

PROCEEDING

IC 2018 MS

**The 4th International Conference on Management Sciences
Universitas Muhammadiyah Yogyakarta, Indonesia**

“Disruptive Innovation in Modern Business Era”

held in UMY, Indonesia, on March 28, 2018

Department of Management

FACULTY OF ECONOMICS AND BUSINESS
Universitas Muhammadiyah Yogyakarta

in collaboration with:
Universiti Sains Islam, Malaysia
Tamkang University, Taiwan
Khon Kaen University, Thailand



**The 4rd International Conference on Management Sciences 2018
(ICoMS 2018)**

March 28 2018

Universitas Muhammadiyah Yogyakarta, Indonesia

Chair Person

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1. Prof. Shu Hsein Liao, Ph.D (Tamkang University, Taiwan)
2. Dr. Kawpong Polyorat (Khon Khaen University, Thailand)
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Preface ICoMS 2018
The 4rd International Conference on Management Sciences 2018
(ICoMS 2018)
March 28 2018
Universitas Muhammadiyah Yogyakarta, Indonesia

Dear Presenters and Delegates,

Department of Management, Economics Faculty, University of Muhammadiyah Yogyakarta, in collaboration with the Tamkang University Taiwan, Khon Kaen University Thailand, USIM Malaysia, organized an International Conference which will be held on March 28 2018.

We are proud to know that there is a thick manuscript submissions came to our table for this conference. In detail, there are 42 international academic manuscripts which we received from Indonesia, Malaysia, Thailand. And in this conference we choose **Disruptive Innovation in Modern Business Era** as the main theme.

Our international conference is a manifestation of the Government of Indonesia through the Directorate General of Higher Education, which has encouraged the internationalization of research and teaching in order to foster high-caliber academic institutions globally and increase competitiveness in International Higher Education.

We are very confident that our presenters and delegates will get a lot of ideas together and experience of this conference. In addition, our participants will enjoy additional insight from our plenary session keynote speakers, namely, Prof.Dr.Shu-Hsien Liao from Tamkang University Taiwan, Dr. Kawpong Polyorat from Khon Kaen University Thailand, Prof. Dr. Syadiyah Abdul Shukor from USIM Malaysia, and Punang Amaripuja, S.E., S.T., M.IT. from Universitas Muhammadiyah Yogyakarta.

Through this conference, we are committed to promote and improve our mission and academic culture synthesize global progress with local knowledge. Therefore, it is my great honour to welcome you to ICoMS 2018 in great cultural city of Yogyakarta, Indonesia. I look forward to seeing you soon in the conference.

Best wishes,

Dr. Indah Fatmawati

Chair of ICoMS 2018

<http://icoms.umy.ac.id/call-for-papers>

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ISBN 978-602-5450-32-7



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Pattern of Community Economy Under the Process of Globalization: Case study Don Kaew Village, Maung District, Beung Gaan Province.

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ABSTRACT

The aim of this study is to understand the general context of the Don Kaew village, including the pattern of change in the community under the process of globalization. This study employed the concept of community economy. In-depth interviews with 26 key informants and 78 household representatives were applied together with guided questions. The study found that the previous pattern of community economy in Don Kaew village, since 1963, was agriculture, based on cropped rice and Helm for their own consumption and also for sale. Until 1976 when the farmers had been used the new agricultures technology as water pump, walking tractor, chemical fertilizer, insecticide etc. They were changed the mode of agriculture to become focused on production yield. In 1989 there were some village labors leaving to seek work in Bangkok Chonburi and Rayong. It was this event that caused a change in their pattern of community economy which became mixed between commercial agriculture and temporary for migration. However the previous pattern had been started in 2007 which more facilities as road, electric generation and level of education for the new generation were higher. This action led the pattern of community economy to become agriculture for commercial and fulltime migration pattern. Moreover that was led in the mode of their livelihood to become more in non-agriculture.

By these situations it may said that the pattern of community economy in Don Kaew village has adapted to suit the context of the community, having not only agriculture pattern but also in non-agriculture pattern. This has ensured the maintenance of the community economy pattern, under the influence of globalization, to the present time.

Keywords: Globalization, Community economy, Pattern of community economy, Community adaptation, Migration

1. Introduction

The land of drought and a scarcity of natural resources is what represent the Northeast region. But however, some areas of the region do not suffer these conditions. In the case of Beung Gaan province; some areas are in possession of good natural resources such as good quality soil and irrigation systems, but some areas are deprived of these. Some of these conditions are faced by Don Kaew village that is located in the Beung

Gaan Province and is approximately 23 km away from Beung Gaan city. In the geographical context, the area consists of land with a good irrigation system and their land is suitable for agricultural use. It is due to these conditions that caused Don Kaew village to change and become more capitalism based system when compared with other remote areas. However it is considered that the pattern of community economy, in the early period of this village (1963), was based on the agriculture for consumption pattern. This

pattern continued until 1976 when the chemical fertilizers and insecticides had been used in their farms causing the pattern of community in Don Kaew village to change from agricultural for consumption pattern to agricultural for commercial pattern. Moreover, in 1989, modernization became more visible in the village when the pattern of the community economy moved towards commercial agriculture and temporary migration. There were some community labor that started leaving to seek work in Bangkok, Chonburi as Pathaya or Rayong province. However, the pattern had started previously increased in 2007 onwards with more improved facilities as roads, electricity generation and levels of education for the new generation becoming higher. This action led the pattern of community economy to become agriculture for commercial and instigated fulltime migration pattern. This phenomenon that is demonstrated in the Don Kaew community has been modified in ways that are appropriate to the economic changes taking place. (Vichitwong Na PomPhet, 2007). It has also adapted to survive as an economic community within the realms of Globalization. Moreover, that led to the mode of their livelihood to become more dependent on external resources.

2. Objective

The purpose of this study is to understand the general context and the pattern of change in the community under the process of capitalism in Don Kaew village, Beung Gaan Province.

3. Scope of Study

The scope of this study focuses on an area that is remote from Beung Gaan city that has good conditions with natural resources. The study includes the process of capitalism and its effects on the pattern of the community economy, in Don Kaew village,

Beung Gaan Province, from 1963 to the present day.

4. Concept and Theory of Study

The Community Economy was the model used in this study, allowing for an alternative way of development by looking at it from a backward point of view, considering the communities as a base. This opened the way for communities to become independent by using their own resources for their own development in a manner that could enhance their quality of life. This concept looks holistically at the economic, social, political, and cultural environments.

5. Research Methodology

Research was conducted using qualitative methods by employing qualitative data from reviewed literature and other documents and included the use of semi-structured, guided interviews with twenty six respondents. The aspects covered in the interviews were; the history of Don Kaew village, the context of the village, culture and career groups. Furthermore, questionnaires were distributed to seventy eight households and the descriptive analysis method was used to obtain results from the data collected.

6. Results of the Study

6.1 General Context of Don Kaew village, Beung Gaan Province

The study found that Don Kaew village had been settled since 1963. In those early days the pattern of community economy was of agriculture for consumption. Rice became the main consumption crop while other vegetables were produced for both consumption and sale. Until the farmers started using chemical fertilizers in their farms in 1976 and with some more improved infrastructure such as electricity and transportation were becoming more changed

by the process of globalization. That led them to a change in their livelihood to become more realm capitalism to the present times.

Considering the context of households in the community, it was found that, there was an average land holding of 7.38 Rai per household, while 97.41% of total households had their own land, while 2.59% had rented land from their neighbors. It was found that average income, per household, was 44,583.46 baht per month. Considering the ratio of their income, 79.49% was from the agricultural sector and 20.51% was from the non-agricultural sector. Average household expenditure was 30,862.95 baht per month. The proportion of spending was around 45.71%, spent on consumables followed by career investment at 13.98%, 9.71% spent on education expenditure, while 9.90% was on debt payment and 20.70% was spent on their family medical treatment, house rent, house

maintenance, etc. However when considering their ability to save, it was found that all of the households in the village were able to save, with 47.30% saving their money at home, 23.26% deposited their money at a commercial bank, 14.36% deposited money with a cooperative or savings group and a further 7.45% invested in land, gold and economic animals such as chickens, cows etc. Household average debt was around 21,211.45 baht per household. Career investment was the cause of the debt with 33.67% coming from the village fund, 30.65% from the Bank of Agriculture cooperative Ltd., 15.58% from cooperative and 3.02% from the others as commercial banks, saving groups and illegal lenders. These were the results of the capitalism approach on the way of community life as shown in Table 1.

Table 1 Showing the general context of Don Kaew village, Beung Gaan Province

Issue	Amount
Family Average members (Person)	4.23
Average Labor force per household (Person)	3.63
Pattern of Career	
Agricultural (%)	80.65
Non-Agricultural (%)	19.35
Household average income per month (Baht)	44,583.46
Income from agricultural sector. (%)	79.49
Income from non-agricultural sector. (%)	20.51
Household average expenditure per month (Baht)	30,862.95
For consumption (%)	45.71
For career investment (%)	13.98
For family education (%)	9.71
For debt payment (%)	9.90
For others as medical treatment etc. (%)	20.70
Household ability to save (%)	100.00
Household average debt (Baht)	21,211.45

6.2 Analysis of the Community Economy Pattern in Don Kaew village, Beung Gaan Province.

Since 1963, when Don Kaew village was first settled, their community economy can be described in four patterns as follows.

6.2.1 Pattern of Community Economy - Agriculture for consumption (1963-1975)

The results of the study found that the pattern of community economy in Don Kaew village, since 1963, had been of the agriculture for consumption pattern, brought about by the good conditions of natural resources such as the canal and good quality of natural resources as soil, forest, etc. These were the main influences on their community economy pattern at that time. However, when considering the pattern of the agricultural sector it was found that the community continued to grow rice and helm as their main crops for consumption and sale as was mentioned by Charles F. Keynes (Sited from Rattana, 2009) where he said “The production mode in the Northeast region, in the past, was consumption mode, rice became the only main crop during that time”.

Considering the types of plant at Don Kaew village during that time, they can be divided into two groups as:

1) Rice: Most Don Kaew villagers grew rice for their own consumption and for sale to the market in Beung Gaan city during February – April, the price was around 2.00 Baht / Kg. In 1974 there was a truck from Beung Gaan mill and the middle man that came to buy rice in the village and that made the pattern of rice sales change, the price was decreased to 1.85 Baht / Kg. but the price offered by the middle men travelling by small truck was 1.90 Baht / Kg. By this phenomenon, the farmers still grow rice for consumption and for sale to the present day.

2) Vegetables, such as sticky rice corn and local chili: It was found that the farmers grew these vegetables for consumption and sale at their community before village had been settled, until 1974, not only the truck from Beung Gaan city or middle man came to buy rice in the village but also they were some middle man who came to buy vegetables products also. However, the study found that the villagers continue to grow these

plants for consumption and sale, as part of their livelihood, to the present day.

Considering that during this period of time, it may be said that globalization process had not had much effect upon their traditional livelihood. They still continued their way of life as in the past.

6.2.2 Pattern of Community Economy – Commercial Agriculture (1976–1988)

The results found that, during these years, the pattern of community economy in Don Kaew village had been changed from the agricultural for consumption pattern to develop a more agricultural for commercial purposes pattern, as the farmers began to use machines such as walking tractors and Chemical fertilizers from 1976, which were becoming widely used by 1977. Moreover, they were using chemical fertilizers and water pumps by 1979. At this time, the agricultural sector became focused on the yields of their farms. That is, if production yields increased they would receive more income. The types of plants grown in the community were; Rice, Cassava, Hemp and Vegetables. They had to adjust to be suitable for market demands. (Chattip, 1998; Suwit, 2003). The study found that, in this period, electricity power arrived in the village, during 1979. This made life more convenient for the villagers at night time, while television was the boom item, in every household, in 1982. It was this event that changed the traditional way of life of the villagers, as they started to wear slacks or Jeans and had access to news channels, much faster than in the past. This phenomenon impacted on household expenditure such as electric bills and debt payments, caused by buying electrical equipment. It may be said that at that time, the community formed an economic model still continue on the base of agriculture mode. The community economics of that time can be described as follows:

1) Rice: The result of the study found that they were still produced for sale to the

present day and that there are still some middlemen come to buy in the village.

2) Hemp: The study found that hemp was another kind of main crop in the 'new' Don Kaew village. It was grown for sale at Beung Gaan city market. It is very important because it was hemp that caused land expansion for cultivation and was produced only for sale. However, caused the price to fall down that led farmers to try to look for the new plant such as cassava or rubber tree. These reasons led to end of hemp cultivation in 1989 in Don Kaew village.

3) Vegetables (such as Kale, Bird chili, etc.): It was found that these vegetables had changed the kind of plants grown as crops in the past, caused by market demand. And there were sold to middlemen.

During this period of time, it may be said that the globalization process had approached the village and changed the traditional lifestyle of Don Kaew village, in their way of dressing, finding food on their farm, community participation etc. This would have an effect on their livelihood, into the future.

6 . 2 . 3 Pattern of Community Economy in Agricultural for commercial and Temporary Migration Pattern (1989-2006)

The results found that, at that time, the pattern of community economy in Don Kaew village had been changed from the agricultural for commercial pattern to become mixed pattern between agricultural for commercial and temporary migration pattern as the farmers began to use more chemical fertilizers, walking tractors or water pumps since 1989, while some of the village labor force had migrated to become laborers for sugarcane harvest at Supanburi Province or some laborers had been migrated to Bangkok for construction. Moreover, the study found that they were sending money back to their family around 1,000 – 1,500 Bath/month. But in terms of agriculture mode, it was focused

more on the yield in their farms. That is, if production yields increased they would earn more income. Considering the types of plants in the farming community that had been adjusted to be suitable for market demands and can be described as follows:

1) Rice: The result of the study found that this crop is still produced for sale to the present day. And that the produce is sold to the middlemen coming to buy in their village.

2) Cassava: The study has found that farmers had cropped cassava to replace hemp. And they had sold it to cassava factory in Beung Gaan city. Moreover it was found that farmers continued to grow these plants for sale, to the present day.

3) Rubber tree: The study has found that these were once the kind of plants that had been grown for replacing hemp. Moreover, they were cropped because of the market demand. It was found that farmers sold their produce to the middlemen who came to buy in the village.

4) Vegetables: Such as Tomato, Bird chili, etc. it was found that these vegetables had been changed to these kind of plants from the past, because of the changing market demand. And there produce were sold to some middlemen who come to buy in the village.

By these reasons, it may be said that in this period of time, the community had changed so much in terms of globalization process. They had changed the traditional life style from written form of communication by letters that had disappeared with the new technology coming in and they used mobile phones for their communications. Moreover they also relied on more external resources as foods, and focused on other options to find more income. This has effected their livelihood, into the future.

6.2.4 Pattern of Community Economy in Agricultural for commercial and Fulltime Migration Pattern (2007 - Present)

The community economy in Don Kaew village became one of complete mixed pattern as Agricultural for commercial and Fulltime Migration. This was a consequence of the prosperity that came into the community due to its expansion. The agricultural sector became modified in response to market demand for various types of crops. There is now a school, transportation, technology including various types of media such as television. This has caused a further shift in the economic pattern of the community and can be explained as follows:

A) In terms of agriculture, the study found that variations in the agricultural sector of the community led to a change in the kinds of crops grown. This was clearly shown during 1989 when the cultivation of hemp was terminated that they continued to crops in the same kinds of plants as in the past. That can be described as follows:

1) Rice: The result of the study found that this crop was still produced in two times a year and is sold to the middlemen as in the past.

2) Cassava: The study has found that the farmers still continued to crop and sell its produce to the cassava factory at Beung Gaan city, to the present day.

3) Rubber tree: The study has found that there had been replantation of these crops in 2015 but some of the first generation crops they were still being harvested.

4) Vegetables: (such as Tomato, Bird chili, etc.): It was found that these vegetables had been sold to some middlemen who had come to buy the produce in the village and some farmer took the produce to sell at Bueng Gaan city market.

5) Sugarcane: The cultivation of sugarcane began during 2007. The study found that there were some households in the village producing this crop. However, the cultivation of sugar cane in the community meant it could be planted by small farmers and sold to middlemen who came from

Udonthani province. The purchase price is currently at 800-900 baht per ton, and middlemen re-sell to the Chon Thong sugar factory at Udonthani province. Even though sugarcane can generate a big income for farmers, the condition of the land was limited in the community and they faced difficulty to greatly extend the area of cultivation. However, regarding the expansion of the cultivated area in the future, there is a possibility that land may be rented, in other areas, for sugarcane cultivation.

B) In terms of the non-agricultural pattern and fulltime migration, the study found that non-farm community economy pattern began in 1989. This arose from an expansion of the community creating employment. The people moving into community needed to have houses constructed which led to hiring labor in the off-season. However, the non-agriculture occupations remained only secondary occupations. Up to 2007, people in the community had opted to migrate fulltime to find work in Bangkok, to become servants in households or as construction laborers. During 2009, migration increased with villagers finding work in some companies in Bangkok. For these reasons, the community infrastructure has improved and transportation links grew. It may seem that the new generation of laborers had more opportunity for migration work outside because they had higher education levels and due to expanded and improved transportation links with the rural community. For these reasons, they were given other opportunities beyond the agricultural pattern as seen by their going out to work in Bangkok in construction or for companies, or at frozen foods factories in Chonburi or Rayong province. Moreover, it was found that they were able to send money back to their families at a level of around 3,000-10,000 Baht per month.

7. Discussion of results.

7.1 Discussion of the findings of the study of the community economy pattern at

Don Kaew village showed that the changes can be classified into four types as classified

in the two tables below.

Table 2 Shows the change in Community Economy Pattern in Don Kaew village, Beung Gaan Province

Pattern of Community Economy in Don Kaew village	Type	Period	Purpose	Remarks
Agricultural for Consumption Pattern. (1963-1975)	<u>Agricultural</u> 1.Rice	Before 1963	Consume	
		1965	Consume	1. Bueng Gaan city Market.
		1974	/ Commercial	1. Middle man.
	2.Sticky rice 3.Local Chili (Before 1963-1988)	Before 1963 to 1973	Consume / Commercial	1. Don Kaew village. 2. Middle man.
		1974		1. Middle man.
Agricultural for Commercial Pattern. (1976-1988)	<u>Agricultural</u> 1.Rice	1976	Consume / Commercial	1. Middle man.
	2.Hemp	1976 To Present	Commercial	1. Bueng Gaan city Market.
	3.Kale		Consume / Commercial	1. Middle man.
4.Bird Chili				
Agricultural for Commercial and Temporary Migration Pattern. (1989-2006)	<u>Agricultural</u> 1.Rice	1989	Consume / Commercial	1. Middle man.
	2.Cassava	1989 to Present	Commercial	1. Cassava factory in Bueng Gaan city.
	3.Rubber Tree	1989 to Present	Consume / Commercial	1. Middle man.
	4.Kale			2. Bueng Gaan city Market.
	5.Bird Chili			
	6.Tomato	1989 to Present		
<u>Non-agricultural</u> 1.Demestic Migration (Temporary Migration)		1989 to 2006	Sugarcane Harvest Employee	1. Supanburi Province (1989-1994) (250 Bath/day) around 1-2 months)
			Labors for Constriction	1. Bangkok. 2. Sent money back to their family of around 1,000 – 1,500 Bath/Month.

Agricultural for Commercial and Full time Migration Pattern. (2007 - Present)	<u>Agricultural</u> 1.Rice	1989	Consume / Commercial	1. Middle man.
	2.Cassava	1989 to Present	Commercial	1. Cassava factory in Bueng Gaan city.
	3.Rubber Tree			1. Middle man.
	4.Kale	1989 to Present	Consume / Commercial	1. Middle man. 2. Bueng Gaan city Market.
	5.Bird Chili	1989 to Present		
	6.Tomato			
	7.Sugarcane	2007 to Present	Commercial	1. Middle man.
	<u>Non-agricultural</u> 1.Demestic Migration (Full Migration) time	2007 to Present	1. Business company 2. Construction labors	1. Bangkok.
	1. Sea food Frozen Factory		2. Chonburi, Rayong Province. 3. Sent money back to their family of around 3,000-10,000 Baht per month.	

Remark: Information from in-depth interview with 26 respondents and questioner with 78 Households/Respondents.

7.2 Summary

The results found that the Pattern of community economy in Don Kaew village was changed by the community adopting the process of globalization. It seems that the village tried to change its mode of production from household consumption to produce goods for sale such as rice and vegetables which were grown in the community. During 1976-1988 some of the villagers who were farmer were applied new technology such as chemical fertilizers, walking tractors and water pumps on their farms as they focused on producing higher yields. This means the community income increased in line with the product yield. The pattern of community economy had changed from agricultural for

consumption pattern to the agricultural for commercial pattern.

From 1989 to 2006, caused by household debt, the improvement in laborers education including improved transportation had made some villagers opt for seeking new career options. And that during the time when there is labor demand for sugarcane harvesting in Supanburi province, they decided to work at there. Moreover, some of labors in village were seeking the job in Bangkok as laborers for construction. However, the study has found that they can send money back to their family around 1,000-1,500 Bath per month. These changing conditions made the pattern of community in Don Kaew village become to agricultural for commercial and temporary migration pattern.

The present community economy pattern was agricultural for commercial and fulltime migration pattern that start up in 2007. The community has grown the same plants as in the part but there are some new plants as sugarcane that was cropped in village that caused a greater demand of world market. Moreover, the study has also found that the soil quality had decreased over the time by the use of more chemical fertilizers and insecticides. Meanwhile it should be considered in terms of the full-time, non-agricultural pattern, caused by household debt, the improvement in laborers education. Business Companies in Bangkok, Industrial Factories as Frozen Seafood companies in Chonburi Rayong had been influenced upon the pattern of the community making them unable to exist using only the internal resources provided by the agriculture sector. External resources, as shown in table1 and table 2 have to be considered, such as the people employed inside or outside the village and include migration to Bangkok, Chonburi, Rayong for full-time employment in factories, as laborers in construction or in companies that began during this period time. Moreover, improved community transportation led to higher education levels for the new generation laborers. This has had an effect on their options to select the best career for them to earn a higher income than provided by the agricultural pattern and has resulted in the abandonment of agricultural livelihoods and a move towards a full-time, non-agricultural pattern, more so than in the past. It may be said that the process of globalization brought about a change in terms of the community economy pattern in Don Kaew village. That indicates they may not be able to rely only on their internal resources but they must also seek external resources to find a suitable pattern to maintain the community economy, under the pressure of globalization that is

exerted upon the community in the present times.

8. Acknowledgement

This article could not be completed without Meuang Beung Gaan District officer who provided information to write this article.

Finally, I most gratefully acknowledge the Don Kaew villagers for all their support throughout the period of this study.

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