

## Development Network Pottery to Support Strength of Community

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**Abstract: Problem statement:** The pottery was an importance manufacture of Thai rural. The objectives of this research were to study: (1) the historical background of pottery in Central Region, (2) the network of pottery in Central Region and (3) the development of network of pottery fro developing the community business strength in Central Region. **Approach:** The research area included Patuntani, Nondaburi, Suanburi, Nakonpatom and Rachaburi Provinces. The samples, 90 persons, were Proposive Sampling. Qualitative Research Methodology was administered. Data were collected by Interviewing, Observation and Focus Group Discussion. For data analysis, it was classified by objective. The findings were presented in descriptive analysis. **Results:** Patumtani Province Pottery had a long historical evidence at Samkoke District with pattern conveying that it was Peguans' art both of the telling and comparing to Ongsamkoke Art. Later on, there were people leading in inventing by using the other material wanted by the market. Nondaburi Province Pottery also had long historical evidence at Ko-kred, upper Peguans. So, their descendants inherited the occupation in pottery until now. For Supanburi Province, its pottery had Benjarong Pattern by obtaining knowledge from Chinese. The word "Benjarong", was a Thai calling, referring to drawing design on pottery covering with 5 colors. In general, there would be black, white, yellow, red and green, or indigo blue. Nakonpatom Province Pottery called Siladon, was another kind of pottery with green color an striped surface. It was collected and inherited Thai Wisdom for a long period of time by experts' tactics ancestors from generation to generation since Sukothai Period until Ayudaya Period until now. For Rachaburi Province Pottery, occurred by a Chinese Pioneer to Thailand and persuading his friends to collaborate in investing for setting up the Taosenglee Factory disseminating throughout the province. In the present, pottery in Central Region, found that in former time, it was to work alone without interaction among groups. So, it affected the production and selling. There were 7 guidelines in network development including: (1) the accept for application and selection for members participating in network project, (2) the establishment of project, management of persons who bought the items, (3) the raising in level of producing process, (4) the Web sire development, (5) the field trip study, (6) the advice of experts and (7) the project evaluation. **Conclusion/Recommendations:** The ethnic identity still was an indispensable thing for cultural tourism. But, the view, culture and tradition should be improved as prominent focusing on security served to the needs of tourists. So, it would be an integration for new and appropriate model in future.

**Key words:** Network pottery, data analysis, appropriate model, community business strength, enterprise network, descriptive analysis

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### INTRODUCTION

In Thailand, there was a discovery of pottery in pre-historical age especially Banchieng Culture in Banchieng Sub-district, Udontani Province with approximately 5,000 years. It was heated with low temperature and more complex development. For Sukothai Period, the famous pottery was Sangkaloke, the product for using in family and ceremony as well as

building the architectural material. Furthermore, it was an export item as well. Then, in Ayudaya Period, the skill in making pottery was declined. So, it was imported from nearby countries using as souvenir and appliance . But, it would have unique characteristic as the design and stripe were as Thai Style. In early Rattanakosin Period, the pottery still was mostly imported. In the 6th Reign, there was disseminated pottery makings, extended to every region of the

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country especially the antique pottery, color covered pottery and local pottery from different localities. For the pattern of Thai pottery product design, it was changed inheriting in many ages almost in every region. The pottery was a manufactured product playing important role in Thai People' livelihood since the pre-historical period in order to make the container of water, food and different things, as well as accessories and using in tradition and cultural ceremonies. For local culture, the environmental type was a major factor for determining the pattern of product with local identity of each locality. In the present, many public sectors saw the importance and provided support for grouping of the entrepreneurs in industry as enterprise network of medium sized and small sized businesses, taken care by the Industrial Development Institute, Department of Industrial Support, in enterprise network development by aiming in grouping as enterprise network. For current problem situation, it was the lack of collaboration in network for helping in sharing the information with usefulness in work development as well as selling. According to the above issues, the network needed to be studied for being useful for pottery entrepreneur groups in the future.

#### **MATERIALS AND METHODS**

The studied area included Central Region with research area as Ongsamkoke Community, Samkoke District, Patumtani Province, Ko-kred Community, Pakkred District, Bondaburi Province, Banjarong Community, Bangplama District, Supanburi Province, Siladon Pottery Community, Sampatuan Sub-district, Nakonchaisri District, Nakonpatom Province and Ongmungkon (a kind of glazed water jar with dragon patterns) Community, Rachaburi Province. Qualitative Research Methodology was administered in this study by collecting data from the samples as Purposive Sampling from 30 experts, 30 practitioners and 30 general villagers. The instrument using for gathering data included: the Interview Form, the Observation Form, the Focus Group Discussion and Workshop. Data were investigated by using Triangulation according to the specified issues in research objectives. The findings were presented in descriptive analysis.

#### **RESULTS**

The findings found that:

- The pottery of Patumtani Province had a long historical evidence at Samkoke District, including obvious attribute as informing media as Peguans

Art such as water jar as called in Peguans Language that "Eleung Jar", Peguans Water Pot, Star Apple Petal Pot, Round Bottle Water Pot and Ongsamkoke. Later on, in 2000, Kun Nikom Bangjing decorated Samkoke Pottery by silk fabric for adding value called "Heated Soil Dressing Benjasiri", until it was accepted by the market both of in the country and foreign country. Nondaburi Province Pottery had long period of history at Ko-kred, the Peguans at Kred Island from 3 villages earned their living by the same occupation as pottery makers since this Peguans Group was skillful in pottery making. So, they focused on the descended pottery occupation until now. Supanburi Province had various kinds of pottery, for instance, product of a kind of Thai Porcelain with five-colored design called "Dechochai". The group of this kind of porcelain producer group, Banlam Sub-district, Bangplama District, Suanburi Province. In the past, the pottery with varnishing and drawing pattern by using the enamel, was the work in China during the late 20th Buddhist Era, Chuenteu Emperor (called Kungsai). Then, it was developed until widely famous. There was a color drawing pattern and enameling color by more than 3 colors. The word "Benjarong", was a Thai Style Calling which referred to the writing of pattern on the pottery enameling by 5 colors. In general, there were black, white, yellow, red and green or indigo blue colors. For Nakonpatom Pottery Province, it was Siladon with unique characteristic as green, the surface with stripe which was Thai Wisdom collecting and inheriting for a long period of time by ancestor expert tactics from generation to generation since Sukothai Period and Ayudtaya Period until now on. In the present, at Neau Village (Don-it) 4th Moo, Sampatuan Sub-district, Nakonchaisri District, Nakonpatom Province, led by Mr. Ponglak Suwanmalee, Rachburi Province Pottery occurred by one Oversea Chinese Pioneer called Mr. Jumeng Sa-ung. His former home was at Tajiw District, Powtang Village, China. He was interested in pottery art since he was young. He came to Thailand and invited his friends to invest in setting the factory "Taosenglee", in 1934

- For network of pottery in central Region, found that in former time, the enterprise was run as by oneself without any cooperation or connection among the entrepreneur groups of pottery industry. As a result, there were problems in lacking of material, shape development of working and enhancement of marketing. So, the business didn't grow as it should be. The network system was

only the relative system providing support in narrow area

- For the guidelines in developing the pottery network for community business strength in Central Region, found that there were 7 guidelines including: (1) the take of application and selection in members to participate in project of pottery network, (2) the establishment of project “Cluster Order Sharing”, (3) the establishment of project “Product Process Raising”, (4) the establishment of project “Web Site Development”, (5) the field rip study, (6) the Counseling from experts and (7) the project evaluation

### **DISCUSSION**

According to the research study, could be discussed as follows:

- For pottery network in Central Region, found that the obvious association was established at Rachaburi Province. But, the other provinces were not covered since there was no cooperation from entrepreneurs of pottery industry in each province. In addition, the establishment as enterprise network was often based on network among person to person rather than organization to organization. Therefore, the entrepreneurs didn't cooperate in developing the enterprise network. It was supported with Kanchanarangsinnon (1999) approach that the factors obstructing the cooperation in enterprise network. The business in enterprise network had to have informal collaboration with the related business and other supportive institutes which might be both of formal and informal cooperation. There were 3 forms of collaboration among the enterprise network as follows: (1) the collaboration among different related businesses, (2) the collaboration among businesses and different supportive institutes and (3) the collaboration among the enterprise networks of private sector and governmental sector
- For another major factor as an obstruction, it was the establishment as enterprise network among person to person rather than organization to organization. Therefore if there was a change in business administrator, it might affect the collaboration in enterprise network. Besides, the serious competition between businesses would be a major obstacle for true collaboration among businesses since there would be no “Trust” with each other. Enright (2001) discovered from an empirical studies that there were activities could be

performed among businesses including: (1) the training which needed to be the training in unrelated to major activity of business, (2) the activity related to basic testing such as the testing of fabric fiber.

- For problem in developing the pottery network in Central Region most, was that the entrepreneurs lacked of body of knowledge in industrial management and didn't see the usefulness of being network system. It might be because most of the entrepreneurs had knowledge and skill in producing the items rather than management. So, they didn't see the importance of body of knowledge in industrial management since the officers in factory both of producers and sellers were their family members with familiarity in working rather than determining the planning strategy for practicing in implementing the pottery industrial enterprise. Most of respondents would inform that they were base on love, attention and patience for carrying on their ancestors' intention. So, their work was lacked of concrete management process and marketing planning. Most of entrepreneurs or enterprise owners would order and implement by themselves. It was supported by Woradech (2000) statement that the success in applying the policy into practice could be measured by collaboration level the policy receiver into practice toward those who ordered or determined the policy. If the level of collaboration was high, the level of success would also high as well. On the contrary, if the level of collaboration was low, it meant that the level of failure in putting policy into practice, would be high. Therefore, if entrepreneurs had knowledge in industry very well, common understanding in every step of practice, the occurred collaboration would be high which would lead to success in developing the pottery industrial network in Central Region
- For factors affecting the pottery network development most in Central Region, it was the lack of labor both of skilled and unskilled although the educational institutes in locality would collaborate in staff development for feeding various places of pottery industry, there was very little amount comparing to the entrepreneurs' needs. It was supported by Hongsung-Noen (2006) research study in analysis of situation in the business environmental factors of weaving enterprise, Chaiyapume Province, the findings were: the negative factors on development of competency in weaving enterprise network, Chaiyapume Province, included: (1) the lack of

labor in the work controller, (2) the existed instructional curriculum couldn't produce the scholars as the entrepreneurs' needs, (3) most of raw material had to be imported from foreign countries with high cost and (4) there was no true marketing development. In order to solve such problem, the activities should be managed for motivating the labors to be back in working in the area more as well as collaborating with educational institutes for modifying the instructional curriculum to be more modern. Moreover, the research study should be conducted and developed in different aspects in order to develop the competency level in competition of weaving enterprise network, Chayapume Province with strength and sustaining in the future

### **COMCLUSION**

The research titled "Development of Pottery Network for Developing the Community Business Strength in Central Region", could be able to be a guideline in developing curriculum for entrepreneurs, labor skill, relationship with group of provider in necessary infrastructure for pottery industrial network in order to be helpful with each other, market opening and shared item standard. The development of pottery industrial network for developing strength, self reliant on the wisdom basis inherited from one's ancestors until the present.

### **ACKNOWLEDGEMENT**

The researcher would like to thank his advisor 4th advice, office of higher education, research institute of Isan Art and Culture, Mahasarakham University for providing Research Grant, the key informants and very one of related persons for supporting this study until it was completely finished.

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