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## Communication Innovation for New Way of Life Preparation after Retirement of Working-Age Population in Kanchanaburi Province

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### Abstract

*This research aims to 1) study a new way of life preparation after retirement for the working-age population. 2) Developing communication innovation for new ways of life preparation after retirement in the working-age population. 3) Communicating and utilizing innovation for new ways of life preparation after retirement in the working-age population using a Questionnaire and In-depth interviews. The results showed that 1) levels of the new way of life preparation after the retirement of the working-age population categorized by individual aspects pointed out a very high level of physical condition, private property, and free-time spending. 2) Levels of communication innovation for new ways of life preparation after the retirement of the working-age population categorized by individual aspects indicated the highest level of intrapersonal communication, interpersonal communication, and large-group communication. 3) Communication and utilization of innovation for new ways of life preparation after the retirement of the working-age population in 14 organizations indicated the highest level of overall acceptance and utilization*

**Keywords:** Communication Innovation, Readiness, Preparation for Working-age Population, Retirement Age, Kanchanaburi Province of Thailand.

### Introduction

Globally, the great importance of life-quality improvement has been issued in primary considerations of several countries for adequate preparation to become an aging society. Most countries with an aging population, such as South Korea, Japan, and the United States, have started preparing for readiness by investing in basic infrastructure and utilities for residential daily living convenience. Through this investment, infrastructure and utility designs mainly emphasize availability to the general public, elderly persons, and disabled persons, such as pavements in Japan, housing in Singapore, and convenient and self-sustainable living for elderly persons in European countries (Vespa, Medina, & Armstrong, 2018).

Thailand has recently been declared a country with an aging population, and government and non-government organizations have paid more attention to readiness preparation and support to become an aging society. Unfortunately, it still lacks evidence in development regarding the aspects mentioned above. As reported by the Office of Transport and Traffic Policy and Planning, 70% of buildings in Thailand still lack facilities for elderly and disabled persons (Chari, P., Thanaphon, C., Paphatson, S., & Nakkhanang, K., 2018).

According to the 12th National Economic and Social Development Plan, risks of population structure

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changes affecting the quality of life, economic potential, and social conditions could occur. The Thai population has changed as an aging society, particularly with an increasing number of elderly persons. Thailand has declared an aging society by the end of the 12th National Economic and Social Development Plan. The number of elderly persons is expected to increase by 19.8% of the population. In the meantime, the working-age population has been decreasing since 2015, resulting in a labor shortage in the current situation of very low productivity of Thai workers due to problematic issues relative to labor quality.

Surprisingly, developmental delays in a country with an aging population could result in a higher economic growth rate due to labor-technology substitution. In addition, several countries have focused on labor and development policies that contribute to a sustainable economic drive, and problematic issues related to administration have limited the competitive advantages and potential of national economic growth. As a result, a study of adaptation lessons from past experiences of several countries with aging populations could benefit Thai policy planning for the upcoming social transformation of an aging society. It has been predicted by the Foundation of Thai Gerontology Research and Development Institute (TGRI) that Thailand will become an aging society in 2022 and will reach its maximum level of being an aging society in 2035—this could be regarded as very fast-moving social transformation with a very short period of 3 decades (Foundation of Thai Gerontology Research and Development Institute (TGRI), 2020).

Besides, residential incomes and life-quality improvements could determine individual elderly persons' perceptions and accessibilities towards daily living. The aspects mentioned above could be confirmed by elderly people's satisfaction with several living conditions: healthy mental and emotional conditions, intrapersonal and interpersonal interactions, healthy living conditions, healthy physical conditions, social groups, self-determination, self-esteem, and rights. Currently, the United Nations (UN) has issued life-quality improvement plans for elderly persons in several aspects at an international level (Dupuis, K, Wittich, & Spadafora, 2007). On the contrary, the number of elderly persons with health problems, loneliness, and inattention of relatives tends to increase. Moreover, global cultural flows into Thailand via the digital age society negatively affect a large number of Thai people in the form of inappropriate cultural filters and acceptance, resulting in unreasonable values, attitudes, and behaviors of Western-living imitation (12th National Economic and Social Development Plan, 2017–2021).

Currently, working-age employees have been found to need more discipline in saving income, as seen from excessive spending on goods such as smartphones. High-end smartphones cost much money and have been regarded as materialistic goods among monthly paid employees, which could result in insufficient income for living after retirement. In addition, trends of Thai population structures becoming an aging society, social welfare policies, and government populist projects could result in higher demand for government budgets and projects yearly, and budget-demand reduction could not be conducted due to the aspects mentioned earlier.

Nevertheless, trends in a decreasing number of the working-age population paying taxes have been regarded as more significant issues rather than the stated situations—this could contribute to the imbalance of fiscal sustainability, state-welfare systems, revenue structures, and expenditure structures (Wutthiphon, C., 2012). It could be mentioned that retirement preparation could be regarded as a living plan preventing negative impacts at the micro-level. Thinking processes and preparations should be started at the working-age period due to its continuous processes—the working-age population could get used to retiring and have sufficient time to make a strict living plan. Additionally, retirement readiness preparation could benefit the working-age population by preventing future problems, adapting to role changes, and satisfaction with living conditions after retirement (Suwith, K., 2016).

In summary, challenging issues could provide developmental recommendations for the next operational stage relative to the life quality improvements of elderly persons. According to Siriwan(, A., 2014), work operations involving elderly persons under UN commitment frameworks: Madrid's international action plans involving elderly persons included providing adequate readiness preparation for becoming an aging society to all age ranges of the population, guaranteed incomes for living after retirement for all age ranges of the population, long-term care systems, additional roles of local administrative organizations relative to life-quality improvements of elderly persons, and suitable living environments contributing to healthy living conditions after retirement among working-age employees. Moreover, a study and planning on all aspects of readiness preparation need to be conducted, particularly for this population, to prevent difficulties in living conditions after retirement. Thus, this research could provide productive recommendations and develop an innovation for a new way of life preparation after the retirement of the working-age population by starting from the working-age period, resulting in a better quality of life among elderly persons and full-time employees of the nation.

The purpose of this research was to study the readiness of the working age for a new way of life and to study communication innovations and readiness of the working age. In addition, in order to transfer and utilize communication innovations to prepare the working-age people for a new way of life towards retirement age.

## **Research Objectives**

### **The Research Objectives Were as Follows**

- 2.1 to study new ways of life preparation after retirement in the working-age population.
- 2.2 to develop communication innovation for a new way of life preparation after retirement for the working-age population.
- 2.3 to communicate and utilize innovation for new ways of life preparation after retirement in the working-age population.

## **Research Methodology**

The researcher used data collection by using questionnaires and interviews with a sample of working age between 25-59 years old. In sampling, the researcher used simple random sampling from working people in government and private organizations, with some limitations in that the researcher used a population and a sample of 50 people. It may not be in reference to the population in Kanchanaburi by analyzing the content of the interview. In this study, the researchers exposed themselves by self-introduction prior to the interview, and recording was recorded for transcribing. Including taking notes of information for the interview as well.

### **Population and Sample (Quantitative Research)**

The population consisted of 417,194 working-age informants aged 25 – 59 years in Kanchanaburi, Thailand (National Statistical Office of Thailand, Department of Provincial Administration, Ministry of Interior, 2012). The sample group providing data for further analysis comprised 400 informants working in Kanchanaburi province, Thailand. This study took one year to collect data by gathering self-collected data, postal services, and electronic mail.

### **Key Informants (Qualitative Research)**

The population consisted of 417,194 working-age informants aged 25 – 59 years in Kanchanaburi

province, Thailand (National Statistical Office of Thailand, Department of Provincial Administration, Ministry of Interior, 2012). The major target group of 50 key informants aged 25 – 59 years comprised 25 employees working in government organizations and 25 employees working in non-government organizations.

## **Research Instruments**

***In-Depth Interview:*** A semi-structured interview form was used for data collection with prescribed open-ended questions to gather informants' opinions without any guidance, which could provide researchers with the facts serving research objectives. The instrument consisted of 3 sections:

**Section 1** General Data of Informants.

**Section 2:** Presents data related to the development of communication innovation for a new way of life preparation after the retirement of the working-age population.

**Section 3:** Suggestions and Further Recommendations.

### ***Questionnaire***

The questionnaire used for data collection for quantitative research consisted of questions categorized into four sections.

#### **Section 1** Individual Characteristics of Informants

Several questions were asked to gather the demographic data of informants, such as gender, age, educational level, working period, job position, and organization type. The instrument contained several closed-ended questions for one-choice selection.

#### **Section 2** New Way of Life Preparation after Retirement of Working-Age Population

Several questions were asked to gather data relative to a new way of life preparation after the retirement of the working-age population, i.e., 1) physical condition, 2) mental condition, 3) private property, 4) free-time spending, 5) family relationship, 6) housing (Dupuis, Kousaie, Wittich, & Spadafora, 2007) and (Benchawan, P., 2015)

#### **Section 3** Development of Communication Innovation for New Way of Life Preparation after Retirement of Working-Age Population

Several questions were asked to gather data related to intrapersonal communication, interpersonal communication, large-group communication, and mass communication using communication theories.

#### **Section 4** Recommendations

## **Research Instrument Creation and Validation**

The research instruments were validated by:

- 1) studying and reviewing related documents and literature of the development of communication innovation for new way of life preparation after retirement of working-age population,
- 2) studying and researching related textbooks, documents, articles, and studies on principles and theories of communication for readiness preparation after retirement of working-age population to determine scopes of question creation.
- 3) creating drafts of questionnaires consisting of 4 sections using a 5-point rating scale:

Rating	Scale
Highest Level of Agreement	5
High Level of Agreement	4
Moderate Level of Agreement	3
Low Level of Agreement	2
Very Low Level of Agreement	1

**Section 1** Criterion-referenced assessment (CRA) was used for data interpretation—an average was measured to determine 5 levels of advice and information service providing. The interval scales with equal class intervals could be calculated as follows.

$$\text{Class Interval} = \frac{(\text{Highest Score} - \text{Lowest Score})}{\text{Number of Intervals}} = \frac{5 - 1}{5} = 0.8$$

The criteria for data interpretation of interval scales consisted of:

Section 2 Levels of readiness preparation after retirement of working-age population consisted of:

Average	Interpretation of Level
1.00 – 1.80	Very Low Level of Readiness Preparation
1.81 – 2.60	Low Level of Readiness Preparation
2.61 – 3.40	Moderate Level of Readiness Preparation
3.41 – 4.20	High Level of Readiness Preparation
4.21 – 5.00	Very High Level of Readiness Preparation

**Section 3** Levels of possessing communication innovation for readiness preparation after retirement of working-age population: average values consisted of:

Average	Interpretation of Level
1.00 – 1.80	Lowest Level of Possessing Communication Innovation for Readiness Preparation
1.81 – 2.60	Low Level of Possessing Communication Innovation for Readiness Preparation
2.61 – 3.40	Moderate Level of Possessing Communication Innovation for Readiness Preparation
3.41 – 4.20	High Level of Possessing Communication Innovation for Readiness Preparation
4.21 – 5.00	Highest Level of Possessing Communication Innovation for Readiness Preparation

4) Validity was assessed by five experts (the Invitation Letter for Research Instrument Validation is demonstrated in the Appendix section) to establish content validity. To provide recommendations for questionnaire revisions according to research objectives, content validity, research objective relevance, and language use. The index of consistency (IOC) was assessed according to the following criteria:

+1 = Question items were relevant to the prescribed objectives.

0 = Question items were not clear to be relevant to the prescribed objectives.

-1 = Question items were not relevant to the prescribed objectives.

After validation by five experts, the IOC values pointed out some revisions to straightforward language use and sentence arrangement. Values of IOC Assessment  $\text{IOC} = \text{SR}/\text{N}$  were between 0.88 – 1 ( $\geq 0.50$ ) indicating the research purpose relevance and usability of the instruments.

5) Assessing reliability by conducting a tryout of revised questionnaires with a group of 30 working-age

informants sharing similar background characteristics with the research population in government and non-government organizations to assess correct understanding. The reliability coefficient of individual aspects was assessed using Cronbach's alpha and is presented in the table below.

**Table 1** Levels of Reliability Coefficient of Individual Aspects Assessed by Using a Cronbach's Alpha

1. Physical Condition	0.873
2. Mental Condition	0.787
3. Private Property	0.793
4. Free-time Spending	0.961
5. Family Relationship	0.955
6. Housing	0.787

IOC assessment was conducted by 5 experts to validate construct validity and content validity—recommendations were provided for further revisions.

## Literature Review

### The Concept of the Elderly

The elderly refers to people aged 60 years and over. At this age, many physical, mental, emotional, and social changes exist. It is the age that most people are afraid to be. Therefore, understanding such changes will help the elderly adapt better, including their children or people close to them, playing a significant role in helping them adapt happily (Faculty of Medicine, Ramathibodi Hospital, Mahidol University, 2021).

An elderly person aged 60 years or older is entitled to protection, promotion, and support in the following areas (Department of Older Persons, 2021).

In terms of medicine and public health for the elderly, special channels have been established so that the elderly can receive services conveniently and quickly.

Education, religion, and information about the elderly have been organized as community learning centers and provide a curriculum for self-improvement and education for the elderly from primary education to the higher education level continuously, both in formal, informal, and informal education, as well as various programs for the elderly.

A career provides suitable vocational training for the elderly to receive information, advice, labor market news, job placement, job recruitment, career information service, job vacancy, training, and vocational training with a professional information center and job titles for the elderly, particularly at all employment offices.

Self-development, participation in social activities, and grouping in the form of a network/community for the elderly have been promoted and supported, or the elderly club. Self-development, participation in social activities, and grouping in the form of a network/community for the elderly have been promoted and supported, or the elderly club to participate in social activities within the community and between communities and promote the utilization of the potential of the elderly by increasing the organization of sports activities, recreation, and the transfer of wisdom on facilitation and safety in buildings, places, vehicles, and other public services. The elderly are provided with a suitable environment. Support from staff is convenient, fast, safe, and convenient for transportation for the elderly.



Fare reduction and to facilitate travel, the State Railway of Thailand for the elderly receive a half-price discount for all classes along all routes (excluding fees) between June and September. Elderly people do not have to wait in line to buy tickets. Seats are waiting for tickets and electric train services other than public transport.

Exemption of entrance fees to government places for the elderly to be exempted from visiting government places such as National Museums, National parks, historical parks, etc. Tourist attractions under the responsibility of the Forest Industry Organization and Botanic Garden Organization

Assistance for the elderly who have been harmed by abuse or exploited illegally or abandoned. The elderly were given advice, counseling, and assistance. Cases of abused elderly people seeking illegal benefits and abandoned will receive assistance according to the announcement of the Ministry of Social Development and human security on prescribing criteria, methods, and conditions for protection, promotion, and support for helping the elderly who are harmed by abuse or being exploited illegally or abandoned and giving advice, consulting, taking other actions related to solving family problems and in solving problems, the elderly family received advice, consultation, and assistance. Cases of abused elderly people seeking illegal benefits and abandoned will receive assistance according to the announcement of the Ministry of Social Development and human security on prescribing criteria, methods, and conditions for the protection, promotion, and support of helping the elderly who are harmed by abuse or being exploited illegally or abandoned, and providing advice, counseling, and other related actions to solve family problems.

Regarding assistance in accommodation, food, and clothing as needed thoroughly, the elderly receive in the case of the elderly who are in trouble will receive assistance according to the announcement of the Ministry of Social Development and human security on prescribing criteria, methods, and conditions for protection, promotion, and support providing accommodation, food, and clothing for the elderly.

Regarding subsidies for the elderly who are qualified according to the criteria of Thai nationality, they do not receive welfare or any other benefits from government agencies, state enterprises, or Local Government Organizations (LGO). They will receive a monthly allowance for the rest of their lives divided by age ranges in a ladder as follows (Department of Older Persons, 2021). Aged between 60-69 will receive 600 baht per month, and ages 70-79 will receive 700 baht per month. Ages 80-89 will receive 800 baht monthly per person, and those aged 90 years and over will receive 1,000 baht per month.

Assistance in funeral arrangements according to the tradition of the elderly are qualified according to the criteria, are over 60 years of age, and have Thai nationality. The elderly lives in low-income families according to the Open Government Data of Thailand (Jor Por Tor.) of the Department of Community Development, the Ministry of Interior, Bangkok, or Pattaya have no relatives or relatives but are poor and cannot handle funerals according to the traditional poor elderly and did not receive necessities. The survey from the Department of Community Development, Ministry of Interior, Bangkok, or Pattaya City to the mayor or the president of the Subdistrict Administrative Organization, the village chief, the village headman, the community president, the director of the district office, the sheriff, or mayor of Pattaya City is a certificate issuer will receive the assistance of 2,000 baht.

Regarding tourism, organizing activities for the elderly, arranging tourist attractions, sports activities, and recreation, as prescribed by the National Committee on the Elderly. In sports and recreation, the elderly receives health check-up services, fitness tests, and use of services in sports fields, health gardens, aerobic fields, petanque fields, and gyms. In addition, it encourages participation in various activities, such as sports competitions, dancing, and applying for membership in the Supachalasai Club. Arrangement of services to facilitate museums, ancient sites, and the National Archives. and organizing religious, artistic, and cultural activities as announced by the National Committee for the Elderly. Facilitate staff and safety for the elderly with wheelchair service.

Income tax and tax relief for property donor money to the Elderly Fund Persons were receiving care from their parents receiving a tax deduction of 30,000 baht. Property donors' money to the old age fund and the receipt can be used for tax deductions as scheduled.

Regarding the Elderly Fund, the elderly has been given individual occupational funding loans. It must be repaid in instalments within three years without interest.

### **Concept of Communication Level (Levels of Communication)**

According to Nukulsompratana's (2021) definition of communication, which is as important as knowledge, and include day-to-day activities such as studying, working, conducting business, and other similar activities. Complexity will exist; thus, it will be essential to organize or prepare a speech to communicate in various settings. Communication philosophies are well known. From an academic standpoint, however, the term "level of communication" may not be well known to many people. According to this concept, communication is categorized into the following six levels (Nukulsompratana, 2021):

1. Internal communication (Intrapersonal Communication) is a communication activity that occurs with oneself or talking to oneself. It involves thinking, analyzing, and deciding to do something. It is about making decisions and interpreting them within one's thoughts and feelings. It occurs when communicating with oneself; in short, when a person thinks or speaks to himself. How a person talks to others may also be related to himself. Self-communication occurs when specific actions or thoughts are stopped or inhibited. Self-analysis, planning, thinking, multiple-choice actions, self-affirmation, and some initiatives. They are involved in daily communication activities. In different places, these activities and communication revolve around our minds. When returning to our homes, communicating with us is an important step. This is the origin of all kinds of communication, which will always be a process that occurs before other types of communication. In international research circles, there is much research on intrapersonal communication, but there needs to be more research in this field in Thailand.
2. Interpersonal communication is a communication that occurs between two or more people. There was an exchange of information, asking questions, sharing ideas, discuss various issues. In this level of communication will cause trust to each other. Further, it brings communication issues to support their own ideas and may reduce anxiety about certain matters as well. This will make both parties understand each other and get to know the information of the world. In addition, it will also make them know themselves because communication is like reflection. People who lack interpersonal communication do not understand the different and diverse wants and needs of other people. The more interpersonal people are, the more they know themselves and others. Information derived from communication between people. In addition, they are useful for self-adjustment. They also showed that they have the ability to communicate with others.
3. Large group or public communication involves communicating with many recipients for information. There are more people than small group communications, possibly in the form of village groups. Local communities, people in the district, or local, usually happen on special occasions that only happen sometimes. This may be an announcement or a special event. To result in changes in beliefs, attitudes, and behaviors must be consistent.
4. Mass communication is communication through mass media, such as newspapers, magazines, radio, television, and movies. It is used to disseminate news or advertise communications that rely on a large number of media to send news information to target groups. The goal of communication is to reach the national level without limit. It is mainly communicated via radio and television, radio broadcasting,



newspapers, or at present; there are various online channels.

Researchers have compiled research related to preparing the working age for retirement in a new way of life. Related research includes both master's theses and doctoral dissertations. It includes academic research and articles in various journals, which are presented only in part. The details are as follows. Churak (2019) demonstrated the preparation of a society in Trang Province and adopted a quantitative approach. The objective was to study people's readiness level for physical and mental health, financial aspects, housing, and participation. There were 400 samples from the population aged 40-59 years. Data were collected using questionnaires and analyzed using percentages, means, and standard deviations.

The study found that most of the patients were male (50.75%), with an average age of 40-50 years. They were farmers and general workers. They earn an average of 5,001-10,000 baht per month and live in their own homes, and most of them do not have any underlying disease. There was preparation for participation the most, with an average of 4.45, followed by physical and mental readiness with an average of 4.41, and housing preparation with an average of 4.37. When considering each issue, it was found that people would be prepared in terms of roles and responsibilities that benefit the community, with the highest average of 4.54. This was followed by participation in social work with an average of 4.46. People are prepared to adjust their food consumption behavior to ensure good health. Leisure time activities Followed by the importance of health by annual health check. There will be preparations for a home environment that is convenient for the elderly with an average score of 4.44, with an emphasis on the bathroom environment. Regarding convenience, an average of 4.38 and accommodation arrangements that are easy to contact with relatives, average 4.36, respectively.

Thongchub (2021) conducted a study on the preparation of employees of a Japanese plastic product manufacturing and distribution company in Chonburi Province before retirement. The study found that employees of Japanese plastic product manufacturing and distribution companies had a moderate level of preparedness before retirement. It was found that the company's employees who produce and sell plastic products had the highest financial readiness for Japanese nationality, followed by physical health, housing, spending time, and mind. In addition, we compare the preparation before retirement of employees of companies that produce and sell plastic products. A Japanese citizen from Chonburi province, classified by personal, economic, social, and psychological factors, found that the company's employees produce and sell Japanese plastic products, one in Chonburi province with an attitude of preparation before retirement and awareness of news about retirement is different. There will be different preparations before retirement at a statistically significant level of 0.05 for employees of a Japanese plastic product manufacturing and distribution company in Chonburi province with different gender, status, education level, and average monthly income. There was no difference in preparation before retirement.

Chanthaphalaboon and Wongsiri (2022) conducted a study on the preparation for entering the elderly age of people in the area of Nong Kom Koh sub-district, Mueang Nong Khai District, Nong Khai Province. The objectives of this research were 1) to study the level of readiness for entering the elderly and 2) to compare people's preparation for entering the elderly among different occupations. In the Nong Kom Koh sub-district area, Mueang Nong Khai District, Nong Khai Province. This study used a quantitative research methodology, in which the data analysis unit was at the individual level. The sample size was 200 people, using a simple random sampling method from people aged 46-59 years. Descriptive and reference statistics were analyzed using a one-way analysis of variance. Preparation before retirement of employees of a Japanese plastic product manufacturing and distribution company in Chonburi Province.

The results of this study are as follows. Mueang Nong Khai District, Nong Khai Province, found that in the overall picture of the people who entered the elderly age. There was a moderate level of

preparation, 57.80 percent. Considering each aspect, it was found that most social aspects, such as volunteering or staying with family, had a low level of preparation at 55.50 percent, such as volunteering activities, or staying with family. Economically, most are prepared at a high level (48.70%), such as reducing extravagant expenses and trying to deal with existing debts. Most samples were prepared at a moderate level. 55.00, such as eating nutritious food and avoiding alcohol and cigarette smoking. Most participants had a high level of preparation (49.50%), such as housing improvements for the elderly. 2) Different occupations of people entering the elderly age group had different preparations. Statistical significance at the 0.01 level, which is in accordance with the research hypothesis. Nakaseni (2018). Self-Care Behavior of the Elderly in Bangkok. This research aimed to study exposure to news about health, self-care behavior, and the demand for government welfare among the elderly in Bangkok. The sample used in this research comprised 400 elderly people using a multistage random sampling method. A questionnaire was used to collect data. Percentages, means, and standard deviations were used for data analysis. Student's t-test and one-way analysis of variance were used.

The results showed that: 1) the sample group was exposed to news about overall health. (2) The sample group exhibited the highest overall self-care behavior. 3) The sample group had the highest overall need for government welfare. 4) Sample groups of different sexes and educational levels: There was no difference in overall health news exposure. The overall exposure to health news was significantly different at the 0.05 level. 5) The samples with different genders and educational levels had different overall self-care behaviors, as did the samples with different ages. Overall self-care behaviors were not significantly different at the 0.05 level.

### **Data Collection**

Data were gathered using a self-collection method. Postal services and electronic mail were provided, using interview forms and questionnaires. This was performed with the assistance of 3rd year students majoring in Advertising and Public Relations, Bachelor of Arts Program in Communication Arts, Faculty of Management Science, Kanchanaburi Rajabhat University, and research on communication arts courses as research assistants. The interview forms and questionnaires were collected from October to September, 2022 and reviewed of data error identification was reviewed for further analysis.

In this study, in the absence of interview forms and questionnaires, snowball sampling was used for data collection to obtain more than 20% of the data provided by the total sample group.

### **Quantitative and Qualitative Data Analysis Methods**

- 1) Reliability assessment of the research instrument was conducted using reliability coefficient values.
- 2) Descriptive statistics consisted of percentage used in the data description of individual informant characteristics, average ( $\bar{x}$ ), and standard deviation (S.D.) used in the data description of communication innovation development for a new way of life preparation after retirement of the working-age population.
- 3) Statistics used for qualitative data analysis: Data obtained from focus group discussions were analyzed using content analysis, a confirmation system, and data interpretation using content analysis.

### **Research Results**

#### **Summary of Demographic Data and New Way of Life Preparation after Retirement of Working-Age Population**

The results of the general information study of the respondents in the study collected data on working age. A questionnaire was used to collect all data from 400 people. General information on the respondents is presented in Table 2.

**Table 2** Summarizes the number and percentage of the samples with personal data characteristics.

<b>Personal data (n=400)</b>	<b>Amount</b>	<b>Percentage</b>
<b>Gender</b>		
Female	244	61
Male	156	39.00
<b>Age</b>		
25 – 35 years old	172	43
36 – 45 years old	90	22.50
46 – 55 years old	102	25.50
55 - 59 years old	36	9.00
<b>Education</b>		
Lower than grade 6 or equivalent	90	22.50
Matthayom 6/Vocational Certificate or equivalent	184	46
High Vocational Certificate or equivalent	30	7.50
Bachelor Degree	84	21.00
Postgraduate	12	3.00
<b>Working Experience</b>		
Lower than 5 years	102	25.50
Duration of work 5 – 10 years	226	56.5
10 years or more	72	18.00
<b>Position type</b>		
Type of permanent employee position	154	38.50
Government officer	84	21.00
University employees/government employees	6	1.50
State enterprise employees	42	10.50
Temporary worker	154	38.50
Part time employee	96	24.00
Other (specify) business owner	18	4.50
<b>Organization type</b>		
Private companies	184	46
State agency	132	33.00
Other (specify) business owner	84	21.00

Table 2 shows that the sample was more female than male. They were middle-aged (25–35 years old) with education at the level of M.6/Vocational Certificate or equivalent. Most of them had a working period of 5-10 years and many were permanent employees working in private organizations.

### **New Way of Life Preparation after Retirement of Working-Age Population**

It could be concluded that,

- 1) The overall readiness preparation of the working-age population, particularly for physical condition, was found to be very high (91.70%),  $\bar{x} = 4.59$ , and S.D. = 0.65. By considering individual aspects, the level of readiness preparation of the working-age population on the physical condition was

found to be the highest. The preparation level for COVID-19 handling was found to be very high (96.60%),  $\bar{x} = 4.83$ , and S.D. = 0.38.

- 2) The overall readiness preparation of the working-age population, particularly mental condition, was found to be high (80.72%),  $\bar{x} = 4.04$ , and S.D. = 0.82. By considering individual aspects, the level of readiness preparation of the working-age population on mental conditions was found to be the highest; the healthy mental condition of living new-normal life with face masks, regular handwashing, and social distancing was found to be high (81.60%),  $\bar{x} = 4.08$ , and S.D. = 0.82.
- 3) The overall level of readiness preparation of the working-age population, in particular to private property, was found to be very high (90.70%),  $\bar{x} = 4.57$ , and S.D. = 0.67. By considering individual aspects, the level of readiness preparation of the working-age population on private property was found to be the highest. Starting financial planning at a young age for living after retirement to make profits from savings was very high (95.40%),  $\bar{x} = 4.77$ , and S.D. = 0.55.
- 4) The overall level of readiness preparation of the working-age population, in particular to free-time spending, was found to be very high (93.00%),  $\bar{x} = 4.65$ , and S.D. = 0.59. By considering individual aspects, the level of readiness preparation of the working-age population for free-time spending was found to be the highest. Starting clear planning on desired activities at a specific time was found to be very high (96.40%),  $\bar{x} = 4.82$ , and S.D. = 0.48.
- 5) The overall readiness preparation of the working-age population, particularly family relationships, was found to be very high (85.16%),  $\bar{x} = 4.25$ , and S.D. = 0.76. Family relationships were found to be the highest—having respect for each other when communicating and regular contact about health conditions was very high (88.40%),  $\bar{x} = 4.42$ , and S.D. = 0.80.
- 6) The overall readiness preparation of the working-age population, particularly for housing, was found to be very high (89.64%),  $\bar{x} = 4.48$ , and S.D. = 0.69. By considering individual aspects, preparation for housing was found to be the highest—preparing non-slip flooring housing was found to be very high (92.40%),  $\bar{x} = 4.62$ , and S.D. = 0.62.

### **Summary of Communication Innovation Development for New Way of Life Preparation after Retirement of Working-Age Population**

- 1) The overall level of communication innovation development preparation of the working-age population, particularly intrapersonal communication, was found to be the highest (91.80%),  $\bar{x} = 4.59$ , and S.D. = 0.64. The level of communication innovation development preparation of the working-age population on intrapersonal communication was found to be the highest-effectively self-adjusting to current situations and new technologies was found to be the highest (96.60%),  $\bar{x} = 4.83$ , and S.D. = 0.38.
- 2) The overall level of communication innovation development preparation of the working-age population, particularly interpersonal communication, was found to be the highest (91.04%),  $\bar{x} = 4.55$ , and S.D. = 0.69. The level of communication for innovation development and interpersonal communication was found to be the highest—possessing modern interpersonal communication innovations for familial communication on health conditions was the highest (92.80%),  $\bar{x} = 4.64$ , and S.D. = 0.66.
- 3) The overall level of communication innovation development preparation of the working-age population was found to be the highest (90.20%),  $\bar{x} = 4.51$ , and S.D. = 0.70. By considering individual aspects, innovation development preparation on large-group communication was found to be the highest—possessing target groups of working-age companions for supporting and providing advice on readiness preparation after retirement was found to be the highest (92.00%),  $\bar{x} = 4.60$ , and S.D. = 0.66.

- 4) The overall level of communication innovation development preparation of the working-age population, particularly mass communication, was found to be the highest (88.00%),  $\bar{x} = 4.40$ , and S.D. = 0.54. By considering individual aspects, the level of communication innovation development preparation of the working-age population on mass communication was found to be the highest—continuous and early research on readiness preparation after retirement via new media or social media was found to be the highest (100.00%),  $\bar{x} = 5.00$ , and S.D. = 0.00.

#### **Summary of Communication and Utilization of Innovation for New Way of Life Preparation after Retirement of Working-Age Population**

For communication and utilization of innovation and preparing for the way of life preparation after retirement, data from 50 working-age informants working in 14 government and non-government organizations in Kanchanaburi province, Thailand, were collected. The overall level of acceptance and utilization of innovation was found to be the highest,  $\bar{x} = 4.54$ , and S.D. = 0.64. By considering individual aspects, the level of innovation utilization was found to be the highest,  $\bar{x} = 4.70$ , and S.D. = 0.57, and the level of innovation acceptance was found to be the highest,  $\bar{x} = 4.38$ , and S.D. = 0.71.

#### **Discussion**

- 1) The majority of informants were females age-ranging from 25 – 35 years, possessing High School certificates or Vocational certificates, 5 – 10 years of work experience, full-time job positions, and working in non-government organizations. It could be generally found that an increasing number of current work laborers operating in organizations in Kanchanaburi province, Thailand, and possessing High School certificates or Vocational certificates were employed by entrepreneurs. From an entrepreneurial perspective, these educational levels of work labor were sufficient to operate simple work tasks with lower salary payments compared to Bachelor's degree graduates. Besides, fresh graduates possessed opportunities in job position changing. As a result, plans affecting life quality after retirement had not been created, resulting in insufficient incomes for future living. The findings were supported by Yuwanda, C. (2019) on the study of readiness preparation of Trang people for living after retirement by collecting data from 400 informants working as farmers and general employees possessing average earnings of 5,001-10,000 THB per month, a lower secondary school educational level, owning housing, and carrying no congenital diseases. Additionally, work laborers aged 25 – 49 years and 45 – 49 years (Yuwanda, C. (2019) similarly need readiness preparation for becoming an aging society regarding different age ranges.

- 2) Yuwanda Churak (2019) supported the new way of life preparation after the retirement of the working-age population and the overall level of readiness preparation, particularly physical condition. The study demonstrated the readiness preparation of Trang people for living after retirement, stating that the level of readiness preparation for cooperation was found to be the highest, followed by physical and mental conditions and housing.

By considering individual aspects such as readiness preparation for beneficial roles towards society, they were followed by working and social collaborations, food consumption adjustments for healthy living conditions, the importance of health conditions and annual health checks, housing with convenient environments suitable for living by elderly people by constructing comfortable and safe bathrooms, and easy-to-contact housing. The findings were in line with (Kittimankhong's 2004) study of social welfare needs among elderly persons in Nakhon Ratchasima province. It stated that the government sector should provide more social welfare to elderly persons, in particular, physical and mental care in the case of no relatives caretakers, and that elderly persons living with relative caretakers could affect society on

a national scale. In addition, similar findings were reported by Butwiset and Intharahat (2021) on the study of factors affecting the quality of life of elderly persons: a case study on Phranakhon Si Ayutthaya district, Phranakhon Si Ayutthaya province, mentioning that the overall level of quality of life was found to be high,  $\bar{x} = 4.03$ , and S.D. = 0.86. It was also found that the levels of the four aspects of life quality were high: physical condition, mental condition, social relationship, and environment.

Moreover, factors affecting the quality of life of elderly persons include physical strength, working concentration, satisfaction with new friends, overall living conditions, social relationships, and environment. It was concluded that the overall level of the new way of life preparation after the retirement of the working-age population, particularly in physical condition, was very high. Accordingly, the working-age population in organizations first paid attention to their physical and mental conditions and private property. The government sector should promote financial understanding and emergency financial plans (Thanwara, 2021) due to the necessity of medical service fees.

Similarly, Sunthon, Sutthisai, and Simmonds (2018) conducted a study on the happy lifestyles of elderly people in Maha Sarakham Province, supporting the findings. It was also stated in the book titled "Social Welfares for Elderly Persons" that social work practices and work operations contribute to better social welfare for elderly persons. In this study, three primary conceptual targets were considered significant in Thailand: quality of life, the human-security concept, and social welfare service.

3) The overall communication innovation preparation for the working-age population, particularly intrapersonal communication, is the highest. This is followed by innovation in interpersonal communication and modern interpersonal communication. In particular, having Line and Facebook groups for familial communication, particularly on health conditions. By considering individual aspects, the level of readiness for intrapersonal communication was found to be the highest, effectively self-adjusting to current situations and new technologies.

The findings were supported by Yuwadi Rotchakphai and Kunwadi Rotphaisankit (2017) on social network development for elderly care, particularly interpersonal communication with relatives after retirement. Similar findings were also reported by Sunthon, Sutthisai, and Simmonds (2018) on the happy lifestyles of elderly people in Maha Sarakham Province for readiness preparation of the working-age population after retirement. It was suggested that effective self-adjustments to current situations and acceptance of new technologies were crucial factors contributing to a happy life. Elderly people can entertain and relax and communicate with relatives. In addition, work labor preparation needed to be conducted after physical conditions—more social welfare—in addition to a monthly allowance of 600 THB for elderly persons. It was also reported (Wutthi, 2010) in a study of social welfare for management strategies for elderly persons in the municipal area of Aranyik subdistrict, Nakhonluang district, Phranakhon Si Ayutthaya province, that the overall level of social welfare demands was found to be high. This includes problem-solving methods on poverty, lack of living and private property security, health conditions, education, recreational aspects, housing, and developmental guidelines on social welfare development for elderly persons.

## **Recommendations**

### **Policy Recommendations**



Thailand should launch clear policies for collaborative promotion between the government sector and non-government organizations to promote income for elderly persons in case of unemployment or living without caretakers, such as monthly and one-time pension schemes.

The government sector should improve accessibility methods to state welfare and support appropriate care and rights provided by the government via the Internet in addition to project registration on smartphones, such as the 50-50 Co-payment Scheme and State Welfare Card for people living in poverty.

The government sector should provide promotional guidelines for income increase and raise awareness of adequate readiness preparation for living after retirement, particularly regarding physical and mental conditions and secured incomes. It was found that a group of working-age employees aged 25 years or above lacked readiness for becoming elderly persons and an understanding of old age.

### **Recommendations for Further Studies**

A study on the readiness preparation of the working-age population to become a quality aging society in Kanchanaburi and other provinces should be conducted to obtain information relative to current situations. This information could benefit researchers in terms of accessibility, gaining productive information, and guidelines for readiness preparation, promotion, and campaigns to become qualified elderly people at the early stage of working, contributing to happy living after retirement.

The research of Aguilera Velasco María de los Angeles, María de Lourdes Marrero Santos, Martín Acosta Fernández, and Teresa Margarita Torres López on strategies of Awareness of the Retirement in Employees of a Mexican Company is consistent in planning and preparation. They want to be active, improve health and quality of life strengthen social networks, and social participation, and manage their income. They decided to voluntarily retire, have an economic plan, and build a positive attitude and peace of mind. They will try to be happy and enjoy retirement to the fullest and prepare for old age by learning to live alone without children to support them. In Thailand itself, there is a challenging issue, if workers were to retire at the age of 60, they would be able to survive in the midst of economic instability. If financial planning housing Including preparing the body and mind to be ready if having to live alone, even without children to take care of them

The communication innovation that the researcher has studied will see that the communication of the working age or the retirement age requires the creation of a social network and social participation. in the form of online communication, such as a group of friends Line, family group, etc., so that they have a communication channel. between family members' retirement friends together let yourself not feel lonely, and if there is a physical illness problem, they can request help through these channels quickly and in a timely manner.

From the research results on the preparedness of the workforce, should prepare physically to be strong If there is a congenital disease, they can manage to access the public health system free of charge, by using government welfare card schemes such as the gold card or the social security system later, the working age must prepare the mind, namely keeping the mind fresh and clear at all times. In addition, in terms of finance, financial planning for retirement from a young age in order to have a period of time for money to grow will make life after retirement not difficult.

The researchers would like to suggest guidelines for preparing for working age determines your retirement age, which is an important step. Because it is an indicator of how much time you have left before retirement and how much reserves you need to have enough. The general retirement age is 60

years, but some salarymen may want to retire before or after the age of 60. Start planning your finances before retirement as soon as possible. Reduce unnecessary expenses and determine how much money you will need after retirement. Calculate current savings versus the future value of money. Plan investments in different asset classes and always monitor and review retirement plans. Therefore, it's not too late to start. If you are planning to retire within the next 20-30 years, try following the 7 salaried retirement planning methods we have introduced above today. This ensures that you will have the financial security and quality of life that you have always dreamed of towards the end of your life.

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