



Enhancing Knowledge and Understanding of the Justice System of People in Society Through Soft Power in the Thai Entertainment Industry

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Abstract

Thai society is facing problems with law enforcement and the legal justice process. This article, therefore, aims to enhance knowledge and understanding of the judicial process and respect for law enforcement among Thai people through soft power in the entertainment industry. In this study, the authors used a qualitative research methodology based on documentary research. From the study, it was found that the major factors causing such problems were ignorance of the law and not understanding the roles and responsibilities of the law as a common agreement among people in society. It is also understood in most societies that knowledge of the law is only a matter for law students to pursue legal professions in the future. In addition, it was found that Thailand has a wide range of resources that can be used to create soft power, but instead, many limitations make the production and presentation of legal stories through the entertainment industry, such as movies, dramas, and advertisements, etc., lack credibility and cannot be applied in real life. The author, therefore, recommends a guideline and development using existing entertainment industry resources to create knowledge and understanding of the justice system for everyone in society by focusing on presenting details of the law that are accurate, clear, and precise to build the credibility of the legal process that can be applied in real life.

Keywords: *Soft Power, The Entertainment Industry, Law Enforcement, Justice*

1. Introduction

The problem of lawlessness among people in society is all rooted in a social context. History, politics, and culture, along with a sense of respect for the law, are linked to the sanctity of the law. This can be seen from the legal factors that make people disobey the law. Whether the law lacks legitimacy or is impaired by law enforcement misconduct and discrimination by officials, the sanctity of the law is diminished. This leads to people in society lacking knowledge and understanding of the law and the legal process of justice, causing problems in law enforcement (Tassanakulphan, 2012). Additionally, Thai culture is still plagued by the misconception that law is a science reserved for law students. When a dispute emerges that affects one's rights, it is the responsibility of a law student or a legal expert to assist in resolving the conflict. In certain circumstances, disputes are straightforward. If that individual is familiar with the law and knows the legal procedure, they may be able to make preliminary adjustments. This problem, which views the matter of law as a distant, leads to the inability to solve problems in a timely manner, causing damage to both the individual and society as a whole.

To address such issues, Thai society has raised citizens to be democratic citizens. They have core beliefs and actions of good citizens that reflect respect for regulations, coexistence in society, and logic in daily life. Ethical principles guide the duties of good people. values, values, and duties according to the Kingdom of Thailand's Constitution B.E. Furthermore, they learn information and awareness of how to be a decent citizen in a democratic society, particularly in Thai society, where the way of life and coexistence in society under the law, as well as excellent culture and customs, have been passed down to them (Kongnakorn, 2012). However, in the previous COVID-19 circumstance, Thai society was confronted with the problem of crime and suicide among its people because of the economic poison generated by the epidemic. This is evident from the news in various media, where many events are created by the coercion of society that different people must endure to survive. If individuals in society have good social immunity, that is, if they have a good knowledge and grasp of the law, respect, and comprehend the legal process, it will be an important way

[209]



to help Thai people survive and face diverse difficulties on a consistent basis. Promotion and growth of Thai people's knowledge and understanding of the law and the judicial process, as well as their respect for law enforcement, is thus an important topic that should be pushed and promoted, since they all have a beneficial effect on people in society and the nation.

Mario De Martino writes on the growing interest in the concept of soft power among academics, politicians, and policymakers. Joseph Nye Jr. and other authors who have studied similar topics have recognized patterns and shifts that characterize modern political, social, and economic dynamics, which explain soft power's growing popularity. The first alteration that explains the relevance of the notion of soft power is the drastic change in international relations, specifically the various patterns that characterize the interaction of international players. As Joseph Nye Jr. pointed out in his book *Soft Power: The Means to Success in World Politics*, the old method of seeing state relations as a balance of force centered on military power is no longer adequate. The modern world is more intricate than previous eras, with more actors involved and actively participating in the dynamics of international interactions. Alice Amsden originally identified the emergence of new actors in the international arena as the "Rise of the Rest," referring to developing countries in international affairs following World War II (De Martino, 2020). Joseph Nye Jr. expanded on this idea, highlighting the expanding involvement of non-governmental actors in global governance. China, for example, is working hard to improve its ability to influence other countries without pressure or coercion (Nye, 2015).

Soft power has thrived in South Korea, and the country's global effect may help to emphasize the importance of global public goods. BTS members spoke at the UN General Assembly about the Sustainable Development Goals, and Blackpink spoke about climate change at the UN Climate Change Conference summit. To that extent, the voices of these artists have international clout, reflecting the current state of South Korean soft power. In this manner, soft power can be seen as supplementing hard power's limits, particularly those connected to South Korean diplomatic and foreign policy difficulties, which are mostly influenced by geopolitical causes. The Yoon Suk-yeol administration recently addressed the goal of becoming a worldwide pivotal state, with "a focus on promoting freedom, peace, and prosperity based on the South's liberal democratic values and—crucially—cooperation." This has been and should continue to be South Korea's policy direction, regardless of where succeeding administrations fall on the political spectrum, and soft power should be fostered and pushed in this framework. For the liberal international order to be sustainable, policymakers must make efforts to produce public goods by leading international standards, with a focus on extending these products, norms, and values beyond the Korean peninsula. South Korea could contribute to the creation of public goods through its active engagement and leadership on different global priorities. Its commitment to the world community benefits South Korea in the long run. Government-led soft power is a driving element in South Korean soft power (Kim, 2022).

2. Objectives

- 1) To enhance knowledge and understanding of the judicial process and respect for law enforcement of Thai people through soft power in the entertainment industry.
- 2) To develop Thai people to know and understand the law and the judicial process and respect law enforcement can lead to the reduction of disputes that may arise.
- 3) To develop produce model materials to present knowledge and understanding of laws that can be applied in real life.

3. Materials and Methods

In this study, the author chose to use a qualitative research method by studying and researching information from sources in the form of documents (Documentary Research). Information is searched from books, articles, analyses from academics, and electronic media. To analyze the problem of knowledge and understanding of the laws of people in Thai society, as well as the judicial process and law enforcement.



4. Related concepts and Theories

4.1 Soft Power Theory

The concept of Soft Power or "Soft Power" arose from the book 'Bound to Lead,' which was released in 1990 by Joseph Nye, (Nye,1990). A political scientist who argued against the prevalent perception of the time that the United States was falling. It emphasizes that the United States of America is the most powerful country not only in military and economic terms, but also in the third dimension, which he refers to as Soft Power (Nye, 2004). Soft power is the ability to persuade others to achieve the desired objectives. coming from the country's cultural attractiveness Political ideology and policies. Soft power comes when we can persuade people to admire our principles and desire the same things we do without the use of coercive force. Coercion is less successful than persuasion. in addition to democracy and human rights. Joseph Nye compares the concept of soft power to youngsters, stating that as they grow up, they tend to go their own way and create both good and bad outcomes, and there isn't much you can do about it (Nye, 2017).

Soft Power is about carefully persuading the target country rather than forcing it. Relying on three resources: cultural appeal, political ideals, and foreign policy that is not opposed to ethical principles If a country can disseminate cultural and political values of international interest. It will provide them with the ability to persuade nations to accede to their terms (Nye, 2004;Nye, 2004). The spread of the Korean Wave is an excellent illustration of the application of soft power in the entertainment industry. It is a significant producer and publisher of entertainment and cultural materials. The government's involvement with the entertainment industry is similar to how the state used to control the media. Following the establishment of a democratic government, rigorous content regulation was removed, and the entertainment industry was supported rather than controlled (Budpawattana & Wongsombun, 2020).

4.2 Incentive Theory

People are drawn to certain behaviors by extrinsic factors or predisposed surroundings. Humans engage in a variety of actions to seek satisfaction (Positive Incentives) such as rewards, praise, and privileges, and to avoid unpleasant things (Negative Incentives) such as being punished, blamed, and injuring others through various behaviors. Significant changes in behavior depend on the variance in values of the motives. When a person believes that an activity will be worthwhile, it pushes them to act.

4.3 Social Learning Theory

According to social learning theory, much of human behavior is dependent on observing a particular model and then mimicking their behavior, which is reinforced through rewards. There is no need to instantly follow the observed behavior; one may keep it in mind and test it later. For example, a child may have a parent as a model after observing their behavior for an extended period. Learning and will automatically follow the parents because this type of learning will be hidden in the mind before it becomes obvious. A person's behavior is often influenced by the actions of people they admire, such as friends, movie stars, singers, athletes, and celebrities. Extrinsic elements influence social cognitive behavior, which emerges from basic learning processes. Thus, social learning can be tailored according to the nature of reinforcement, resulting in increased development of expectations, values, and thinking styles (Phetchuai, 2000).

4.4 Poetica Theory

Aristotle's philosophy of performing arts is known as Poetica philosophy. The academic principles of Western theatre, focusing on the essential elements of reproducing poetic aspects of tragedy, can be traced back to the Greek philosopher, politician, and playwright Aristotle. Character development, character expression, speech construction, spectacle, and tragic drama characteristics are thought to purify the mind, enhance knowledge, and aid in problem resolution. This concept is particularly relevant in the context of people's suffering (Wasinaramon, 2019).

After researching the aforementioned concepts and theories, it was discovered that they may be used to produce recommendations for encouraging and expanding Thai people's knowledge and understanding of the law. By creating external conditions or settings that induce or induce people to conduct or avoid specific



activities that may be unlawful or that may harm their rights and interests, we can achieve justice as well as respect for law enforcement. others' liberty, as well as developing a social learning model that highlights the importance of everyone in society having access to fundamental legal knowledge and understanding the presence of their rights and duties under the democratic system of government with the monarchy. The head of state uses soft power as a motivator, utilizing the resources available in society, to persuade individuals in society, to persuade individuals to recognize the necessity of knowing the law. Legal justice and the rule of law must be achieved without the use of coercive force. Using entertainment media to create prototypes for motivation and social learning can help people in society absorb information quickly and effectively, demonstrating the influence of soft power. The study also found that Thailand's entertainment industry is a valuable resource. Furthermore, film and video media are important tools in many countries' Soft Power strategies. as it aids in the communication of cultures and other values. As a result of this research, it is intended that people in society will gain knowledge and understanding of the law and the judicial process, as well as respect for law enforcement.

5. Results and Discussion

Thailand has resources that can be used to develop soft power in the entertainment sector in a variety of ways, according to the study of concepts and theories, as well as the context and constraints of Thai society. However, due to numerous constraints, the development and presentation of legal stories through the entertainment industry, such as movies, dramas, and advertising, remain inefficient and untrustworthy, and cannot be applied in real life. Some of these constraints result from creating legal presentation media that are not captivating enough to engage the audience and make them feel involved, leading to a lack of interest from financing companies. As a result, there is no financing available for the production of entertainment media on this subject. Furthermore, there are several limitations in Thai law governing the entertainment industry that need to be addressed to be consistent with Thai society.

Based on a study of ways to improve knowledge and understanding of the judicial process, as well as respect for law enforcement among Thai people, the author can conclude that law enforcement problems in Thai society stem from people's lack of respect for the law, this lack of respect is related to the feeling that the law is not sacred due to flaws in the law itself and people's lack of participation power in society. All these elements are the root of the problem. After understanding the source of the problem, it is possible to see potential solutions by reviewing related concepts and theories, as well as analyzing problems and limitations of ways to improve knowledge and understanding of the justice system and respect for law enforcement among Thai people through soft power in the entertainment industry. The author has three suggestions as follows:

- 1) To create knowledge and comprehension of the justice process, guidelines and development must be set using existing entertainment industry resources. As well as instilling respect for law enforcement in all members of society. By focusing on giving accurate, clear, and precise legal data to enhance the credibility of the legal process that may be implemented in real life.
- 2) To construct a model for social learning, standards for the media should be developed in terms of conveying knowledge and comprehension of the law, including the legal justice process and law enforcement. Along with improving critical thinking skills, which will lead to legal analysis and assessment of the activities of organizations that conduct judicial functions in societal reality.
- 3) Encourage relevant government entities to pay attention to the presentation of such media through various channels and promote the private sector's ability to develop media to collaborate in solving such challenges.

6. Conclusion

In conclusion, Thailand has the potential to leverage its entertainment industry to improve the understanding and respect for law enforcement and the judicial process among its citizens. However, various constraints, including ineffective legal presentation media and limited financing, hinder the progress in this area. To overcome these challenges, the author suggests developing accurate and engaging legal content,

[212]



establishing media standards for social learning, and encouraging collaboration between government entities and the private sector. Addressing these issues will not only enhance the credibility of the legal process but also foster critical thinking and legal analysis among the Thai population. By harnessing the power of soft power in the entertainment industry, Thailand can cultivate a society that has a deeper understanding and respect for its legal system.

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