

The Influence of Communication towards the Implementation of MEA Underground Cable Project and Communication Line Arrangement in Thailand

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ABSTRACT

Metropolitan Electricity Authority (MEA) is a state enterprise power utility of Thailand distributing electricity to Bangkok, Nonthaburi and Samut Prakan provinces. MEA has attempted to bury its power cable to underground together with encourage communication operators to re-arrange their communication lines. This paper aims to show the influence of communication techniques towards the implementation of MEA underground cable project and communication line arrangement in MEA service area through "Communication Cycle theory". The power of communication made all stakeholders understand, accept and change negative attitudes into collaboration with MEA in supporting the project to be finished according to the plan.

KEYWORDS

Influence, Communication, Underground cable, Communication line.

INTRODUCTION

In the past, Bangkok, surrounding areas, as well as urban provinces in Thailand used power from overhead line system and in the town have a lot of tangled cables on the power pole. Day by day, the overhead communication lines are increasing to respond communication demand in the metropolis. However, a lot of lines became a big problem in Thailand because the power poles are overloaded by overweigh cables and make unpleasant scenery in the city. Moreover, many people misunderstand that the cables are power lines which dangerous and near their residences. In fact, those cables are communication lines which are illegal installed on the pole.

Metropolitan Electricity Authority (MEA) is a state enterprise power utility of Thailand distributing electricity to Bangkok, Nonthaburi and Samut Prakan provinces. MEA is the owner of the power poles which some stealthy communication operators hang their communication lines on. MEA attempts to re-arrange and remove them from the poles but it is not successful because MEA have no authorization from the Government.

In 2016, there is a famous influencer tweeted some pictures of the tangled cable problem in Thailand and suggested Thailand to put them underground urgently. Many people around the world reweeted it quickly. This phenomenon is conforming to "Kelman's Social Influence

Theory", that an individual's attitudes, beliefs, and subsequent actions or behaviors are influenced by referent others through three processes: [1]

1. Compliance is an individual comply with another member solely because the other person wants others to like him or her or to gain a favorable response from a member in the group. The situation in this case conformed to the theory, i.e. many people in the world follow the influencer's opinion.

2. Identification is the process happens when an individual adopts behavior originated from other person or any group because this behavior is associated with a satisfying self-defining relationship to this person or group. The situation in this case was in line with the theory, i.e. a lot of people agreed with tangled cable problem in Thailand according to the influencer's tweeted.

3. Internalization is the individual accepts someone's or the group's view because it makes sense to them. The situation in this case followed the theory, that is many people around the world believe in the story on his tweeted and they were retweeted and commented on the same page.



Fig. 1: A World Influencer's tweeted about tangled cable problem in Thailand.