CULTURE AND SOCIAL MANAGEMENT

[1] Punya Lertgri, [2] Lunjakon Nillakan, [3] Kittiporn Saengae Sanjun, [4] Wichian Thaicharoen

Abstract

The culture is an area that determines the characteristics of people who can learn and understand the group of people in that culture because the cultural intensity in each area is different and can be systematically analyzed to understand a group of people more. Establishing a systematic management framework with groups of people when there are social push factors prevents and solves problems affecting people in that culture. The cultural characteristics in each area are different at some level of detail, such as the way of life, values, beliefs, utensils for transferring and developing to future generations. The management that can access to conceptual systems, the process of showing behavior on social occasions or events in advance that will obtain cooperation or gathering driving force in various activities to drive as much as needed.
Keywords: Culture, Cultural intensity, Cultural group management

Introduction

Managing with the cultural system, the cultural boundary is a concept that happens among cultural group members who want to frame the systematic management boundary for them when there are social push factors affecting people in that culture since people will communicate and interact with each other all the time when they are in society. Individuals will learn to interact with society then perform it to become personality according to the cultural pattern, which the society of that group has created as a practice to treat each other systematically until becoming a cultural group. While the surrounding ecosystems will influence the creation and determination of culture in that area (Chittakan Boonkongthong and Kwanta Noophong, 2019), the boundary of community culture will be used as a boundary line while social groups under the same culture that is a cultural society will be a boundary about careers, values, or similar interests such as the society of teacher, fresh market vendors, boxing fan groups. The boundary of culture is a matter of interaction with each other. For people in social agencies and organizations will create an organizational culture and boundary with emphasis on coordination in related departments, clustering, unity in social organization. By each culture, the group will have many members more or less in accordance with the size of that culture group, and when there are many people, the culture is constantly moving. The managing a cultural system to remain members to be a part of a culture group (James A. Banks, 2016), therefore, has a management practice by using cultures, activities, and cultural systems to play an important role in the existence of that culture.

Culture and way of life in daily life from waking until going to bed again and various participations that related to life throughout the year which refers to a career, ritual on various occasions in life, utensils that were created to be comfortable and transmitted and developed continuously for the next generation to be inherited. The overall results that humans have learned from people in the past and inherit to be a tradition then gradually accumulate and develop to be suitable for the environment of that society (Lunjakon Nillakan, 2018) and continue to the next generation. The existence of culture in the past generations tried to convey and instill the next generation to be appreciative, aware of values, benefits, and pride in that culture, including language, art, beliefs, tradition, and a deep feeling in value of people then developed to be art in various patterns that has a deep expression of value, in which cultural owners recognize the importance that it has enormous sentimental value until wanting to expand the results, conveyed to the next generation for a long time.

The community culture is an area where households are settled as residential areas where the community has relatively clear areas, and the community has a number of households in the area, so members of community culture are people of the household located in the area of   that community, in which often have formal and informal

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[1] *Faculty of Education, Nakhon Si Thammarat Rajabhat University, Thailand. E-mail: Panya_ler@nstru.ac.th (Corresponding Email)*
[2] *Faculty of Humanities and Social Sciences,Nakhon Si Thammarat Rajabhat University, Thailand. Email: Lunjakon_nil@nstru.ac.th*
[3] *Faculty of Science and Technology, Rajamangala University of Technology Srivijaya, Nakhon Si Thammarat, Saiyai Campus, Thailand. Email: Krittaporn1981@gmail.com*
[4] *Graduate School, Nakhon Si Thammarat Rajabhat University, Thailand. Email: Wi.thai2504@gmail.com*

community names. The community name is often the name of the culture in that area. The community name is often the name of the culture in that area. Therefore, the household is the main unit of the community which each household will have members in its household and interacting with the external four levels, namely Micro System), Meso System, Ecosystem, and MacroSystem that being the distribution of interaction intensity from the center (Bronfenbrenner, 1986). The community culture will define a practice to treat each other in household, both formal and informal societies, having a control practice for organizing the membership system in that community culture group by using social norms that have fork way, more and law at the community level and higher. The community culture management will focus on the way of life and community morality regulations mainly, but regulations are sometimes added for reference.

The community always will have area and boundary. The area where members can live on the same cultural base and area will determine the boundary for members of the community to perform according to that community area's framework. The process of community culture management will occur automatically because community members who adhere and proud of being a community will be aware of the responsibility to the rules for showing behavior, both positive and negative. For a positive, it means accepting appreciation from community members. For a negative, it is a direct expression by blame or pressure on various forms, which will be expressed in the form of not being accepted into the group or not associated with it.

The society culture refers to the determination of characteristics, social properties combined, by having values, careers, and interests as a core in the integration of groups such as the same occupation, groups of common interests, having a passion for the same thing. The communication among members of cultural groups will interact through media (Ramaswami Harindranath, 2006), having feelings together, which these groups of people will have practice, a system that understands each other—being a group culture, including direction and practice of belief that lead to rituals, ceremonies, and directions of values   that lead to individualities, utensils of such occupation such as the culture of teacher, nurse, businessman, soccer fan group. Engaging directly or indirectly will transfer feelings with concepts and socialization to be a characteristic of that group culture (Lunjakon Nillakan, 2018).

The society culture will have an area rather abstract because the area from communication, interaction with each other from individuals to other environments systematically both fast and widespread. The society culture will have a pattern, and the language used to communicate in both language for spoken, written, symbolic, and delicate body language in cultural communication of specific groups in each culture (Worawet Wongsiri, 2019) to transfer and share knowledge then comments will occur even though they are very far away. Social groups will have a unique method for each group. Therefore, the social culture will have quite different concentrations. The cultural diffusion is fast and strong, being a culture that creates a lot of feelings (Aaron Podolefsky and Peter J. Brown, 2007) and able to mobilize energy, create the power to happen quickly, and can also disintegrate energy quickly as well.

The organizational culture is a practice for members of an organization created by leaders and members of that organization, intentionally systematically with advance designs or some people or group defined to be used as a tool to perform way of life, working according to plan and process that is defined in the mission, role and duty in work based on the organization's goals or occurs naturally, automatically while in the organization or perform mission according to role and duty to the organization, since it is spontaneous for the phenomenon, the interaction of people in the same organization and network. The behavior of retaliation of members of the organization to the situation or event that occurs while in the organization, and it is a recurring event (Ellen Berscheid and Pamela Regan, 2005). The phenomenon that repeatedly occurs until it is normal will teach habits of people at work to become the personality of people in the organization and be an organization culture.

The organization's culture has an area that not very wide. It depends mainly on the organization's size and the number of members. The organization culture emphasizes unity, shows unique and identity for the organization, to be a part of the organization that it may come out in the form of dressing, unique utensils, personality, and behavior of members expressed. However, individuals will show behavior based on events and situations related to the organization.

The cultural concept is a concept that belief every culture always has an area and boundary, where will have cultural concentration differently. Similar to a pond, when you throw a stone into it, it will cause waves to spread from the center in all directions (Panya Lertkrai, 2019). The point where a stone falls is pointed A or the cultural center, being the beginning of culture then spread in all directions, is the wave that has the highest cultural concentration, which has the clearest cultural characteristics and the largest number. From this point, the culture will spread through the dissemination process continuously. From this point, the culture will spread through the dissemination process continuously then go to point B, which is the area where cultural concentration begins to lighten, but there is still a clear cultural characteristic, being an area of   cultural relaxation or adjustment, reduce concentration, after that it will go to point C where a point that the culture wave decreases but there is still a certain level of cultural clarity, at this point there may not be a lot of cultural contamination.   Point D is the boundary of a culture with waves of different cultures converging. There is a level of overlap, being a cultural boundary point, being a point of overlapping culture or two cultures.
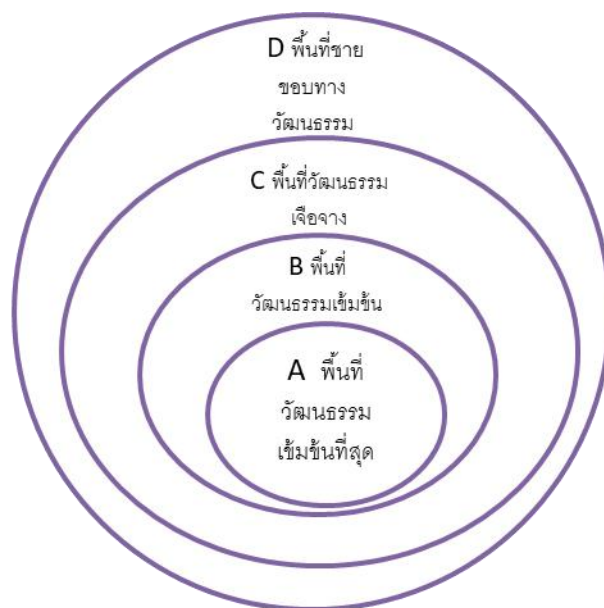
Show the area of culture.

Social management means systematization or activities of groups of people who communicate with each other, interact with each other both formal and informal, both directly and indirectly. The management means management that operates in a process, having ongoing procedures or operations of individuals or groups of people to activities that have to express behavior by participating in activities of community, agencies, and organizations that have goals or objectives, work processes, or activities in which groups of people work together in order to achieve the objectives based on the desired guidance or defined goals that are planned for the structure of work team, organization, command, coordination, and control as a process. The society has a variety of groups; therefore, bringing cultural groups as a core of social management will help to clearly establish a social system, help each group's social systems to be concise, unified, able to coordinate or organize a system for all groups to coexist in society more conveniently.

The culture indicates the way of life, beliefs, and values   of groups of people each day that make management access to the idea system, process of showing behavior in a social opportunity, or event in advance. Holding activities to achieve desired results, cooperation, or setting requirements related to each cultural group, both groups of A-B-C-D can drive various activities to move as needed and be a guide for management based on five elements that are continuously linked in management.

Planning means preparation in advance before operating the desired mission, being a step that needs to use thought into consideration to define the mission, operational guidance for each area. The driving of activities in area A will result in a continuous to area B and continue sequentially. Prediction of what will happen during work, number of people, materials, equipment, and necessary things and what will happen during work, both positives and negative, specify the steps and duration of work to achieve goals. This step includes analytical thinking, prediction in advance as a fully integrated work guidance.

Organizing means structure systematization of the position, duty, decision-making phase, role, a mission that need to perform, and responsible for that part. The position of the person who holds a position that has a role for driving or moving activities of working within the work team, an organization to be systematic, orderly, and contained inappropriate components to cause benefits and help achieve success faster.

Commanding refers to the stage of diagnosis, decision, command, assignment tasks, or missions to the worker at the lower level, being the leader's obligation with a leadership system and followers. The leader will be a supervisor who needs to use the ability to motivate, guide, recommend, or pressure to force the followers or subordinates to perform their assigned tasks or orders until able to complete the mission and that activity moves to achieve the desired success.

The coordinating means connection of cooperation and missions between people, between roles and responsibilities, between various agencies to be able to connect, deliver, deliver or join missions together by allowing human resources within the organization coordinate relations to perform tasks, activities, and missions to move smoothly and achieve objectives as intended or in accordance with specified criteria as required.

Controlling means monitoring, inspecting, and working process starting from the beginning of the mission, implementing normal roles or duties assigned by leaders or supervisors, inspecting and/or setting standards to monitor various problems, or solve problems in the work of subordinates. Implementation of a defined plan and assessment to achieve the specified objectives and goals (Luis R Gomez-Mejia and David B. Balkin (2012**).**

The managing for social crisis in the case of COVID 19 along the cultural boundary of Thailand, can be explained with the cultural concept of control, dealing with epidemics, which managing areas and groups of people by using

areas as targets for managing areas that need intensive control, areas that need to monitor and quarantine to surveillance symptoms and examination.
In a community culture (area), family, village, sub-district, district, and province.
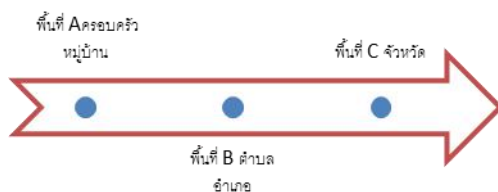
In the society culture, boxing stadiums group, those close to the boxing stadium group and those around them.
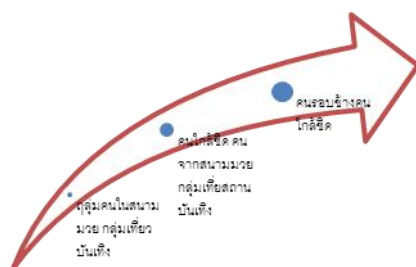
In the case of organizational culture in hospitals, doctors, and officers who are infected with the disease, people in the relevant department, those around them that are close to the people involved.
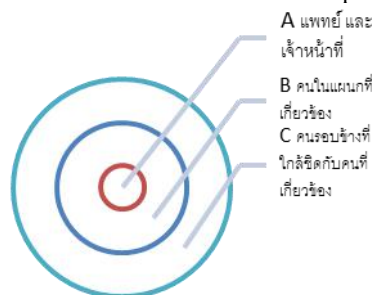
The cultural concept will help with planning; social management becomes convenient, accurate, and more relevant to the target. Accessing the group culture in communities, social, or groups of people will enable public management both in terms of policies and practices that are systematized in accordance with groups of people in each area and culture in which there is a possibility as needed. The culture is an overview of the lifestyle of cultural groups.

Conclusion
The culture or boundary determination of groups of people with the same culture is the core in managing activities, systems, regulations, beliefs, values, and social behavior by having a culture, language, or communication to transfer knowledge, feelings, and opinions that are distributed to each other—being the concept of describing the phenomena that occur from people in that cultural group. The culture will have guidance for managing the movement, both abstract and concrete, in their area (Panya Lertkrai, Maitri Chantra, and Wichian Thaichareon, 2018). Therefore, culture is more important than determining geographic area, but culture affecting a sense of people, power, feeling, and faith in cultural group membership. The culture concept, therefore, plays a role in managing cultural groups.
    1. Planning for controlling, prohibition, or stipulation
    2. Determining the guidance of demeanor, performing on various occasions based on culture.
    3. Energy mobilization and gathering cooperation that quick and convenient.
      The interaction with each other with understanding, comply with the concept and guidance, the opening of an extensive cultural area, concentration area for each level, distribution of concentrations or reducing the concentration of each area is a matter of management that can be used for both direct and indirect benefits which affecting people in society very much.

Recommendations
    1. The leader and community committee should adopt the culture concept to systematize and plan social management that appropriately to the situation in society.

2. The leader who has roles in public policy management should adopt the culture concept to create strategic plans for managing public policy management that appropriately to each area's cultural conditions.

3. The leader of an organization or agencies should adopt the concentrated nature of organizational culture to be used in organization development, organization strategy planning to prevent and solve problems that may occur, and being guidance to coordinate with organizations, networks, communities, local society, or social groups related to the organization.

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ดร.ลัญจกร นิลกาญจน์ วิทยาลัยศิลปะและวัฒนธรรม มหาวิทยาลัยราชภัฏนครศรีธรรมราช

ผศ.ดร.กฤตพร แซ่แง่ สายจันทร์ คณะวิทยาศาสตร์และเทคโนโลยี

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