

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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www.huso.kku.ac.th/ichuso

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Theme: Humanities & Social Sciences for Development



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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 Lablae,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 Esoflow
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 Phramandanijanukhro 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 Khanthawan, 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 Chevavidagarn, Jitrawadee Thitinthakorn, Arom Meerungrueng

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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Conservation Farming at Coastal Land in Bantul Regency, Indonesia

Aris Slamet Widodo¹

Abstract

The beach is at the edge of area affected by the high waters of low tide and one of the problems of coastal regions in terms of climate is the rise of sea water can cause coastal erosion, sedimentation and excessive erosion (Triatmodjo, 1999). The process of erosion both by sea and by wind causing coastal land farming has a high degree of risk. The aims of this study are to determine the farming pattern and to analyze the farming income. This study used a survey method and the determination of the location with the purposive system. The research location is in Bantul Regency, Indonesia. The analysis is done by subtracting the total revenue with explicit costs, in each commodity.

The results of the study explained that the pattern of farming done by coastal land farmers is a combination of farm crops and horticultural crops (onions, red peppers, eggplant and sweet potato) with cattle business is cattle, goats and poultry and by working towards the conservation of plants especially evergreen shrimp and irrigation joint-wells procurement system.

The amount of coastal land conservation farming income with total area of 0.1 ha is: Onion about IDR2,103,716.71 in the rainy season and the dry season IDR1,615,850.83. Red Chili provide income about IDR3,945,662.72 in the dry season 1 and about IDR2,474,354.86 in the dry season 2. Eggplant commodity provide income the lowest, IDR98,513.49 during the rainy season.

Coastal land has a double-function. Coastal land territory does not only function as erosion, but also functions to increase people's income through proper business of cultivating plants and economical valued as well. A concept of cultivating plants on coastal land territory is known as the concept of conservation farming.

Keyword: conservation farming, farming income, coastal land

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Introduction

Coastal erosion and accretion are natural processes; however, they may become a problem when exacerbated by human activities or natural disasters. They are widespread in the coastal zone of Asia and other countries in the Indian Ocean owing to a combination of various natural forces, population growth, and unmanaged economic development along the coast, within river catchments and off Coastal. This has led to major efforts to manage the situation and to restore the ability of the coast to accommodate short- and long-term changes induced by human activities, extreme events and sea-level rise (Prasetyo, 2006).

Indonesia as an archipelago nation surely has various problems regarding coastal erosion. Height of economic activities along the coast aggravate such condition. Land on the rough-texture coastal territory and has open-coastal characteristic cause the land so susceptible against air erosion or sea water. Study regarding erosion impact of Coastal land territory concludes that erosion results in the form of sediment and sand grain can destroy and close agricultural cultivation and settlement. This caused Coastal land become critical and should be getting treatment (Triatmodjo, 1999; Suhardjo et al., 2000; Haryadi B., 2009; Suryanto, 1996 in Budiyanto G., 2005).

Indonesian government through Ministry of Marine Affairs and Fisheries had set the system of using coast that Coastal land should be capable of double-functioning. Double-functioning namely managing Coastal land territory does not only function as erosion, but also functions to increase peoples' income through proper business of cultivating plants and economical valued as well. A concept of cultivating plants on Coastal land territory is known as the concept of conservation farming. Based on that condition, the purposes of this study are to determine the farming pattern and to analyze the farming income.

Previous Studies

Studies regarding conservation of Coastal land have been many done by various agencies. A study done by *Balai Penelitian Kehutanan Solo-Indonesia* (2010) explained that wind breaker plant could reduce negative impact from wind gusts carrier salt particle which is able to destroy farming plants. The plants of wind breaker functioning to conserving land was casuarina (*Casuarina equisetifolia*) and gamal (*Glicidia maculate*) whose leaves could be used as animal feed.

Study of Coastal land farming had been done by Sukresno (1999) in the south-sea of Java Island - Indonesia. The study concluded that Coastal land farming was also one of forms of Coastal land conservation had already been being done by farmers in spite of various obstacles. One of the obstacles was the existence of saline particles driven by air and then stuck on plants or piled on land, but it can be sought or eliminated along with the process of watering plants. The limits of water resources to watering could be provided with the use of wells jointly-set or frequently named as joint-well irrigation.

The limitedness of physical and chemical characteristic of sandy Coastal land for farming activities can be minimized by managing land nitrogen through providing organic fertilizer. Associated with it, in order that fertilizing to be more efficient, thus there are several things to note, specifically the availability of nutrient element within the soil, the need of nutrient element for plants and the amount of organic fertilizer that should be provided compatible with nutrient content of the organic fertilizer (FAO, 2005 and Budiyanto, G., 2010).

Studies leading to optimization of coastal lands conservation farming have not been yet many done and mostly still done separately. Juarini (2002) did research merely about analysis of farmers' profit on various combinations of plants and irrigation technology as well as analysis of the husbandman behavior against farming risk in coastal lands of Kulonprogo regency-Indonesia. Study regarding optimization of coastal lands has also once been done by Waluyawati R., (2000) focusing on crops pattern optimization of coastal land in Kulonprogo regency-Indonesia. This research, however, did not combine yet conservation activities as prerequisite of Coastal lands farming.

Framework of Analysis

System of conservation farming is a system of integrated one emphasizing on increasing agricultural production with remain consistent with conservation rule of land (*Dirjen Tanaman Pangan*, 1992). Conservation farming on coast lands is very much affected by conservation factors consisted of windbreaker plants, irrigation system, and organic fertilizer (Sukresno, et al., 2000).

The research method applied in this study was a survey method. The site of this study was determined purposively covering the areas along Samas coastal line at Srigading and Gadingsari Villages, Sanden District, Bantul Regency of Yogyakarta Special Province. The sampling was conducted through proportional random sampling and based on the number of population, the samples were then determined about 110 people. The analysis of the farming pattern will be done by description analysis and the analysis of farmer income will be calculated by net revenue analysis (*subtracting the total revenue with explicit costs, in each commodity*).

$$NR = TR - TC_{\text{eksplisit}}$$

Description:

NR = *Net Revenue* (pendapatan)

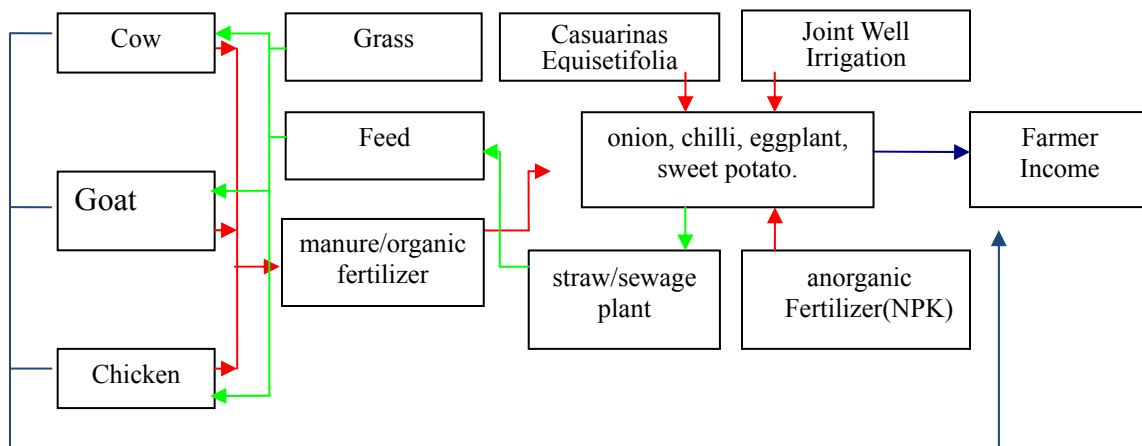
TR = *Total Revenue* (total penerimaan)

TC_{eks} = *Total Cost explicit* (total biaya)

Results and Discussion

Cropping Pattern

Pattern of farming done by farmers of coast lands was a combination among horticultural and food-crops (onions, red chilies, eggplants, and sweet potatoes) with business of cattle, such as cows, goats, and poultry as supplier of organic fertilizer and attempting conservation plants, especially cypress crayfish and provision of irrigation system of joint-wells to minimize farming risk.



Picture 1. Farming Pattern of Farming Conservation at Coastal Land in Bantul Regency, Indonesia.

Farming crops do not only function as source of farmers' income, but also function as supplier of animal feed by using crop waste either forage or dry and some others as mixture of organic fertilizer that will be mixed with dung. Animal feed instead of crop waste, also from grass or forage many grow on embankment or empty land. Business of cattle functions not only as family saving or income source of farmers', but also functions as supplier of animal feed for crops cultivation. Livestock business of cows, goats, and chickens are the most common kinds of cattle by Coastal land farmers. Based on respondents data, there were 71 cows, 107 goats and 262 chickens among 110 samples.

Fir shrimp (*Casuarinas Equisetifolia*) refers to main plant in terms of Coastal lands conservation. The *Casuarinas Equisetifolia* completely slow down air speed which frequently destroy plants behind them. The *Casuarinas Equisetifolia* are planted along the Coastal near Coastal line. The *Casuarinas Equisetifolia* function as *wind barrier* plants, whose existence must be useful for sustainable either farming-plants or livestock. The relation between *Casuarinas Equisetifolia* and horticulture farming and or food is as an attempt to minimize risk for damage possibilities happened to plants cultivation due to the wind. Sea breeze potentially increase transpiration, physical damage, entrainment sandy particles, and salt water vapor.

Water is needed by plants in the process of photosynthesis or plant physiology in adequate amount. High porosity due to sandy-land characteristics and the height of wind speed causing high transpiration of plants as well as salt water vapor from sea water attached on crops force element of water should always be available. Salt adhering on leaves enables plasmolysis. Plasmolysis means the process of mass flow of cell liquid within crops outward plants through leaves stomata. This happens due to any thickness differences on the leaves surface caused by salt accumulation and consequently the leaves lack of liquid and then get dry. The following negative impact is emerging fungus around crown of leaves due to raising humidity. Irrigation system of joint-well is one of irrigation systems many done by farmers.

Balai Pengkajian Teknologi Pertanian Yogyakarta (Study Center of Agricultural Technology) (2006) explains that joint-well means water sumps and usually made of

concrete bus, functioning to juxtapose and ease farming irrigation. The needs of joint-well on the lands of 1000m² average needed 10 - 15 concrete bus units. Working mechanism of joint-well is that concrete bus put in a row within 8 - 10 m and then embedded in the farming lands. Underneath of the concrete bus is casted with concrete bus cover and made impermeable, and then among concrete bus joined with paralon. The irrigation system i.e. the farmers take water from its source (ground wells, river) by using machine (diesel) and then insert it into one of joint-wells until all the joint-wells fully filled. The farmers do watering the cropping by taking water from joint-well using “gembor”.



Picture 2. Conservation at Coastal Land (*Casuarinas Equisetifolia*)

Analysis of Farming Income

Farming crops of horticulture done by the farmers on rainy season are onions, eggplants, and sweet potatoes, while those on dry season 1 are onions, red chilies, and sweet potatoes. Especially on dry season 2, the farmers only plant red chilies, and sweet potatoes. Average land area ranging from 0.3 - 0.5 ha.

Table 1. Analysis of Net Revenue Farming Onion, Red Chili, Eggplant, and Sweet Potato on each Season in the Coastal Land, Bantul Regency.

Variables	Onion		Red Chili		Eggplant	Sweet Potato		
	Rainy Season	Dry Season 1	Dry Season 1	Dry Season 2		Rainy Season	Dry Season 1	Dry Season 2
Revenue								
Production (Kg)	858.91	910.46	1,097.2	1,093.54	943.82	1,285.5	1,439.16	1,520.48
Price (USD)	0.51	0.48	0.46	0.42	0.18	0.23	0.16	0.24
Total Revenue (USD)	438.76	432.47	502.91	455.64	169.57	296.75	229.67	367.45
Cost								
Seed (USD)	119.01	126.17	11.73	27.64	21.34	25.24	24.93	19.51
Inorganic Fertilizer (USD)	12.57	19.44	14.79	22.17	13.73	18.53	11.99	7.68
Organic Fertilizer(USD)	23.44	16.62	16.77	23.79	6.26	16.49	23.72	16.74
Lime (USD)	3.30	0.00	0.00	0.00	0.09	0.00	0.00	0.00
Liquid Pesticide (USD)	4.28	9.38	6.07	16.65	5.67	1.70	0.78	0.12

Irrigation (USD)	13.87	29.07	7.35	22.50	17.07	9.55	7.23	4.60
Labor (USD)	66.34	76.50	96.76	116.05	76.56	108.53	91.70	107.27
Joint-wells (USD)	1.53	1.53	1.53	1.53	1.53	1.53	1.53	1.53
Windbarrier (USD)	8.86	8.86	8.86	8.86	8.86	8.86	8.86	8.86
Total Cost (USD)	253.21	287.57	163.86	239.20	151.12	190.42	170.76	166.32
Net Revenue (USD)	185.55	144.90	339.05	216.44	18.45	106.33	58.91	201.13

Source: the primary data processed

The farming of onion done in two seasons, they are on rainy season and on dry season 1. Average productivity on dry season 1 is higher (910.46 kg/0.1ha) than that on rainy season (858.91 kg/0.1ha). Such condition is affected by weather factor namely the height of rainfall on rainy season will give potential risk due to the high pests and the disease and the physical damage as well. Nevertheless, the farmers' income on rainy season remains higher than that on dry season due to the higher price. The low income on dry season 1 is also affected by the high costs of farming.

The farming of red chili on coastal land is done on dry season 1 and on dry season 2. On rainy season, the farmers do not plant red chili due to high risk of natural or weather factors. Farming costs of red chili on dry season 1, in general, are lower than those on dry season 2. Provision costs of seeds on dry season 2 are higher doubled than those on dry season 1. High provision costs of seed on dry season 2 due to the high seeding price and the increase of seeds per unit area as some seeds used to tating due to the damage of seeds by weather (wind and heat).

The farming crop of eggplant is only planted on rainy season as the eggplant, as a matter of fact, is just a complementary of the primary plants, such as onion and red chili. Net revenue of eggplant is not high due to low production affected by weather and the high selling price at harvest and the high production costs as well.

Sweet potatoes are commodities with the most frequently planted by coastal land-farmers; that is, on rainy season, dry season 1 and dry season 2. Such condition shows indirectly that sweet potatoes fit perfectly cultivated on coastal land and can provide farmers' income on every season. The farming cost of sweet potatoes is not quite high but it is able to provide high income. The high cost of farming is mostly affected by labors cost, irrigation, fertilizer, and breeding. Labors cost becomes the highest one possibly related to daily treatment of sweet potatoes for the need to cut the plants' *sulur* or the tendrils plants that the energy focused on the potatoes.

The farming activities on coastal land cannot be free from the conservation cost. It is the amount of cost to maintain joint-wells and *windbarrier* plants. Average use of joint-wells per 0.1 hectare is 9 units of concrete bus with average maintenance cost about USD 1.5 per season. The maintenance cost of the joint-well is used to run the concrete bus that it can be used properly (waterproof). The *windbarrier* cost is used to maintain (8 trees) like cutting branch, providing manure, irrigation or embroidering new crops having cost about USD 8.86 per season.

Conclusions and Recommendations

Conclusions

1. The farming pattern done by farmers is a combination of farming crops and horticultural ones (onions, red peppers, eggplants, and sweet potatoes) with cattle business including cattle, goats and poultry and by working towards the conservation of plants especially evergreen shrimp and procurement of irrigation system of joint-wells .
2. The farmers' income influenced by three seasons (rainy season, dry season 1, and dry season 2). Onion is a superior crop and is usually planted on either rainy or on dry season 1. Analysis of farming income concludes that income of onion farming on rainy season is higher (USD 185.55) than on dry season 1 due to higher pricing on the rainy. Red chili is usually planted on dry season 1 and on dry season 2. The height of product selling-price as well as the low pricing of production tools cause income of red chili farming on dry season 1 get higher (USD 339.05) than that on dry season 2. Eggplant farming only farmed on rainy season being the lowest income of all (USD 18.45). Sweet potato farmed on every season with the highest income on dry season 2 (USD 201.13) followed by on rainy season and then on dry season 2.

Recommendation

Provision and maintenance of conservation variables consisting of *windbarrier* crops, joint-wells or irrigation system and organic fertilizer needed in the farming of sandy coast. Any collaboration between farming crops and livestock would be very well-done, not only for efficiency of provision cost of organic fertilizer and animal feed, but also as an alternative of the farmers' income .

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