



## DEVELOPMENT OF MULTI LANGUAGE COMMUNICATION IN LOCAL PEOPLE USING ELECTRONIC DICTIONARY

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## ABSTRACT

Research objectives were to develop e-dictionary in Thai, Lao Vieng, Mon, English and Chinese language to enhance cultural tourism communication in Ban Pong District, Ratchaburi Province, and to evaluate the e-book effectiveness. The research methodology is divided into four main parts: 1. development of linguistic content using focusing groups of 10 people with cultural and language knowledge of nationalities to analyze important cultural content and the translation of cultural content at the level of words, conversation and description from Thai to Lao Vieng, Mon, English and Chinese languages, and 2. developing an e-book with a multimedia appearance. The findings include: 1. The content of the book is divided into 5 chapters: Chapter 1 local food and desserts, Chapter 2 clothes, Chapter 3 local products, Chapter 4 cultural attractions, and Chapter 5 cultural activities with efficiency of 80.4/80.33.

**Keywords:** e-Book; Cultural Tourism Communication; Thai; Lao Vieng; Mon; English; Chinese

## RESEARCH HIGHLIGHTS

1. E-dictionary of 5 chapters: Chapter 1 local food and desserts, Chapter 2 clothes, Chapter 3 local products, Chapter 4 cultural attractions, and Chapter 5 cultural activities with efficiency of 80.4/80.33
2. Each chapter of e-dictionary consists of cultural content at the level of words, conversation and description in Thai, Lao Vieng, Mon, English, and Chinese languages.

## GRAPHICAL ABSTRACT



This graphic showed the appearance of e-dictionary in which users can use it to learn Thai, Lao Vieng, Mon, English and Chinese word knowledge on any devices.

## Research Objectives

1. To develop e-dictionary in Thai, Lao Vieng, Mon, English and Chinese language to enhance cultural tourism communication in Ban Pong District, Ratchaburi Province.
2. To evaluate the e- dictionary effectiveness of E1/E2.

## Methodology

### E-dictionary development consists of the following steps:

1. Analysis of the need for English and Chinese language communication for cultural tourism using community Representative focus group meeting. The purpose is to analyze, cultural tourism data, Ban Pong district, Ratchaburi provinces, and the need to use languages for communication, to design lesson content and determine learning objectives.
2. Using the results of the focus group for developing the content of the lessons. Development of word and sentence level content with translations by native speakers of each language. 3 people per language.
3. Analysis of learning objectives with the objective of enabling students to use languages to communicate for cultural tourism.

### E-dictionary design and development process:

E-dictionary design process including Part 1 Cover, Preface, Statement of How to Use, Part 2 Content with accompanying images, video footage and audio commentary, Part 3 Navigation menu buttons, menus showing lesson content, reference materials. There is a button or marker indicating returning to the main menu or exiting the program. The design of e-dictionary employed the characteristics of electronic book (Barker, 1992; Barker, 1996).

### Evaluation of e-dictionary effectiveness:

The evaluation was conducted with the 6th grade students with a specific selection of 10. The E1/E2 criterial is 80/80.

## Results

According to cultural tourism, Ban Pong District, there are local food and desserts, clothes, local products, cultural attractions, and cultural activities, detailing each group as follows.

Community food: Mon-style sweet and savory dishes, Thai traditional sweet and savory dishes, Lao Vieng folk sweet savory food, and traditional sweet and savory dishes of Hakka Chinese.

- Tourist attractions
- Traditional dressing
- Community products

The structure of the electronic dictionary as:

1. Front Matter
2. The cover includes the title of the book, the title of the research plan, the funding source, the emblem of the funding source, and the university. Copyright Request Number

3. Preface summarizing the importance, scope of content, and benefits of language content education and the development of learners' abilities in areas related to community tourism.
4. Table of Contents
5. Instructional Method contains a description of how to use it, using navigation buttons or markers indicating entry to the lesson, and taking the test before and after study. Returning to the main menu or exiting the program, using buttons to listen to sounds, or viewing words in each language with a typographical description in Thai, English, and Chinese.
6. Body of 5 Chapters

### **Evaluation of e-dictionary effectiveness:**

The evaluation was conducted with the 6th grade students with a specific selection of 10. The E1/E2 criterial is 80.4/80.33.

### **Findings**

The e-dictionary consists of the translation of cultural content at the level of words, conversation and description from Thai to Lao Vieng, Mon, English and Chinese languages. The content of the book is divided into 5 chapters: Chapter 1 local food and desserts, Chapter 2 clothes, Chapter 3 local products, Chapter 4 cultural attractions, and Chapter 5 cultural activities. The evaluation was conducted and the E1/E2 criterial is 80.4/80.33.

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