt, Rinehart and Winston, Inc.
- Escalada, M. & Heng, K.L. (2014). Focus group discussion. Retrieved from <https://www.researchgate.net/publication/242589494>.
- Kanokwan Menkaeo, and Veera Sombat. (2020). Attitudes of Rangsit University Students Towards the Image of General Prayut Chan-o-cha. Research report, Rangsit University, 2133-2144.
- Kantima Tirapu. (2017). *Consumer and Business Behavior and Satisfaction in Ayutthaya Province Towards Government Management*. Ayutthaya: Rajabhat University of Ayutthaya.
- Kritiya Rujichok. (2021). Political Communication to Maintain the Government's Image in Digital Media. *Maneechao Phutthapanya Journal*, 6(1), 25-34.
- Ministry of Finance. (2020). Project to Increase Purchasing Power for State Welfare Cardholders and the Half-Half Project [Online]. Retrieved from <http://www.fpo.go.th/main//News/Press-conference/13487.aspx>. Accessed September 28, 2022.
- Pensupa Sopacharoen. (2018). Attitudes of people towards the government administration of General Prayut Chan-o-cha: A case study of residents in Phra Nakhon Si Ayutthaya Province in 2018. Independent Study, Faculty of Political Communication, Krirk University.
- Pichet Sombatthirakun. (2020). Political image management strategies of government leaders: A case study of General Prayut Chan-o-cha. Master's Thesis, Graduate School of Public Administration, National Institute of Development Administration.