

Policy to promote soft power towards creative economy development

Kanyaphat Khunarsa¹

¹ D.P.A. Program in Public Administration, Rajabhat Mahasarakham University, Thailand

* Corresponding author's e-mail: prapatsornsubterm@gmail.com*, ppya27@hotmail.com

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Abstract

The dynamics of global economic development, with the advancement of information technology being a major catalyst, have led to rapid changes in the global socio-economic development context. It has become an impetus for countries around the world to seek to create economic prosperity and secure human livelihoods in a rapidly changing context. Economic advantage is a form of economic prosperity. This is the evolution of the creative economy. The government has announced a promotion policy. Thailand's soft power, with its unique strengths and human resource development to support it, is connected to Thai society's cultural roots. Incorporating technology: modern innovation focuses on creating new products and services to create economic value and extends to social value creation. Thailand should become more internationally known.

Keyword: soft power; creative economy

The history of soft power

Professor Joseph S. Nye, a Harvard University political science scholar, was the inventor of the term "soft power." He said most people tend to define "power" as the ability to get the results we want, such as using military or economic power to get other countries to adjust their stance towards their country. This is only a form of power. But there is another form of power that may be ignored or overlooked: soft power. This refers to power that makes other countries willing to comply with our demands without the need for force or trade through the use of attracting passive acquisition, which is distinct from exerting influence, which relies on hard power. Exerting influence (influence), which means that reliance is hard. power. Stay a lot (Nye, 1990). However, even though every country has resources, it must find its strengths, invest in what we do well, and project an image that is not who we are. Don't expect immediate returns with propaganda. The image is not who we are. Soft Power: With propaganda, don't expect immediate returns. Soft power is a long-term investment (Aitken et al., 2016).



Source of soft power

Joseph S. Nye (1990) was one of the first scholars to point out the importance of soft power. In international relations, power means the ability to compromise without resorting to threatening force or trade-offs. orce Identify soft power's primary resource source. Identify the source of soft power. It includes: Three Three sources include:

1. Culture: If the culture of one country is aligned with the interests and values of other countries, chances are that such a culture will become soft power. power. The channels through which one counts Its diverse offerings include cultural goods, trade, visits, communications, exchanges, and tourism.

2. Political values If a country has political values that are consistent with those of other countries, such as having political values that do not want to interfere in each other's internal affairs, or respecting neighboring countries' histories, etc. Conversely, if the values of such countries clearly contradict those of other countries, they contradict the values of other countries. For example, if the United States had had racism (racial segregation) in the 1950s, the country's soft power in Africa would be reduced.

3. Foreign Policy (Foreign Policies) A country that pursues a dominant foreign policy, such as an egalitarian policy, will not be able to do so. Respect the expression of smaller countries. Do not use military power to intimidate; love peace and respect human rights. Such countries have the opportunity to create soft power. As mentioned at the beginning, there will be more countries that pursue aggressive foreign policies, ignoring the stances of other countries. Nye,Nye, that soft power It is the ability to attract and convince rather than giving orders or coercing (attract and convince, not just command and coerce). coerce). This is to make other countries aware of its values. They can determine their country's interests, likes, and dislikes without relying on rewards or punishments.

As Nye It states, "If any state is able to legitimize its authority in the eyes of another state, it must be. "And if that state's culture or ideology is attractive to other states, it will be less opposed to what it wants." On the international stage, one country can achieve its desired goals because other countries can do so. There is an appreciation for the country's values and wealth. However, I want to follow in their footsteps. Nye It was noted. It was noted that soft power was used. As a tool to conduct foreign policy, it may be more difficult to do than to use. Hard Power This is due to two major consequences. Some of them will extend beyond what the state can control or manage. The scope of what the state can control or manage. Apart from those who are willing to serve the government, Soft Power There are also non-state actors who come into play. Such roles may be consistent with government policy, such as the role of Hollywood films. As a result, a number of viewers in China began to realize their rights under the law and establish a system of state law (rule of law), etc. The role of non-state actors also contradicts government policies, such as anti-war ideas among American intellectuals and journalism in the 1960s, which contradict the American The second weakness is Nye's mindset. The second weakness in Nye's mindset Well, it is. Soft Power It produces indirect results and takes a long time to see tangible results.

Soft power development in Thailand.

Thailand has driven the "National Strategy 20 to build competitiveness through the BCG Economy model, which consists of the bioeconomy (bioeconomy), economy (economy), circular



economy (economy), and green economy (economy), by embracing the principle of "sufficiency economy philosophy" as the principle of development towards the "sustainable development goals" by using power." "ower" It is a value-tool known as "creeconomy." economy." onomy). It is based on knowledge and research and connected to culture, lifestyle, and history. This will be used to develop new types of trade, production, and service businesses that can create eco-added value for the country. Pradeep PradeepAbayomiAbayomi, 2565)

Thailand has adopted "local identity" as a tool for development. The development of "soft power" to upgrade the country's creative economy industry. Thailand's revenue from "Soft Power" key features includes: 1) Cultural goods and creative culture industries 2) Thai Food Exports 3) Content Industry: Film, Drama, Animation, Game, Character 4) Revenue from Thai fabrics 5) Income from cultural tourism; and 6) Income from Thai cultural products and community products (pradeep abayomi, 2565). In addition, Thailand aims to promote distinctive Thai culture and identity in the form of a "value chain" of 5F," which "5F consists of: 1) Thai food (food); 2) films and videos (film). 3) Thai fabric and Thai fashion design (fashion) 4) Muay Thai and Thai martial arts (fighting) and 5) Thai Traditional Festival (festival) and promote Thailand's creative industries in 15 fields, including 1) crafts and handicrafts, 2) music, 3) performing arts, 4) visual arts, 5) film, 6) broadcasting, 7) printing, 8) software, 9) advertising, 10) design, 11) architectural services, 12) fashion, 13) Thai food, 14) Thai traditional medicine, and 15) cultural tourism.

The Party for Thailand has one family, one family, and one soft power policy.

Party for Thailand I've made a policy proposal. a policy. One family, family, one soft power. To promote Thai soft power globally, start with "people development." The project aims to identify the potential of every Thai family, at least one person per family, to foster potential through a "Creative Skills Incubator," which will be available at all levels, from the village level to the national level, so that everyone can come and learn to increase their creative skills in all aspects. Everyone can come and learn how to improve their creative skills in all areas. No matter their culinary abilities, all of them will be "free of charge" to create 20 million highly skilled workers with an income of at least 200,000 baht per year.

In addition to creating people, we will "create 20 million jobs" to support highly skilled workers by assisting all soft power industries through liberation, unlocking laws, breaking down barriers, and supporting funding. With "THACCA" (Thailand Creative Content Agency), exports can be expanded through foreign policy. With comprehensive power and a sufficient budget, it is responsible for building the entire ecosystem to allow the Thai soft power industry to grow by leaps and bounds.

The 1 Family, 1 Soft Power policy will upskill 20 million Thai people to become highly skilled workers. Earn at least 200,000 baht per year. 20 million jobs were created. created. Grow your industry. This will generate huge amounts of money for the country and establish Thailand as the world's leading soft power country.

1. THACCA: "Soft Power Thailand" for Thailand to do something.?

drive Soft Power Thailand can be a reality. The entire system must be done by "creating 20 million highly skilled workers" with the 1 Family, 1 Policy policy. It must "create 20 million jobs" with the main hosts. Thailand Creative Content Agency (THACCA) To systematically take care of soft power What will T Soft Power Thailand's comprehensive approach and in a comprehensive way



1.1 THACCA See the whole system, end in one place, and be the main host. Consider the entire integrated system as a single organization. There is no need to coordinate multiple agencies.

1.2 The Soft Power Mutual Fund includes funds scattered among several entities to be under the supervision of THACCA and replenish capital for all creative industries. Tax breaks create a handicap for small and new ones.

1.3 Invest in infrastructure to expand TCDC. All provinces increased co-working space. Build a full range of facilities. Connecting tourist attractions with mass transit systems and investing in roads, rails, boats, and airport expansion.

1.4 Workers with 1 cover and 1 soft power (OFOS) wer (OFOS) Create an incubator to enhance creative potential in Study for free, earn a salary, attend school, and then work. In all fairness, support the establishment of workers' unions, create fair employment, and protect welfare.

1.5 Dismantling the law Break down barriers. Barrie's steps and shortcuts should be minimized. and shortcuts. shortcuts. To coordinate, eat, and obtain every lice Unlock free liquor, as well as nighttime business opening and closing hours. Business opening and closing hours. Wipe out the extortion movement.

1.6 Unleash freedom of expression; abolish censorship; open space for expression Doesn't frame creativity

1.7 Accelerate the eighteen creative industries targeted, accelerate the export of creative products, and negotiate new markets. The industry scaled up; 20 million jobs were created. Created.

Creative Economy

Creative economy, according to the definition of the National Economic and Social Development Board, refers to the concept of driving the economy based on education (education), creation (creativity), and the use of intellectual property (intellectual property) linked to cultural foundations (culture), the accumulation of knowledge of society (wisdom), and modern technology or innovation (technology and innovation). The Thai word "creative economy" is used to represent many English words. There are few English words. Creative Economy, Creative Industries, Cultural Industries Each word in English has been coined by various agencies and is widespread in many dimensions. (Srisangnam, 2009)

Office of the National Higher Education, Science, Research, and Innovation Policy Council (2564) [6] Propose that creative economy means bringing products or services to add value through creative thinking and bringing new technologies or innovations, including cultural and social backgrounds, to help create works. The term "creative economy" is widely known to have its roots in books. The Creative Economy: How People Make Money from Ideas In 2001 (2001), Mr. John Howkins That defines the creative economy as a new approach. To give life or meaning to the manufacturing, hospitality, retail, and entertainment industries, which are based on creating new ways of working. The product's value comes from creating something unique, or how easy it is to reapply, and can be extended to a large number of people. Howkins Believe in the creative economy. Those with great ideas are more powerful. Those who work with machines, or perhaps even more than those who own machines, 4 Report on the Global Creative Economy Overview (Outlook on the Global Creative Economy) It has been published since 2002. In addition,



UNCTAD's Creative Economy Report information was confirmed. A clear picture of the creative economy's growth According to estimates, the value of world trade Creative products grew by an average of 8.7 percent between 2000 and 2005, according to the value of the creative economy. It goes beyond measuring the creative industries. It must be measured to include both those who identify as being in the creative industries (either as artists or behind the management team), as well as those outside the creative industries. The United Nations Institute for Training and Research (UNITAR) has defined the creative economy. The creative economy is where economies, cultures, technologies, and societies meet. The creative economy is focused on products that are full of content, creative, culturally valuable, and have clear marketing objectives. In other words, it is a product built on ideas. Knowledge, skills, and the ability to take advantage of new opportunities are divided into nine subgroups of 41 branches, such as the performing arts subgroups (Performing Arts), which include live music. (Arts), which include dancing. (Opera) Puppet (Puppetry) Circus (Circus) Visual Arts Subgroup (Visual Arts) Contains drawings (painting). Photo (Photography) Molding (Spainting). For example, antiques

The National Strategy 20 Years (2018–2027) was published in the Government Gazette on October 13, 2018. It is important to build competitiveness for the country to become a developed country by aiming to increase productivity (productivity) by using Thai science, technology, R&D, and innovation in all fields of the manufacturing and service sectors that are the original revenue base and extend to the new revenue base. Efficiency), as well as adding value to products and services through creativity and innovation (value creation). The past national economic and social development plan's national development policy and the current government policy mentioned above will lead to the sustainable development of creative industries that can compete on a global scale. Royal Decree on Establishment of the Creative Economy Promotion Office, B.E. 2561 (2018) Effective August 14, 2018, the Office of the National Economic and Social Development Council (NESDB) has defined that the creative industries consist of 12 main fields: crafts and handicrafts, performing arts, visual arts, music, film and video, and printing. Broadcasting, Software, Advertising, Design The other three industries involved are Thai food, Thai traditional medicine, and creative tourism.

Thailand's creative economy

Chulalongkorn University's Faculty of Architecture (2563) [7] Propose that The creative economy concept is one that relies on creativity. People's imaginations and new ideas help to add economic value to the country. At present, Thailand has a new agency under the name "Creative Economy Promotion Agency (Public Organization)" or Creative Economy Agency (CEA). It serves to provide support. Various supports are available to drive the creative economy. Create a design space that encourages creativity and business-starting. For example, the drama "Buppesan Niwat" is a medium to convey the beautiful traditions of Thai people in ancient times. All of these things stimulate and encourage the audience to want to dress or taste food, like in the drama, or to increase the value of loincloths by using creativity to adapt them to the context and lifestyle of the new generation.



Creative Economy Abroad

1. *England.* When it comes to developing the creative economy, it must be acknowledged that the UK is a model with systematic operations. Since forming a team to study and classify industries, data and statistics have been collected, and policies and programs at various levels include national policies (national policies), industry policies (sectorial policies), and thematic policies (emerging policies). In addition, an agency (a public body) has been established as a policy mechanism at all levels. Whether it is infrastructure development or human development, Financial support, particularly for small businesses, as well as R&D support through tax incentives and projects. In addition to government agencies, the private sector and the education sector also play an important role in driving the creative economy of the United States. This is especially true when it comes to the entry of personnel into creative industries, as well as the development of innovation and technology.

2. *Hong Kong.* According to economic figures, the service sector accounts for 90% of the total economy. The Hong Kong government has a strategy to develop the creative economy by focusing on services. This is Hong Kong's economic strength, while also providing manufacturing jobs to China's PRD Economic Zone (Pearl River Delta). Furthermore, the Hong Kong government intends for Hong Kong to be a creative capital. It focuses on large-scale projects to make Hong Kong's creative industries internationally known, such as the annual seminar known as Business of Design Week. Alternatively, you can take your own creative industries and promote them around the world, such as through events. Creative Hong Kong London or a job Hong Kong at Cannes 2002 and many other projects done with China, etc.

3. *Australia.* Australia is another country that has long prioritized the development of creative industries. Digital content promoting Hong Kong's creative industries will focus on support throughout the loop. Value chain (value chain): to drive comprehensive development. An obvious example is the film industry (Film Industry).

4. *Japanese.* Turning to a country that has developed its economies in a unique way, Japan, it is interesting to note that the key engine driving Japan's creative industries is the private sector. At the same time, the government has policies to support matters such as promoting intellectual property, promoting investment for creative entrepreneurs, and encouraging the integration of creative industries (Creative Cluster) and creative cities (Creative City). With cultural identity as a strength, Japan's creative industries focus on those related to content (the content industry). These include animation, film, music, and game software.

Policy to promote soft power towards creative economy development

policy One family, one soft power The Party for Thailand focuses on developing every household's potential to have creative and innovative skills. Creative skills incubators have been established at all levels, from village level to national level. This ensure that everyone has access to training and skill development in this area, this policy can promote the creative economy in several ways. as follows

1. *Promote education and skill development.* Providing opportunities to study and develop the right skills for family members will help build a workforce with the knowledge and skills needed to work in various fields. This gives the economy the ability to be creative and adaptable to changes in the ever-changing labor market. Increase the number of creative talents. This policy



will help increase the number of creative talents in Thai society, especially among the younger generation, which is considered an important resource in the development of creative industries.

2. *Supporting small and medium-sized businesses.* Supporting businesses at the family level may consist of providing loans or business training to strengthen the capacity of small and medium-sized businesses to be competitive in the market. Promoting family members' educational knowledge and abilities. It will help strengthen family groups that are competitive in society and the job market.

3. *Innovate.* Developing creative and innovative skills will encourage new innovations in Thai society, leading to business and industry expansion. Based on the Thai people's local knowledge, culture, traditions, and so on.

4. *Increase economic value.* New innovations developed using creative skills will add economic value to the country. This is especially true in various creative industries, such as film, music, fashion, art, design, etc.

5. *Promote tourism and culture.* Supporting tourism and cultural activities at the family level may help strengthen regional income and promote the import of tourism revenue abroad. In addition This policy also helps to promote the soft power of Thailand. All Thai people have creative and innovative skills. It will help to create a positive image of Thailand as a country with a creative culture and livelihood. This policy also requires cooperation from all sectors, including the government, the private sector, and the public. The private sector must provide opportunities for creative people to work and grow in their organizations, and the public must recognize the importance of developing creative and innovative skills. If this policy can be implemented effectively, it will help promote Thailand's creative economy to grow sustainably.

Conclusion

Promotion Policy Implementation Mechanism Soft Power Effective government must be integrated at both policy and operational levels to be able to convey a message about the resources that are the soft power of the country, both from the government and the public sector, in the same direction. Publishing Soft Power Clear policies and directions should be established, and efforts should be made to maximize the strengths and costs available, which requires efficient and unified allocation of resources and budgets among relevant departments. There is a need to convey the concept of creative economy to people in the community, especially in areas with their own identities. Because the local culture will result in diversity in crafts and also distribute income to the community, it must also inspire Thai youth and those in Thailand's creative industries. Bringing Thai art and culture together to create This is because this group of people will be a major force in the future. It helps increase economic value and drive Thai products to become known on a global scale. The so-called creative economy system not only helps the Thai economy grow in a balanced and sustainable manner, but it also preserves local identity and culture and creates jobs. Generate income and thoroughly improve the quality of life for people in the country. Soft Power It will become an important tool that will add value to the economy, especially during the post-COVID-19 recovery for creative economy policies. It is derived from intellectual property, education, and creation, all of which are linked to culture. The accumulation of knowledge about society, technology, and innovation for business development. New ways of producing goods and services This can also generate international competition.



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