

10th International Conference
on Humanities & Social sciences
Proceeding of *IC-HUSO 2014*



November 20 - 21, 2014

Faculty of Humanities and Social Sciences, Khon Kaen University

Khon Kaen Province, Thailand

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10th International Conference on Humanities & Social Sciences 2014

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Associate Dean for Academic Affairs
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Associate Dean for Research and Academic Services
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- (2) Jusuf Kalla School of Government, Universitas Muhammadiyah Yogyakarta, Indonesia
- (3) Prince of Songkla University, Hat Yai Campus
- (4) Institute of ASEAN Studies, Uttaradit Rajabhat University
- (5) Center for Research on Plurality in the Mekong Region
- (6) Research Group on Wellbeing and Sustainable Development.

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**Message from the Dean
Faculty of Humanities and Social Sciences,
Khon Kaen University, THAILAND**

I am extremely pleased to pen this message for the Proceedings of the 10th International Conference on Humanities and Social Sciences (ICHUSO) 2014 and to welcome you all to Faculty of Humanities and Social Sciences, Khon Kaen University.

The International Conference on Humanities and Social Sciences (ICHUSO) 2014: Humanities and Social Sciences for Development is the 10th annual conference held by the Faculty of Humanities and Social Sciences, Khon Kaen University. The ICHUSO 2014 is jointly organized by (1) Faculty of Humanities and Social Sciences, Khon Kaen University, (2) Faculty of Urban and Environmental Economics and Management, National Economics University, Hanoi, Vietnam, (3) Jusuf Kalla School of Government, Universitas Muhammadiyah Yogyakarta, Indonesia (4) Prince of Songkla University, Hat Yai campus, (5) Institute of ASEAN Studies, Uttaradit Rajabhat University, (6) Center for Research on Plurality in the Mekong Region, and (7) Research Group on Wellbeing and Sustainable Development.

The goals of this conference are to provide both national and international academics the opportunity to share their works, exchange ideas, and form networks in humanities and social sciences for sustainable development of the country and the globe. In this program book, you will find the conference program, the list of the articles, and the abstracts of presentations as well as a CD which is the electronic proceedings of the conference containing accepted full papers. This year, the response for the conference has been overwhelming. We are glad to receive submissions from 13 countries all over the world, and 171 papers will be presented at this conference. The presentations cover a wide array of topics including history, social science, politics, philosophy and religion, culture, language and literacy works, tourism, labor, and information science. The papers present interesting, current, and updated trends in research in these areas. Outstanding papers will be selected to be published in the Humanities and Social Sciences Journal and Journal of Mekong Societies.

I would like to thank the ICHUSO2014 organizing committee members for their passion and dedication in ensuring this international conference a success. Also, please let me express my sincere thanks to all co-host institutions for their unprecedented support. I am also indebted to the Panel of Reviewers, Technical Session Chairs, Sponsors and all other staff members who extended unconditional support to make this event a success, despite tremendous pressure created by limitations in time and human resources.

Finally, I would also like to thank all delegations, guest speakers, presenters, and participants who have come all the way from different parts of the world to join us today. Thank you for making this conference a great success. I do hope that all of our contribution will lead to more sustainable development in our country and the globe.

Kulthida Tuamsuk

(Associate Professor Kulthida Tuamsuk, Ph.D.)
Dean, Faculty of Humanities and Social Sciences
Khon Kaen University, THAILAND

Reporting Speech

The 10th International Conference on Humanities and Social Sciences (IC-HUSO2014)

Theme: Humanities and Social Sciences for Development In collaborations with

(1) Faculty of Humanities and Social Sciences, KhonKaen University, (2) Faculty of Urban and Environmental Economics and Management, National Economics University, Hanoi, Vietnam, (3) Jusuf Kalla School of Government. Universitas Muhammadiyah Yogyakarta, Indonesia (4) Prince of Songkla University, Hat Yai campus, (5) Institute of ASEAN Studies. Uttaradit Rajabhat University, (6) Center for Research on Plurality in the Mekong Region, and (7) Research Group on Wellbeing and Sustainable Development.

20th -21st November, 2014 at Khon Kaen University, Thailand Mr. President, Lecturers, Distinguished delegates, ladies and gentlemen,

On behalf of the Faculty of Humanities and Social Sciences, it is my great pleasure to be here today and welcome all of you to the 10th International Conference on Humanities and Social Sciences (IC-HUSO 2014).

Research on Humanities and Social Sciences includes the studies of various fields such as religions, philosophies, language and communication, arts and culture, economics, politics and administration. Studies of Humanities and Social Sciences aim to explain social dynamics and their effects. The knowledge gained from research studies in these fields is crucial and valuable as a precious tool in guiding social direction. The job of scholars in humanities and social sciences are apart from finding the new bodies of knowledge, we also need to consistently inspect, revise, and develop the knowledge to catch up with the changes of dynamic social situations. It is also very important that scholars should have the stage to discuss and share opinions on their related studies. The International Conference on Humanities and Social Sciences offers the open stage for scholars and officers to share experiences, knowledge, and problem related to the subject. This should result in development of knowledge and cooperation to build academic strength.

The Faculty of Humanities and Social Sciences, Khon Kaen University realizes the significance in inspection and development of the knowledge. We therefore host this conference to distribute knowledge gained from researches in humanities and social sciences and to enhance cooperative learning between researchers, scholars, lecturers, and students in the fields. The conference is expected to attract reinforcement of ideas from scholars in humanities and social sciences for sustainable development of our societies.

At this auspicious moment, I would like to invite the President of Khon Kaen University, Assoc. Prof. Dr. Kittichai Triratanasirichai, to give the opening speech for the 10th International Conference on Humanities and Social Sciences (IC-HUSO2014).

Thank you very much.

Opening Remarks

**The 10th International Conference on Humanities and Social Sciences
20th -21st November, 2014
at the Faculty of Humanities and Social Sciences, Khon Kaen University**

Dean, lecturers, distinguished delegates, ladies and gentlemen,

I am most honored and delighted to have the privilege of giving the opening remarks on the 10th International Conference on Humanities and Social Sciences. I wish, first of all, to accord my warm welcome to all of the distinguished scholars who come from many places around the world. We do very much appreciate your interest in coming and participating in the conference held in Khon Kaen University this year.

Human societies and cultures in every country have never stopped changing. Research on Humanities and Social Sciences is therefore the foundation to explain the phenomenon of social dynamics and their effects. The knowledge leads to appropriate solution according to the truth of situations. As a result, the knowledge gained from research on humanities and social sciences is crucial and valuable as a precious tool in guiding social direction.

The international conference on Humanities and Social Sciences this year has put our ultimate goals to become the opened stage which scholars can distribute and share their knowledge and enhance cooperative learning in order to develop quality and standard research and thesis in these fields.

I would like to take this opportunity to thank all IC-HUSO staff who has worked really hard to make this conference possible. I really hope that all participants will take this opportunity to gain and exchange views and knowledge for the development of future studies. I also hope that this conference would become fruitful, interesting, and beneficial for all of you. Last but not least, I hope that some of you who just visit Khon Kaen for the first time will have a good time here during your short stay in our city.

At this auspicious moment, I would like to declare the official opening ceremony for The 10th International Conference on Humanities and Social Sciences.

Thank you very much.

Keynote Speaker



Dr. Carl Grundy-Warr

Abstract

Collaborative Education Across Borders: Using Fieldwork and Cultural Exchanges in Social Research

In May 2557 / 2014 Khon Kaen University (KKU) and the National University of Singapore (NUS) embarked on a grand experiment. We organised 22 home-stays over five districts, and across two provinces, for a Field Study program. We had 22 student teams (72 students) working on projects about *Opisthorchis viverrini*, the liver fluke parasite that can lead to cholangiocarcinoma (CCA) of the bile duct and death for infected persons. The relevance of this parasite to public health in the Mekong Region is extremely important, and understanding it requires knowledge of the parasite's life-cycle (snails, fish and humans), food culture (raw, semi-cooked and fermented fish dishes), ecology, geography and human behaviour. We decided it would be interesting to have KKU students from the Faculty of Humanities and Social Sciences, particularly language students (mostly English) to join with geography majors from NUS. The Faculty of Medicine at KKU provided much of the background expertise in the public health, parasitology, ecological and technical issues relating to the parasite, food-borne disease, and other medical aspects relating to the problem. 18 days of intensive effort led to deeper learning about a real world problem and generated numerous project reports, which were synthesized and presented in KKU by the students themselves.

The KKU - NUS initiative is one clear case of collaborative education across borders involving students and dedicated staff to generate student interests in research work to tackle real world problems and to encourage cultural exchange and understanding across cultures and disciplinary boundaries. This talk will focus on lessons learned from the recent KKU-NUS experience, and also share other examples of collaborative learning by doing, from the Mekong Region and elsewhere. The purpose of the talk is threefold: 1. To reveal the pedagogy of field-based approaches as one method that can be employed to deepen student engagement and learning. 2. To examine the benefits of cultural exchange programs involving staff and students as co-learners and participants. And 3. To examine the benefits of inter-disciplinary collaboration, not just purely within the humanities and social sciences, but with the sciences and non-educational practitioner fields of work. Finally, I shall critically examine how and why existing forms of international collaboration involving students often fall short, arguing that stronger international and institutional support over medium term periods (say 5 years) are really needed if such programs are to develop and build meaningful foundations that go beyond one-off programs and short term experiments.

Bio-Data

Carl Grundy-Warr (MA, PhD) teaches political geography, geopolitics, natural resource politics, and two field study modules (one in Thailand and one in Cambodia) at the National University of Singapore. The Field Study program in Khon Kaen this year was his 14th such module. Dr Carl has much experience coordinating field-based learning modules, and he has been actively involved in promoting international student exchanges between Singapore and Thailand. Dr Carl has edited five books and he is co-author of two books currently underway. One of these is 'Common Pool Nature: Ethics, Justice and Dialogues in the Mekong Region', and the other is a book is 'Borders: History, Law and Ethnography', which is partly based on political geography work in borderlands of mainland Southeast Asia. Dr Carl is passionate about collaborative fieldwork and problem focused learning as a means to develop student learning and their deeper engagement with research problems. He has been the recipient of several teaching excellence awards during his 25 years of university teaching.

10th International Conference on Humanities & Social Sciences 2014
20th -21st November, 2014
at the Faculty of Humanities and Social Sciences, Khon Kaen University

Thursday 20th November 2014

08.30 - 09.00	Welcome /Registration
09.00 - 09.20	Opening ceremony
09.20 - 09.30	Research Award
09.30 - 10.45	Keynote speech
10.45 - 11.00	Break
11.00 - 12.30	Paper presentation

Panel 1 : Language and Literature (1), Room 1 : LE

Moderator: Dararat Khamphusaen, Ph.D.

1. Bantayanon: A Lexical Comparison and Sociolinguistic Description
Minda Carabio-Sexon
2. Language Strategies Used to Communicate in English with Foreigners : A Case Study of Vietnamese Students
Sattra Sahatsathatsana
3. French Voice Based Man-Machine Conversation
Sombat khruathong
4. The Level of Awareness on Disaster Risk Reduction and Management of the Students of the College of Education, Mindanao State University Iligan Institute of Technology
Michael Art R. Napoles, Roman Ruben Jr. Indira S. Olama, Fatma Johana A. Limpao

Panel 2 : Language and Literature (2), Room 2 : LT

Moderator : Supakit Buakaw, Ph.D.

1. Title of Dharma Column in Secret Magazine
Chanika Jitjak, Rattana Chanthao
2. Plurality of Power in Sinxay Literature
Khomkrit Woradejnyana
3. Narrative Techniques and Ideology in Young-Adult Fictions Received The Naiin Award: A Case Study of The Literature“KruitNoy”
Hataichanok Sangpeam, Marasri Sorthip
4. Narrative Techniques in The Novel for Making The Relation Between Thailand and Lao People’s Democratic Republic : A Case Study of The Novel “Tam Lom Plew”
Jamjuree Nisayan, Marasri Sorthip

Panel 3 : Philosophy and Religion, Room 3 : PH

Moderator : Assist. Prof.Homhuan Buarabha, Ph.D.

1. A Critical Literature Review in Conceptualizing a Structural Framework to Position Buddhist Inquiry Paradigms
Chai-Ching Tan, Sangchan Kantabutra
2. Moral Attitudes of School going Irula Adolescents living in Kolikarrai, Nilgris region.
Emmanuel D., D. Rajan
3. The Application of Buddhism for successful Female Entrepreneurs.
Navarat Sachayansrisakul
4. Language, Religion and Translation: Awaiting Messianicity
Sanjay Kaushal, Nimmi Nalika

Panel 4 : Culture and Language, Room 4 : C/L

Moderator : Asst. Prof.Sutida Ngonkhun, Ph.D.

1. Islam and Multi-faith Structure in Post-Soviet Central Asia: A Study in Cultural Interaction
G. N. Khaki
2. Parallels Between Photographic Documentation and Traditional Amate Paintings During a Nahua Community Struggle in Guerrero, Mexico
Cecilia Rodriguez-Beaudoin
3. Language, Society and Law: Impossibility to Forgive
Sanjay Kaushal

Panel 5 : Sociology and Development, Room 5 : SD

Moderator : Mr. Arthit Jittho

1. Employee-Development Practices in Iran: Effort to Enhance level of Human Capital- A Study
Masoud Ghorbanhosseini
2. Motherhood: Different Voices, Different Choices
Eunice Barbara C. Novio
3. The Gap of Senior People Expectation and The Role of Local Authority Support in Communities, Khon Kaen, the Northeast of Thailand
Chulaporn Sota
4. Struggling or in transition: Small household coffee growers in Champasak Lao PDR
Apisak Dhiravisit

Panel 6 : Media, Information and Communication, Room 6 : MC

Moderator : Ms. María de las Mercedes Fuentes Hurtado

1. The Graphic Cotton Phi Ta Khon Mask Development of Woman Group Chaipayruk Sub-district Muang District Loei Province and LoeiRajabhat University Digital Art Program's Students
Itsariyaphon Chaikularp
2. Containers, Differences and Exchanges: Analysis of Interpersonal Communication Patterns of Internally Displaced Persons in an Urban Resettlement Site
Chndyli Tara Gregorio Rogel, Marie Cddyqa Jaya Gregorio Rogel
3. The Study and Development of Multimedia for Public Relations for Tourism in tourism route areas from Lablæ,Thailand to Luang Prabang, Laos PDR through Phu Du Border Crossing Point, Uttaradit, Thailand
Usanee Makprayoon, Tanya Jantrong, Jakkapop Panich
4. Impact of Orthographic Multimedia to Students Performance and Spatial Ability
Michael Art R. Napoles, Rechie V. Aninon, Muhammad-Naim S. Macapodi, Farrah Mae T. Sayson

Panel 7 : Public administration, Room 7 : PA

Moderator : Asst. Prof.Sataporn Roengtam, Ph.D.

1. The Opinion on Thailand Amnesty Proposal 2013 of Public Administration Program Humanities and Social Science Loei Rajabhat University' s Students
Kalaya Yotcamlue
2. E-Government: Reinforcement Authority Structural Reform & Institutional Structural Reform Aggravated with Knowledge Dissemination Economy
Panaikorn Boonkob
3. The Weakness of 'Strong Progtam' in Sociology of Knowledge? Towards Wittgensteinian Sociology of Knowledge
Pavel Stepantsov
4. On Frame Analysis of Voting. How Political Facts are Conatructed in Face to Face Interaction
Victor Vakhshtayn

Panel 8 : Center for Research on Plurality in the Mekong Region, Room 8 : CERP

Chair: Benjawan Narasaj

Discussant: Prof. Suwit Theerasasawat and Wiangkum Chounudom

1. The Construction of Remembrance of Lao Hero through Kaysone Phomvihane During 1975 – 2010 C.E.
Kittisak Chinnasang, Dararat Mattariganond, Kaeota Janthanusorn
2. The Construction of History of Vietnamese National Salvation Movement in Udon Thani.
Setthasart Wattasoke, Dararat Mattariganond, Thananan Boonwanna
3. The Story of “Apsara” in the land of the Khmer
Phondhep Worawods, Jaggapan Cadchumsang
4. The Relationship of Laos-China 1949 -1975 C.E.: After China established a socialist state
Sriwilas Moonlhao, Dararat Mattariganond

Panel 9 : Environment and Development / Education in Humanities and Social Sciences, Room 9 : ED

Moderator : Mr. Issareat Donpen

1. The Role of Wild Food Plants in a Community of Ethnic Groups in Monduliri Province, Northeastern Cambodia
Ra Thorng, Ouk Makara, Duncan A. Vaughan, Thun Vathany
2. Corporate Social Responsibility for business sustainable development in Vietnam: The case study of Esoftflow
Pham Thi Huyen
3. Education Development for the underprivileged Children through Exodus Non-profit Organization in Yangon, Myanmar: A case study of Exodus Non-profit Organization (ENO)
Cung Khin Dim
4. How Vietnam is Ready for Green Climate Fund
Nguyen Thi Dieu Trinh
5. Interactive E-Module in Photorealistic 3D Models using Vray and Photoshop
Michael Art R. Napoles, Michael Joseph F. Boniao, Lito P. Rosalijos Jr., Mary Grace O. Sanchez

12.30-13.30
13.30-15.00

Lunch

Panel 10 : Language and Literature (1), Room 1 : LE

Moderator : Asst. Prof. Rattana Chanthao, Ph.D.

1. Social Development in Laos from Newspaper
Rattana Chanthao
2. Proper Names and Game Terminology in Video Game Translation: A Case Study of “Bayonetta”
Thanandon Wongkittithon
3. Comparing Incomparable Common Proverbs in Thai, French and Chinese
Sombat khruathong, Supachai Jeangjai
4. The Morphology of Balantak Language
Valantino Ateng Pamolango

Panel 11 : Language and Literature (2), Room 2 : LT

Moderator : Supakit Buakaw, Ph.D.

1. A comparative study of tones of Loei spoken in Wangsaphung and Arawan district
Pikul Onsriprai, Supakit Buakaw
2. Characterization and Language Use of The Bhodhisattva in Isan’s Jataka
Suddhinan Sri-on
3. Values and Ethics in ASEAN tales
Piraporn Pissapim, Umarin Tularak
4. Compliment Response Strategies in Thai Used by Chinese People in Thailand.
Li Qing, Supakit Buakaw

Panel 12 : Philosophy and Religion, Room 3 : PH

Moderator : Asst. Prof. Puttharak Prapnork, Ph.D.

1. Politics of Language and Religion : God of The Text
Nimmi Nalika
2. The Development of Analysis Thinking Process to Solve the Problems of Life in Buddhism
Sarunya Wipatchawatee
3. Religion, Community and Identity: With Special Reference to Ao Naga
Arenkala Ao

Panel 13 : Culture and Language, Room 4 : C/L

Moderator : Asst. Prof. Sutida Ngonkhum, Ph.D.

1. “Yes, We’re Fully Aware That We’re Watching a Play. We Just Aren’t Aware That It’s Brecht.”: The Analysis of Dramatic Techniques Used in Brecht’s Epic Theatre and Thai Likay Theatre.
Paradee Tungtang
2. The Ramayana and the Mahabharata in Indian Chhau Dance
W. B. A Vitharana
3. Morlum (Isan Folk Performance): A Reflection of Isan Way of Life
Itsarate Dolphen
4. The Individual within the New Asian Global Assemblages Symbols from Cinema
Alvaro Malaina

Panel 14 : Sociology and Development, Room 5 : SD

Moderator : Wipawee Grisanaputi, Ph.D.

1. Gender and Development in Iran; what do the world indexes say?
Asadolah Mafakheri, Sara Darabi
2. The contribution of caregivers in urban rural in respect of early childhood care in Sri Lanka
K.V. Sudarma Harischandra
3. The Effects Of Consumer Ethnocentrism And Consumer Animosity On The Purchase Intention with The Moderating Role Of Product Judgments: Food for children case
Nguyen Ngoc Quang, Truong Dinh Chien, Nguyen Hoai Long
4. Awareness Gap Analysis and Readiness for ASEAN of People in Muang Jet Ton Subdistrict, Bangkok District, Uttarait Province.
Yuphin Thuansri, Supawinee Satayaporn, Sombat Vejkama, Amnart Bun-anan, Suprawee Pattarakiatcharoen, Napaporn Chansi

Panel 15 : Media, Information and Communication, Room 6 : MC

Moderator : Ms. María de las Mercedes Fuentes Hurtado

1. Nollywood and the Use of English Language
Adegbembo, F. J.
2. ‘Tibok’ Argot Nonverbal Communication in Thailand
Korranat Tapang
3. Using Videos to Motivate and Evaluate Students in Languages Lessons
María de las Mercedes Fuentes Hurtado
4. A Study on the Sway of Facebook on Interpersonal Relations of Early Adolescents
Emmanuel D., Dr.D. Rajan
5. Job Preference of BSIED Drafting Technology Students
Michael Art R. Napoles, Bernardo J. Bantugan, Lawrence M. Bersaldo

Panel 16 : Public administration, Room 7 : PA

Moderator : Asst. Prof. Sataporn Roengtam, Ph.D.

1. Evaluating the Potential of Tourism Products and Services in Southern of Thailand
Pimlapas Pongsakornrungsilp
2. Market Potential of Tourism Products for Generating Income in Southern of Thailand
Siwarit Pongsakornrungsilp, Suchart Chansamran
3. Customer service quality – a case of the GMobile Call Centre in Vietnam
Luu Thanh Tung, Vu Huy Thong
4. Empowering Distinguish Tax Reform for Substantial Social Welfare
Panaikorn Boonkob
5. Factors Affecting Organizational Commitment of Lecturers: A Case of Pibulsongkram Rajabhat University, Thailand
Naphat Wuttaphan

Panel 17 : Center for Research on Plurality in the Mekong Region, Room 8 : CERP

Chair: Kaeota Janthanusorn, Ph.D.

Discussant: Asst. Prof. Marasri Sorthip, Ph.D., Prof. Suwit Theerasasawat and Assoc. Prof. Dararat Mattariganond, Ph.D.

1. Biographical Writings in Vietnam Before 1884
Thanawan Maneeboon Thananan Boonwanna, Dararat Mattariganond
2. The Historiography of the Suppression of the Haw in Thai documents, 1875 – 1888
Aunchun Meeso, Dararat Mattariganond, Marasrai Sorthip
3. Tombstone Epitaph Inscription at Khon Kaen Samakkhi Uthit Foundation Cemetery (Poi Sian)
Kakkanang Songsangworn
4. Tombstone Epitaph Inscription at Phramandanijjanukhro Cemetery Amphoe Mueang, Udon Thani
Pamorn Pupiuipa

Panel 18 : Environment and Development / Education in Humanities and Social Sciences, Room 9 : ED

Moderator : Mr. Chadchavan Sritong

1. Globalization and Its Impact to the Future Perspective in Place Identity to the Student of Grade 9, Yunnan Province, China
Chuanchen BI, Sekson Yongvanit, Annika Mattissek
2. The Attitude and Future Perspective of Globalization Among 12th Grade Students in Yogyakarta Province, Indonesia
Diah Setyawati Dewanti, Sekson Yongvanit, Annika Mattisek
3. Trans-boundary water sharing concerns among India and Nepal: A Geopolitical Perspective
Muraree Lal Meena
4. Environmental Issues and Legal Framework for the Vietnam Green Growth Strategy
Le Thu Hoa, Nguyen Quang Hong

15.00-15.15
15.15-17.00

Break

Panel 19 : Language and Literature (1), Room 1 : LE

Moderator : Dararat Khamphusaen, Ph.D.

1. Language and Content Analysis in Thai Airways Pr News Release
Anongnard Nusartert
2. A Corpus-Based Study of General, Academic, and Technical Vocabulary in Chemistry Research Articles
Pinrada Nuamjapho, Traithep Srisuk, Kornwipa Poonpon
3. Metathesis in Libyan Arabic
Yousef Elramli

4. Effects of Social Networking Sites to the Academic Performance of the DTTE Students
*Michael Art R. Napoles, Catherine L. Agawin, Precious May S. Yasay,
Diane Christine Jane M. Carnaje*

Panel 20 : Language and Literature (2), Room 2 : LT

Moderator : Mr. Phuwat Ta-Inta

1. The Use of English in Isan Folk Songs, Thailand
Wanwarang Orarigaphan, Rattana Chanthao
2. A comparative study of rice legends among the ethnic groups of Lao and Khmer in Thungkula Ronghai
Sudtida Suanpradit, Umarin Tularak
3. An investigation of Sanskrit plays translated and/or transformed into Thai
Thawatchai Dulyasucharit
4. An Analysis on Advertising of Health Products in Chewajit Magazine
Pornwipa Chaisomkhun
5. A Study of Problems in using Korean Negative Sentences of Khon Kaen University Students
Suketsak Wanvaja

Panel 21 : Philosophy and Religion, Room 3 : PH

Moderator : Asst. Prof. Puttharak Prapnork, Ph.D.

1. Monk Teachers Teaching Buddhist Subject to Development of Students' Morality
Pinayo Prommuang, Thongkham Ketchan, Surasak Buddha
2. Buddhist Wisdom for Self-Development of Human
Rattana Panyapa
3. Tuad : Sacred Space Beliefs and Ritual Relationship Community in Satingpra Penninsula.
Witthaya busabong
4. Heaven: The Ethical Needs
Artit Phanphoon

Panel 22 : Culture and Language, Room 4 : C/L

Moderator : Paradee Tungtang, Ph.D

1. "Thainess" in Thai Language Textbook for Primary Education of the year one to the year three in Compulsory Curriculum in the year of 2008
Natchanon Khumnoun
2. The Rocket : Gender and Otherness in Lao Rocket Movie
Chanont Chaithongdee
3. Morale for Bride: The Moral Poem of Siamese in Malaysia
Engon Chullasap
4. Isan Vision in the Name of the Disease words
Kamonman Kamsaen

Panel 23 : Sociology and Development, Room 5 : SD

Moderator : Mr. Itsarate Donphen

1. The Human Trafficking and Rethinking of the International Policy: A case of Mae La Temporary Shelter
Bandan Buadaeng, Patcharin Sirasoonthorn

2. The Development of Satisfying Lifestyles: Isaan as an example of well-being in a world coping with serious social change
Martin Vernon Allinson
3. Religious Tourism And Its Role In Socio-Economic Development Of Bodh Gaya- A Sociological Analysis
Gyanendra Yadav
4. Coastal land Conservation Farming in the Bantul District, Indonesia
Aris slamet widodo
5. Identifying Main Time Stealers among Students and Lecturers at University and Learning How to Overcome It
Alvaro Banderas

Panel 24 : Media, Information and Communication, Room 6 : MC

Moderator : Mr. Arthit Jittho

1. Gender bias and homosexual stereotype created by facial makeup and costumes in post modernity appearing on Madame Mod, the host of Phasa Plaza, Thai TV program
Krit Kamnon
2. Content Analysis of Community-Based Research
Chotima Watana, Malee Kabmala
3. Research on “Criteria Inspection and Capability Conditions of Communities in Operating Community Radio Stations in Thailand: Case Study of Central Thailand”
Radee Thanarak, Chichaya Changrian

Panel 25 : Public administration, Room 7 : PA

Moderator : Weerakul Chaiphar, Ph.D.

1. The Violence And Conflict Management In Papua As A Special Autonomy Province: The Devolution With Its Flawed Resolutions
Suriyanon Pholsim
2. Myth in political movement of politics’s group.
Walee Khanthuwan, Marasri Sorthip
3. Building citizenship towards people for promoting the participation in formulation public policy.
Jarukanya Udanont
4. Citizen - based Public Policy Movements Process
Sirikanya Khainongsuang
5. “Public Policy” and “Participatory Democracy” in Thailand
Jariya Chatasuwatchananon

Panel 26 : Center for Research on Plurality in the Mekong Region, Room 8 : CERP

Chair: Keeratiporn Jutaviriya, Ph.D.

Discussant: Maniemai Thongyou, Ph.D. and Umarin Tularak, Ph.D.

1. Enemies of the People: Construction of The Khmer Rouge Memories in Film
Uaboon Chongsomchai, Kaeota Janthanusorn
2. Social capital and Cultural capital negotiated with in a multi-ethnic community in Sakon Nakhon Province
Nipaporn Maleelai, Jaggapan Cadchumsang
3. “Pha-kep” and Ethnicity of the Suai Ban Pueai in Sisaket Province
Tanapa Sakunasingh, Jaggapan Cadchumsang
4. Saendonta: Belief System, Ritual, and Ethnicity of the Khmer-Thai.
Siriporn Cherdork, Jaggapan Cadchumsang

**Panel 27 : Environment and Development / Education in Humanities and Social Sciences ,
Room 9 : ED**

Moderator : Mr. Chadchavan Sritong

1. A Causal Relationship Model of Corporate Social Responsibility of Hotel Business affecting Customer Loyalty.
Suriya Bootthaisong
2. Developing the Strategic Partnership with Foreign Partners in Logistics Servicing: The Case of Vietnam
Nguyen Thuong Lang
3. Analysis of Potential Economic Sector Towards Increasing the Growth Rate for Gunung kidul District, Indonesia (Year 2007-2012)
Nano Prawoto, Diah Setyawati Dewanti, Wa Ode Mellyawanty
4. Cost-benefit analysis of climate adaptation: A case study of mangrove conservation and reforestation in Ca Mau province, Vietnam
Nam Hoang Nguyen, Hung Bui
5. Towards Sustainable Development of Marine Tourism in Vietnam
Vu Dinh Hoa, Doan Hai Yen

Friday 21st November 2014

08.30-09.00 Welcome /Registration

09.00-10.30 Paper presentation

Panel 28 : Language and Literature, Room 1 : LE

Moderator : Miss Anongnard Nusartlert

1. Effect of Corrective Feedback on EFL Learners' Self-Correction in Writing.
Yokfa Na Kalasindhu, Angkana Tongpoon Patanasorn
2. Effects of Corpus-Based Abstract-Writing Lessons on Abstract Writing Ability of Graduate Students at Khon Kaen University
Kornwipa Poonpon
3. Inclusive Education: Its Implication to PE Instruction
Dennis M. Daw-as
4. The Effect of Affix knowledge on English Vocabulary Learning
Mustafa Braiek
5. Effects of Using EFL Reading Instruction Based on Knowledge Economy for Under graduate Thai Students
Bundit Anuyahong

Panel 29 : Language and Literature, Room 2 : LT

Moderator : Mr. Suketsak Wanvaja

1. An Ethnosemantics Study of Vegetable Terms in Standard Khmer
Suthathip Ratthapat
2. The Political Discourse in Magazine for Men
Autthapon Intasena
3. Women Viewing Through Calligraphy Towards Chinese Culture
Thussaneewan Srimanta
4. Jargons and linguistic styles of gay men: Forever Young Ladies Club in Kalasin Province
Suddhinan Sri-on
5. Motivation to Choose for learn Korean Language as a Second Foreign Language of the High School Students in Southern Thailand
Sopha Khongpheng

Panel 30 : Sociology and Development, Room 4 : SD

Moderator : Mr. Chadchavan Sritong

1. Microfinance Intervention in a Different Setting than Inflicted By Absolute Poverty and Backwardness
Paul Jose P, Vasanthakumari P
2. The utilization of Functional Strategies in the Lao SMEs' Business Practices
Phouangphaka Oudom, Dusadee Ayuwat
3. The Revealing Polygon with 4 Newly Emerging Vertices in The East Asia and The Strategically Inevitable Options in 20 Years to Come
Nguyen Thuong Lang
4. ICT Competency and Employment Among Malaysian PWDS (People With Disabilities)
Osman Mohamed Osman
5. Computer Ownership and Its Relation to Skills, Knowledge and Attitude in CAD Subject
Abiol, Mat Ronald P. Dawis, Jessica D. Olasiman, Maria Luissa M., Roxan A. Consolacion, Michael Art R. Napoles

Panel 31 : Sociology and Development, Room 5 : SD

Moderator : Mr. Mana Nakham

1. Cooperatives Buddhism: The driving cooperatives on Buddhism Path for sustainable development
Promote Yotkaew
2. The participation of Community Leaders and Attitudes towards Suicide: A case study in Tumbon Tabkho Tabkho district Phichit Province
Rungtiwa Manovachirasun, Montri Kunphommarl, Taweesak Siripornpibul, Chommanard Wannapornsiri
3. Household Socio-Economic Condition of Community in the Project of Poverty Improvement under Sufficiency Economy
Supaporn Puangchomphoo, rensak Pugdee, Kiriya Sungthongwises, Phaisan Kakulpim
4. The Development of Thai Democracy According to Political Sociology Perspective.
Pornamrin Promgird
5. Social Capital and Promotion of Good Governance for Waste Management of a Local Administrative Organization: A Case Study of Khon Kaen Municipality
Kaewta Janthranuson

Panel 32 : Research Group on Wellbeing and Sustainable Development, Room 6 : WeSD

Chair: Alexander Harrow Kaufman, Ph.D., WeSD

Reviewer: Assoc. Prof. Buapun Promphakping, Ph.D., KKU and

Asst. Prof. Yanyong Inmuong, Ph.D., KKU

1. Change in Land Use and Its Impact on the Lower Songkram River Wetland Areas
Pathumthip Mankhoksoong, Buapun Promphakping
2. Factors Influenced on Participation in Urban Development: A Regional Rapid Growth in Cities: A Case Study of Udon Thani, Thailand
Thanadorn Phuttharak, Apisak Dhiravisit
3. Eco-centric Worldviews as a Measure of Thai Farmers' Well-being Alexander Harrow Kaufman

Panel 33 : Public administration, Room 7 : PA

Moderator : Asst. Prof. Sukhumvit Saiyasopon, Ph.D.

1. Citizen Innovation in Public policy process
Katawut Ponkhot

2. The success of provincial self governance, Case Study: Khon Kaen Province
Sataporn Roengtam
3. Defining Public Policy, using Participatory Democratic City Council
Konarpha Wongkasem

**Panel 34 : Center for Research on Plurality in the Mekong Region, Room 8 : CERP Chair:
Patcharin Lapanun, Ph.D.**

Discussant: Chainarong Sretthachau, Ph.D. and Jaggapan Cadchumsang, Ph.D.

1. Border Market, an “Area of Opportunity” for Cart Carriers at the Rong Kluea Market, Thai-Cambodia Border
Kanuengnit Promanus, Patcharin Lapanun
2. Mon Diasporas in Thailand and the Concepts of “Home”
Pakawadee Thongchompunuch, Patcharin Lapanun
3. Gender and Migration of Lao Female Migrant Workers in Mukdahan Province.
Wataneenada Jongkaew, Patcharin Lapanun
4. Cultural Reproduction of Lao Migrant Workers in Khon Kaen.
Patra Woralak, Maniemai Thongyou

**Panel 35 : Environment and Development / Education in Humanities and Social Sciences,
Room 9 : ED**

Moderator : Mr. Arthit Jitto

1. The Social Science on the Separate Path of the Sciences
Narong chuebuayen
2. Guidelines for Improving the quality of out patient services. Institute of Child Development
Songran Keawsiri, Sekson Yongvanit
3. Human Development Process and Customer Relationship Management Bank for Agriculture and Agricultural Cooperatives, Upper Northeast Branch
Oratai Tongmuangnoi, Sekson Yongvanit

10.30-10.45
10.45-12.30

Break
Paper presentation

Panel 36 : Language and Literature , Room 1 : LE

Moderator : Miss Anongnard Nusartlert

1. The Effect of Task structure on Second Language Learner’s Narrative Writing Performance
Keivan Seyyedi, Kamal Mohammad Pour, Leila Esmaeilpour
2. Implement Problem-Based Learning in English Language Classroom to Promote Critical and Analytical Thinking Skills for Mae Fah Luang University Students
Thanagorn Lohajinda
3. Let’s Talk about EFL Students’ Monolingual Dictionary Strategies
Banchakarn Sameephet
4. Blended Reading Instruction: A Pathway to Explore Thai University Students’ Reading Achievement
Bhornsawan Inpin
5. Using Task- based Learning to Uplift TOEIC Proficiency Test on Reading Skill for the 1st year Engineering Students
Wipanee Pengnate

Panel 37 : Language and Literature, Room 2 : LT

Moderator : Mr. Suketsak Wanvaja

1. Content Analysis in Online Social Network Status Posting of Male Homosexual in Japan
Phuwat Ta-Inta
2. Compare with political ideology that appear in the short story “Ban KheanKhad” of M.R.KukritPramoj and “KhaoTeun” of Sriburapha
Sumalee Phonkhunsap
3. Hip Hop : Subculture and Language Strategies Used In Thai Hip Hop Song
Sudaratana Maswanna
4. A Study of Vietnamese Cooking Terms
Jittranan Klinnoi
5. The Economic Doctrines: Economic Perspective of Possession in Buddhism
Uthai Satiman

Panel 38 : Sociology and Development, Room 5 : SD

Moderator : Mr. Mana Nakham

1. Sexual Harassment on Social Network
Somsun Athiwess
2. Model of Community Development for Wellbeing—A Case Study of ‘Houay Xou – Houayxoua’ Project, Lao PDR.
Chanthanom Soukhaseum, Apisak Dhiravisit
3. Approach for Local Skilled Workers Development in KhonKaen Province.
Boonrung Nojai
4. The Characteristic of Household Poverty at Muangwan Subdistrict, Amphernumpong, KhonKaen
Supaporn Puangchomphoo, aowarat Sriwaranun, Satit Aditto, Waraporn Sriwiwat
5. Means in Developing Onion Production Management for Farmer Families Yang Chum Yai Sub-District, Yang Chum Noi District, Si Sa Ket Province
Kanchana sommai, Somnuek Panyasing

Panel 39 : Research Group on Wellbeing and Sustainable Development, Room 6 : WeSD

Chair: Pakamas Thinphanga, Ph.D., TEI

Reviewer: Assoc. Prof. Buapun Promphakping, Ph.D., KKU and

Asst. Prof. Yanyong Inmuong, Ph.D., KKU

1. The Stories of the Displaced: Social Dimension in the Survival of the Airport Development Driven Relocation
Khanin Hutanuwatr, Wanpen Charoentrakulpeeti
2. The Effect of Climate Change to the Vulnerability of an Urban Community: The Case Study of Phra Lab Sub-district Municipality, Muang, Khon Kaen Province
Weerayuth Phothaworn, Yanyoung Inmuong
3. Hatyai City: Urbanization and Livability
Chanisada Choosuk, Panalee Chevakidagarn, Jitrawadee Thitinthakorn, Arom Meerungrueang

Panel 40 : Public administration, Room 7 : PA

Moderator : Asst. Prof. Sukhumvit Saiyasopon, Ph.D.

1. Public Policy of Citizen Sector : Overview from Population in Amnat Charoen on Charter Advocate
Pasuwadee Polpichai

2. The Modernized Local Administration: Constructed by the Social Capital Power
Bancha Bhutwanakul
3. E-Government: Dynamic of Thailand Public Policy Process
Awuth Ruenpakpoj, Punyavee Nooprakob, Sukanya Aim-Im-Tham
4. Public policy driven by Leader Council Case of Local Government
Phimlikid Kaewhanam

**Panel 41 : Environment and Development / Education in Humanities and Social Sciences,
Room 9 : ED**

Moderator : Mr.Imron Sohsan

1. Total Quality Management of Thai Traditional Medicine Service In Tambon Health Promoting Hospital District, Roi Et Province
Paniti Jariyasil, Sekson Yongvanit
2. The Development of Participation Management for Sustainable Tourism of Sangkom District, Nongkhai Province
Krisda Sukanan, Sekson Yongvanit
3. The Cooperative Development of Tourism Management of Local Administrative Wiang Kao District, Khon Kaen Province
Parkpoom Khampitak, Sekson Yongvanit
4. Development of the Potential of Human Resources in Cultural Tourism Management
Thanapan Thanee

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Analysis of Potential Economic Sector Towards Increasing the Growth Rate for
Gunungkidul District, Indonesia (Year 2007-2012)**

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Abstract (English)

Gunungkidul District is a district situated in the Special District of Yogyakarta Which has the width of 1,485.36 km². It has many potential natural resources which need developing. It also has many economic potentials, which should be explored more to improve its local income by optimizing its natural resources which have potentials to spur local economic growth and welfare of the residents.

The objective of research is to identify and analyze superior sector in Gunungkidul District which can increase local economic growth and income of the societies. Analyses used in this research are Location Quotient (LQ), Shift-Share (SS), Klassen Typology and economic structural changes analyses. Data used in this research are secondary data which are in form of the values of *Produk Domestik Regional Bruto* (PDRB) or Regional Gross Domestic Product of Gunungkidul District and the Special District of Yogyakarta based on constant price in 2000 from 2007 to 2012.

Based on the result of the analysis of Location Quotient, it showed that agricultural sector and mining and quarrying sector are basic sector in Gunungkidul District. The analysis result of Shift-Share showed that the competitive sectors are agricultural sector, mining and quarrying sector, manufacturing sector, electricity, gas and water supply sector, construction sector and sector of finance, leasing and corporate services. The analysis result of Klassen Typology showed that the advanced and fast-growing sector is agricultural sector. The analysis result of economic structural changes showed that there was a shift in economic structure in Gunungkidul District from primary sector to tertiary sector, though the shift level is relatively small. The analysis result per sector based on the three analysis instrument showed the superior sector with the criteria of advanced and fast-growing sector, basic sector and competitive sector.

Keywords: : Leading Sector, Economic Growth, Location Quotient, Shift-Share and Klassen Typology

1. Introduction

Economic development for local is the process of local government and the society manage the resources and made collaboration pattern between local government and private sector. It propose to create more job opportunities and stimulate the developing of economic development in this local area (Arsyad, 1999). One of the indicator is the measure of Gross Domestic Product (GDP) and Gross National Product (GNP). The important point in economic development for local are based on the comparative and competitive advantages. Furthermore, indicate leading sectors could give value added for development of local area. It could indicate by Gross Domestic Regional Product (GDRP) which is important to ascertain

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the triumph of developing in local area in the current state and also assign the future development planning.

Indonesia implemented autonomy which stated every province or local area have their own right to organize and manage their local government based on the autonomy principles. Autonomy principles aim is to accelerate improvement of society welfare through improvement, services, empowerment and community participation. Therefore, local government has to comprehend the economics situation and found the leading sectors in their area. Empowering of potential in local area have to be priority scale in the development and made speciality for the area.

This study, particularly was take place in Gunungkidul district, part in Yogyakarta Province, Indonesia. It has potential for natural resource which could develop in the agriculture, forestry, karst and water sub-sectors. According to these, this study examine strategic in developing of potential in local economic to give influence in improving growth the economics in this area. These study will divided into five part based on the purposes of the study. The first part explained the leading sectors and non leading sectors in Gunungkidul district. The second part describe the changing of the economics base of Gunungkidul district. The third part is classified the growth of the economic base in Gunungkidul district. The fourth part is study the potential or leading sector to support the growth rate in Gunungkidul district. The fifth as the last part is to explain the strategies to develop in promote the economic status in Gunungkidul district.

2. Method

This study is using secondary data which consists of : GDRP of Gunungkidul district and Yogyakarta Province in the year of 2007 – 2012. The data of GDRP is using the constant rate price of year 2000 to indicate economic growth rate in total and in each sector yearly. This data are published by National Beureau of Statistics of Yogyakarta Province.

The paper use four analysis methods which are Location Quatient (LQ), Shift Share (SS), Klassen typology and analysis of economic structure change. LQ analysis is used to study sector base or leading sector of the Gunungkidul district in perspective of GDRP. The

mathematical formula to measure LQ as $LQ = \frac{V_i^R/V^R}{V_i/V}$ where :

V_i^R = The GDRP of Sector i in the Gunungkidul district in certain period

V^R = The GDRP of total amount for sector i in Gunungkidul district in certain period

V_i = The GDRP of sector i in Yogyakarta Province in certain period

V = The GDRP in total amount for sector i in Gunungkidul district in certain period.

If the LQ in certain sector have a result more than 1 ($LQ > 1$), it means that the sector base in Gunungkidul district haved dominant role compare to the Yogyakarta province. In the opposite side, non sector base shown with LQ less than 1 ($LQ < 1$).

The second part of this study is to know the changing or the shifting of economic sector in Gunungkidul district through components, which are growth in province, mix components in industrial sector and competitive advantage components in each economic sector. Soepomo (2003) formulize the shift share analysis as follows:

$$D_{ij} = N_{ij} + M_{ij} + C_{ij}$$

$$D_{ij} = E^*_{ij} - E_{ij}$$

$$N_{ij} = E_{ij} * r_n$$

$$M_{ij} = E_{ij} (r_{in} - r_n)$$

$$C_{ij} = E_{ij} (r_{ij} - r_{in})$$

where

r_{ij} : Growth rate in sector i of district

r_{in} : Growth rate in sector i of Province

r_n : Growth rate of GDP

- E_{ij} : GDRP in sector i of Province
 N_{ij} : Influence of Growth in Province level
 M_{ij} : Influence in mixture of industry sector
 C_{ij} : Influence of the competitive advantage
 D_{ij} : Shift-Share analysis

Typology of Klassen analysis is one of tool for regional economic analysis to study concerning classification of economic sectors in Gunungkidul district. The purpose for this study is to identify the position of economic sector of Gunungkidul district concerning economic sector of Yogyakarta province level as the reference (see table 1). It is dynamic analysis and rely on the development in each of activities in the district and city itself (Sjafrizal, 2008).

Table 1. Sectoral classification regarding Typology of Klassen

Contribution Growth Rate	$S_{ki} > S_k$	$S_{ki} < S_k$
$S_i > S$	Quadrant I The sector is getting advance and Growth with fast $s_i > s$ and $s_{ki} > s_k$	Quadrant II Develop sector but Oppressed $s_i < s$ and $s_{ki} > s_k$
$S_i < S$	Quadran III Potential sector but could be developed more $s_i > s$ and $s_{ki} < s_k$	Quadran IV The sector relatively left behind $s_i < s$ and $s_{ki} < s_k$

Source: Sjafrizal, 2008

S_i is the growth rate of sector i in the Gunungkidul district; S is the growth rasdate in sector i in the Yogyakarta province; $S_k(i)$ is the contribution of sector i compare with GDRP in Yogyakarta province, $S_k(i)$ is the contribution for sector i compare with the GDRP in the area as the reference.

The last part of this study is using analysis of the changing of economic structure. This analysis is the transformation process which start of domination in the agriculture and mining sector (as primary sector) to the economic with domination of industry sector (secondary), despite of the process of economic growth and process of increasing the income per capita as part of the economic growth process.

Study Site Area: Gunungkidul District

Gunungkidul district is one of the district part in the Yogyakarta province and located in the south part. The wide area of this district is 1.485,36 km² and as the widest district among 4 other districts. However, the population rate is not the largest in Yogyakarta province. It is 684,740 people. Regarding to this situation, made the district have much more economic potential to develop and it could impact to the improving of the economic growth, job opportunities and wealth. In the past 6 years, since 2007 to 2012, Gunungkidul district have the lowest average rate of growth among other districts in Yogyakarta province (see table 2).

Table 2. The Percentage of Economic Growth Rate in Five Districts in Yogyakarta Province, year 2007-2012

No	Districts	2007	2008	2009	2010	2011	2012	Average
1	Yogyakarta	4.46	5.12	4.46	4.98	5.64	5.76	5.07
2	Sleman	4.61	5.13	4.48	4.49	5.19	5.42	4.89
3	Bantul	4.52	4.90	4.47	4.97	5.27	5.34	4.91
4	Gunungkidul	3.91	4.39	4.14	4.15	4.33	4.84	4.29
5	Kulonprogo	4.12	4.71	3.97	3.06	4.95	5.01	4.30

Source: National Statistical Bureau – Yogyakarta Province (analyzed)

3. Result

The result of this study is divide into four phase concerning of the analysis methods to fulfill each objectives of this study.

Location Quotient (LQ) Analysis

Based on the result of the LQ analysis could be identified that Gunungkidul district have potential in the excavation and mining sector with mean of LQ in 2.57 and followed with agriculture sector (Mean of LQ =2.21). It indicate that those sector have a good part in economic activities which Gunungkidul district could sufficiently satisfy their need in this sector and potentially transfer to the area (see table 3). So as this result, the local government need to support and improve the development of this sector. However, the other non base sector need to encourage to achieve potential index of LQ to promote new sector base.

Table 3. Result of LQ Index in Gunungkidul District, year 2007 - 2012

Sectors	2007	2008	2009	2010	2011	2012	Rerata
Agriculture	2.13	2.13	2.19	2.21	2.28	2.29	2.21
Mining and Quarrying	2.51	2.51	2.53	2.64	2.63	2.61	2.57
Manufacturing Industry	0.82	0.82	0.82	0.83	0.85	0.88	0.84
Electricity, Gass and Water Supply	0.56	0.57	0.60	0.62	0.63	0.63	0.60
Construction	0.84	0.85	0.85	0.87	0.87	0.88	0.86
Trade, Hotel and Restaurant	0.71	0.71	0.71	0.72	0.72	0.71	0.71
Transportation and Telecommunication	0.69	0.67	0.65	0.66	0.65	0.65	0.66
Finance, Real Estate and Bussiness services	0.48	0.49	0.48	0.50	0.51	0.51	0.50
Services	0.80	0.79	0.77	0.78	0.79	0.80	0.79

Source: National Statistical Bureau of Yogyakarta Province (analyzed result)

Shift Share Analysis

Shift share analysis is a technical analysis which is use to analyse the potential sector in the national economics. It could be use to study the changing and shifting of the economic situation through growth components in Province level, components in industrial mix-effect and components of competitive advantage of each economics sector in Gunungkidul District. Table 4 is the result of shift share analysis.

Table 4 Analysis of the *Shift-Share* (SS) for Gunungkidul District, Year 2007-2012 (in million Rupiah)

Sector	2010				2011				2012			
	Nij	Mij	Cij	Dij	Nij	Mij	Cij	Dij	Nij	Mij	Cij	Dij
1	62128.92	-65626.9	-712.05	-4210	65544.97	-91661.4	33140.43	7024	67837.47	-14416.5	687.07	54108
2	2731.63	-2236.1	2037.47	2533	3022.32	3972.58	-736.9	6258	3443.73	-2164.51	-732.23	547
3	16662.38	7231.47	3313.15	27207	19043.18	5959.94	5161.88	30165	21205.49	-30217	11434.49	2423
4	867.26	-156.48	528.21	1239	982.03	-173.35	-30.67	778	1052.17	358.46	19.37	1430
5	12787.05	3082.59	1792.36	17662	14447.83	5759.25	-3.08	20204	15945.67	1951.99	1375.34	19273
6	22837.92	2077.54	4092.54	29008	25672.99	108.42	-3828.41	21953	27592.49	7120.36	-9992.85	24720
7	10749.27	1874.45	1894.28	14518	12128.36	6640.95	-6440.32	12329	13139.34	2195.43	-1341.77	13993
8	7109.84	2142.48	5060.68	14313	8265.49	4440.7	3813.81	16520	9386.34	8173.89	-3289.24	14271
9	20260.59	6464.6	3718.8	30444	23019.15	5804.46	153.39	28977	25234.65	8394.72	3878.63	37508
Total	156135	-45146	21725.4	132714	172126	-59148	31230.1	144208	184837	-18603	2038.82	168273

Source: Gunungkidul in Figures, year 2007 - 2012 (analyzed by researcher)

Information : 1. Agriculture, 2. Mining and Quarrying, 3. Manufacturing Industry, 4. Electricity, Gass, and Water Supply, 5. Construction , 6. Trade, Hotel and Restaurant, 7. Transportation and Communication, 8. Finance, Real Estate and Business services, 9. Services

Nij : The influence of Growth in Province

Mij : The influence of Industrial Mix-Effect

Cij : The Influence of Competitive Advantage

Dij : Shift-share Analysis

The increasing of economic activities could indicate with the increasing of GDRP in an area could be expanded into three components (Sjafrizal, 2008). These are increasing the GDRP caused by external factors (national or provincial policies) or usually called as influence of the growth in regional economics (Nij). The second influence is the influence of growth structure in sectors and sub-sectors or called as industrial mix-effect. The last component is the influence of competitive advantage in the study area (Cij).

Table 5 describe there was a shifting on economic development in Gunungkidul district which influence positively. It means that GDRP of Gunungkidul district have no positive relations of the improving to all economic sectors. In the year of 2012, the Dij increased, and among all of the economic sectors, agriculture sectors contribute the largest amount of increasing local economic performance in IDR 54.108 million.

Typology-Klassen Analysis

Typology-Klassen analysis is one of the regional economic analysis which could use to discover the classification of economic sectors in Gunungkidul distric. This analysis using two approaches, they are sectoral and local approaches. In this study, I use GDRP or local approach to analyse. Table 6 describe the data of growth rate between Gunungkidul district and Yogyakarta Province.

Economic sectors	Mean of Growth Rate		Mean of Contribution Rate	
	Yogyakarta Province	Gunungkidul District	Yogyakarta Province	Gunungkidul District
Agriculture	1.96	2.87	17.33	38.16
Mining and Quarrying	4.13	2.41	0.70	1.81
Manufacturing Industry	2.78	3.46	13.24	11.08
Electricity, Gass and Water Supply	5.91	7.95	0.92	0.55
Construction	6.61	6.71	9.69	8.35
Trade, Hotel and Restaurant	5.49	5.42	20.76	14.76
Transportation and Telecommunication	6.58	5.02	10.68	7.04
Finance, Real Estate and Bussiness services	7.11	7.76	9.65	4.80
Services	5.51	5.11	17.03	13.44

Source: Gunungkidul district in Figures, Year 2007-2012 (analyzed)

Based on data in table 6, i classified the sectors of GDRP for Gunungkidul district based on typology-klassen analysis (see table 7). In quadrant 1 with judgement of fast grew and developed sector is agriculture sector. Meanwhile, the second quadrant with developed sector but oppressed found in mining and quarrying sector. Potential sector but need to develop more is attached as quadrant III are manufacturing industry; electrical, gass and water supply, construction; and finance, real estate and business services. Gunungkidul district is recognized as the tourism district because it is famous in south part beach of Yogyakarta Province. However, trade, hotel and restaurant is include to the sector which relatively left behind, despite of transportation and telecommunication; and services sector.

Table 7 Classification Sector of GDRP in Gunungkidul district, Year 2007-2012 based of Typology Klassen

<p>Quadrant I</p> <p>Sector is getting advance and grew fast</p> <p>$s_i > s$ and $sk_i > sk$</p> <p>Agriculture Sector</p>	<p>Kuadran II</p> <p>Developed sector but oppressed</p> <p>$S_i < s$ and $sk_i > sk$</p> <p>Mining and Quarrying Sector</p>
<p>Quadrant III</p> <p>Potential sector but could developed more</p> <p>$s_i > s$ and $sk_i < sk$</p> <p>Manufacturing Industry</p> <p>Electricity, Gass and Water supply</p> <p>Construction</p> <p>Finance, Real Estate and Business services</p>	<p>Kuadran IV</p> <p>Sector which relatively left behind</p> <p>$s_i < s$ and $sk_i < sk$</p> <p>Trade, hotel and restaurant</p> <p>Transportation and Telecommunication Services</p>

Source: National Buerau of Statistics in Yogyakarta Province and Gunungkidul district, year 2007-2012 (analyzed by researcher)

Analysis of Changing of Economics Structure

Since 2007 to 2012, economic structure of Gunungkidul district were dominated with four sectors which largely contribute in GDRP. They are agriculture, industry manufacturing, trade, hotel and restaurant and services sectors. These four sectors represent as primary, secondary and tertiary sectors.

Table 8. The changing of economic structure in Gunungkidul district based on economic sector, year 2007-2012 (in %)

Economic Sectors	2007	2008	2009	2010	2011	2012	Mean
Pertanian	38.8	39.12	39.79	38.08	36.70	36.49	38.16
Pertambangan dan Penggalian	1.90	1.81	1.75	1.76	1.86	1.79	1.81
Sektor Primer	40.69	40.93	41.54	39.84	38.56	38.28	39.97
Industri Pengolahan	11.31	10.98	10.67	11.06	11.47	11.01	11.08
Litrik dan Air Minum	0.51	0.52	0.56	0.57	0.57	0.58	0.55
BangunanKonstruksi	7.99	8.16	8.19	8.39	8.63	8.76	8.35
Sektor Sekunder	19.81	19.66	19.42	20.03	20.67	20.35	19.99
Perdagangan, Hotel dan Restoran	14.59	14.59	14.63	14.92	14.93	14.92	14.76
Pengangkutan dan Komunikasi	7.03	6.98	6.88	7.05	7.11	7.16	7.04
Keuangan, Persewaan dan Jasa Perusahaan	4.48	4.62	4.55	4.80	5.08	5.24	4.80
Jasa-Jasa	13.39	13.22	12.98	13.37	13.65	14.05	13.44
Sektor Tersier	39.50	39.41	39.04	40.14	40.77	41.37	40.04

Source: National Buerau of Statistics in Yogyakarta Province and Gunungkidul district, year 2007-2012 (analyzed by researcher)

Since 2007 to 2009, the economic matter of Gunungkidul district reliable 41.54% on the primary sector (agriculture sector and mining and quarrying sector). However, in the year of 2010 to 2012, this role was decreased to 38.28%. Secondary sector meet improving in year 2011 as 20.67%, but run into decreasing in year 2012 for 20.35%. It caused the growth for supporting infrastucture decreased (manufacturing industry). Tertiary sector play role in significantly improving in the year of 2007 to 2012 and in the end of 2012 could reach to 42.37%.

The trend path for six years period, it shows the primary sector decreased. Since most of the population of Gunungkidul district work in the agriculture sector, the decreasing impact of the agriculture sector could raise unemployment in rural area, urbanization and sectoral gap will be higher and worse. Meanwhile, the improvement of tertiary sector could describe that livelihood becoming vary and shifting from primary sector to the tertiary sector.

Development Economic Strategies for Gunungkidul District

Based on the characteristics of area and resources belongs to Gunungkidul district, recognized that there were economic potential could developed into one of the first factor in increasing the developing economic growth. Indeed, it could improve the strategies of development in economic matters which pointed to the “optimalization development of agriculture sector as leading sector which support eco-tourism industry and free trade”. Why this linked to the eco-tourism industry and free trade? The reasons were: (1) Gunungkidul district is an area which have potential in tourism, natural tourism, historical tour and artificial tourism; (2) Agriculture is a leading sector for Gunungkidul district; (3) Constructed for the *Jalur Jalan Lintas Selatan* (in Indonesia will be abbreviated and called in the future as JJLS- in English “South highway path”) and freely opened access to international market and national-international collaboration.

The strategies for developing on economy matters in Gunungkidul district could seen as the SWOT analysis result as follows:

S-O	<ul style="list-style-type: none"> - Utilize comparative advantage in vary potential sectors of Gunungkidul district. - Developed spatial of Gunungkidul district - Construct the transportation access to and from JJLS - Developed fast informatical system to promote the natural tourism in the Gunungkidul district - Expand the marketing networking for Small and Medium Entreprises through development of infomatical market
S-T	<ul style="list-style-type: none"> - Utilize the natural resource - Conctruct facilities, infrastructured (including supporting infrastructure) to support tourism - Strengthen and improving the awareness of all party for manage and utilize resources - Promote collaboration between local government, provincial government, private sector and civil society to improve the public services and wellbeing
W-O	<ul style="list-style-type: none"> - Build system for clean water processing which utilize ground water - Improving the quality and quantity of facilities and infrastructure, communication process which utilize technology - Utilize the social participation and the role of private sector in land productivity - Provide potential management and developing the supporting capacities for tourism
W-T	<ul style="list-style-type: none"> - Improving the product quality and leading commodities - Create entrepreneurs which is conducive to implement - Intensify the quality of human resource - Escalate the facilities and infrastructure of transportation

Source: result of analyze data

4. Discussion and Conclusion

Based on the previous analyze, Gunungkidul district have two sector base, there are agriculture sector; mining and quarrying sector. GDRP of this district had increasing economic performance, see as the result of the positive of total Dij in all economic sectors. Among from all economic sectors, agriculture sector contribute the highest amount of the the improving of the local economic performance. Competitive advantage was found in the sector of agriculture, sector of mining and quarrying, sector of industry manufacturing, sector of electricity, gass and water supply, sector of construction and sector of finance, real estate and business services.

Gunungkidul government need to improve and utilize the leading sector, including the sub-sectors for the leading sector. It could give value added to the economic development and improve wellbeing to the Gunungkidul society. In example, improving the investment traction which pointed to the industrial development with agriculture as the base and improving the quality of human resource.

Typology Klassen had result that the developed and grew fast sector was agriculture sector. Several potential and developed sector were manufacturing industry sector, electricity, gass and water supply sector, construction sector and finance, real estate and business services sector. Gunungkidul local government need to support the potential sectors above with organize the natural and human resource to improve the quality and quantity. Gunungkidul district potentially rich in tourism, which consists of natural (sea) tourism, historical tour and artificial tourism. It is needed to organize the potential and developing of traction of tourism, in example improving the infrastructure facilities and building of tourism and developing the attractive entertainment in the tourism location.

Based on the three analysis, sector of agriculture as the sector base and competitive sector. Concerning of the optimalization for the development of sector of agriculture as the leading sector to promote eco-tourism industry and free trade, local government have to create job opportunities in all economic sectors to improve all society income rate.

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