



RESEARCH ARTICLE

The Role of Molam in its Engagement with the Public Media Space

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ARTICLE INFO	ABSTRACT
Received: Jul 16, 2024	<p>This article is part of a research project on “Molam Celebrity”. The project’s main objective is to study the role of molam in engaging itself with the public media space. By using qualitative research methods and collecting specific field data from groups of molam artists who have a large following in the media, the project focuses on their work in entertainment TV programs, their performances and music, as well as their reception and acceptance in society as they belong to a large and well known molam troupes in Northeast Thailand. The data was collected and recorded according to the research objectives using descriptive and analytical methods. The research results found that presenting the image of the Molam artists on public entertainment media platforms is a new phenomenon in the era of globalization, where information technology has been utilized to create benefits for the molam ensembles or the artists themselves. The currently popular online media are YouTube and Facebook, through which molam artists have become widely known through their own reputation, with the public and audiences seeing more and more activities of molam artists. These are the communication strategies of modern artists in creating their public images, as they receive support from society amidst a highly competitive market situation.</p>
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INTRODUCTION

1. Background and Importance of the Research

Molam is considered the most popular folk performing art in the Northeast Thailand and has been popular throughout the country forever. Isan society has been connected and familiar with Molam for a long time. It is considered a part of the way of life that has been practiced and passed down until it has become a habit and value that has been deeply instilled since the past. (Charoenchai Chonphairote, 1983) All types of Molam play an important role in creating ideological unity in society by presenting information that is a social norm for society to adhere to as a guideline for determining various behaviors (Miller, 2008). Especially the Molam that conveys the performance as a story to provide moral teachings and also inserts religious principles to society in the form of entertainment. (Bussakorn Binson, 2010) here, the author means “Molam Mu” or “Molam Rueang Tor Kon”. Which is considered a popular and widely known Molam band with approximately 200 - 300 members. This type of Molam has been continuously transformed and improved in its performance format. It has a high production cost and requires a lot of resources to manage. However, it is worth hiring the host because its performance format is diverse and has all the elements of entertainment (Phisutthalak Boonto, 2013)

The term “Molam” in the present era does not only refer to performers who play an important role in performing Molam or singing in the group. But it also covers all members of the Molam band, many of whom have become famous without always having started out as singers or actors. But some people became famous from being dancers before, or some people became famous from being clowns

before. And in the past decade, the role of Molam has changed and developed itself a lot, both in terms of the format of presenting work on stage and creating new identities all the time. In the present era, the entertainment business in the Northeast Thailand is considered highly competitive, especially in the use of social media to present the image of the self to viewers in both real and virtual spaces to become more well-known.

The continuous growth of various forms of online media today has resulted in Morlam artists having to adapt to the trends, adapting to the problems of composition and using methods of learning, improving, adjusting and adapting to survive in the globalized era in order to expand their services in the fast-paced. (Chalermwong Thampichitseuk, 2020) and comprehensive competition from SMEs to Smart Enterprises with higher potential. This is considered an important marketing strategy for penetrating the target group in creating a personal image through other communication channels. These things have led to the phenomenon of the popularity of Molam through the social media space, which reflects the era of leading the Molam industry to build a reputation that is accepted and known in the mainstream media space such as the entertainment industry at the national level. Including the role of the Molam artists themselves in creating opportunities to gain support from society amidst the highly competitive entertainment market, which has led many Molam artists to achieve success in a short period of time. This has resulted in the emergence of new rising stars to grace the Molam industry continuously. And with this social phenomenon, the researcher is interested in studying various aspects of Molam artists, especially the role of Molam artists and their presentation on the public entertainment media platform. For example, the role and status of Molam artists today have changed a lot from the past, especially becoming public figures and being known in the national entertainment industry. (Siwaporn Fongthong et al, 2022). These things can happen depending on many factors, especially news trends, which are considered an important marketing strategy for reaching the target group in presenting themselves through other communication channels. It also explains the value and reflects the social phenomena that occur regarding Molam in the era of technological change.

2. Research Objectives

To study The Role of Molam in its Engagement with the Public Media Space

3. Research Benefit

In terms of the expected benefits from the research, it explains the value of the role of modern Molam with the changes in society, culture, economy, and technology in the present era, which have changed a lot from the past, especially making the artist a public figure and known in the national entertainment industry, such as announcing oneself, creating and disseminating works, liking the same things, and creating a professional network, etc.

4. Research Methods

In this research, the researcher used qualitative research methodology by collecting data from documents and collecting data from the field as the main method. The researcher selected the target population by selecting from Molam artists who have a large number of followers in the media, including being on TV entertainment programs, having performances, songs, and being accepted in society, who belong to a large Molam group that is famous in the Northeast Thailand at present. The data were collected through observation, interviews, and focus group discussions. The data were then analyzed. This research will study only using the sample group by selecting the sample group as mentioned in the study area above. The research methodology has 4 steps as follows:

Step 1: Data Collection

1. Secondary data Collect information from books, journals, research, articles, academic documents, online databases related to the adaptation of Molam in the globalization era, in

terms of developing the form of Molam group performances for business, developing the form of concert performances, changing the form of performances to new platforms, and other related matters.

2. Primary data a specific field survey method was used to obtain information on important people involved in the Isan Molam industry and Molam artists themselves. The method used was to interview groups of informants on various issues in order to obtain information that was in line with the objectives, and to analyze the information in accordance with the research objectives.

Step 2: Recording data

Data were recorded in written form from relevant research documents, field interviews, focus group discussions on social identity declaration, creation and dissemination of work, similar interests, and professional networking, etc.

Step 3: Preparation and analysis of data

The obtained data is classified and categorized according to the research objectives and verified for accuracy before being published.

Step 4: Summarize, discuss results, and present data.

Prepare a summary of research findings; discuss results, According to the aim of the research by using the method of descriptive analysis (Descriptive Analysis), then using the results of the study. Publish research articles in foreign academic journals.

5. LITERATURE REVIEW

Molam is a traditional folk performance that originates from the Thai-Lao ethnic groups, particularly in Northeast Thailand and Laos. It's a rich and vibrant form of performing arts known for its distinctive style and cultural significance. Molam performances are characterized by a combination of storytelling, music, and dance. The songs and stories are usually performed in the Lao or Isan dialects, which are regional languages spoken in Northeast Thailand and Laos. This adds to the cultural authenticity and appeal of the performance. Molam is an important cultural expression for the Thai-Lao ethnic communities. It serves as a means of preserving and transmitting cultural heritage and traditional values. It is also a way for people to connect with their roots and history. While traditional Molam remains popular, contemporary artists have also adapted the genre, incorporating modern elements and influences. This evolution has helped Molam reach a broader audience and gain popularity beyond its traditional base. (Sirichai Thapkhwa, 2017)

The knowledge gained from watching Molam can be classified into 5 areas: 1) knowledge of traditions and culture, 2) knowledge of lifestyle, 3) knowledge of health, 4) knowledge of politics and society, and 5) knowledge of beliefs and religion. The study found that Molam inserts knowledge to the audience along with entertainment, both directly and indirectly. Although the audience intends to watch Molam performances primarily for entertainment, the audience unknowingly receives knowledge that Molam inserts during the performance. The knowledge gained from watching Molam is like a social mechanism that helps control the behavior of people in society to live together peacefully. In addition to providing entertainment to the audience, Molam also plays a social role as a participant in creating a good society and helping reduce conflicts that occur in society. (Itsarate Dolphe, 2013).

6. RESEARCH RESULTS

Molam Mu is considered a cultural symbol of the people in the Northeast Thailand. Its main social role is to convey entertainment in various religious ceremonies. It is widely known in the Isan society

and has developed along with the growth of society in every era. In the past, Molam was popular or known only in certain groups or only in the Northeast Thailand. Later, Molam spread to various areas throughout the country. It plays an important role in society and culture as a medium for disseminating folk performing arts that are the cultural heritage of the Isan people. It also plays an economic role in driving important cultural capital. This is different from the past when Molam was just a folk entertainment in the countryside. However, it has now become a career that generates income for those with the ability, making Molam an important figure that is well-known in the entertainment industry both in the region and the country. This is especially true for the success of creating an identity in the media space.

1. The emergence of Molam on online entertainment media

The presentation of the image of Molam artists online is a new phenomenon that has occurred in the era of globalization, where information technology has been applied to create benefits for Molam bands or Molam artists themselves. Social media is a part of technology that works on the Internet and mobile networks, allowing people to access, exchange, create content, and communicate with other people. Currently, the Internet is not only used for interpersonal communication, but also for business communication. The use of social media has become very popular due to the expansion of the smartphone market and high-speed Internet networks, making it easier to access online media. It can be seen that news and videos are often published by sharing via online channels in large numbers, as detailed in the emergence of Molam artists on public entertainment media, as follows:

1.1 Social identity declaration

The term “Molam Artist” in the present era is not limited to the performers who play an important role in performing or singing in the band, but also covers all members of the band, such as the band manager, comedian, back up dancer, musician, who are all considered Molam artists. Many artists in Molam bands have become famous without always starting out as singers or main actors. Many are famous for being dancers with unique dance styles, or some are famous for being comedians. In addition, some artists are so successful that they have to turn themselves into executives and establish their own Molam bands. In the past decade, the role of Molam has changed and developed a lot, both in terms of the presentation of performances on stage, creating identities, competing, betting, as well as training and developing their own skills in other areas, especially in terms of media technology, which Molam artists in the present era must use to promote their image, create jobs, generate income, and improve their quality through audiences in both real and virtual spaces in order to be more well-known and follow their work. This phenomenon has resulted in artists in this era receiving attention and being watched by audiences of many generations. And became widely known in the country's Molam and entertainment circles.

1.2 Creation and publication of works

The use of technology to drive business organizations, both large and small, around the world, to be successful must be able to differentiate and know how to use new technologies to create competitiveness in the market. The risks that businesses today often face come from being inactive. Businesses have the opportunity to create new innovations and become successful entrepreneurs if they use technology to change the way they do business in a changing world. Molam bands or members of the band have begun to adapt to digital technology and have been able to learn digital technology skills by themselves by using easily accessible tools, equipment, and digital technology, such as phones and tablets, to the fullest extent in communication, work, conveying work content, and working together with members of the band and fans. In addition, some Molam bands have also used digital technology to develop work processes or work systems in the organization to be more modern and efficient. Some groups have opened recruitment for people with knowledge and skills in specific positions, such as in the fields of graphic design, computer science, and information science,

etc., to help promote and disseminate their work. In addition, not only Molam departments, but also members of the band in all positions, such as Morlam artists, dancers, comedians, cooks, or other department employees, can present their own images through social media to attract fans or other people who like their presentations to follow. Some members of the Molam band have side jobs as YouTuber and owners of various pages on social media, presenting stories that happen in their daily lives. They also have a fan base that supports them by commenting and sharing their work, as well as opportunities to generate additional income from sponsors and advertisements on their own online media.

The presentation of the image of the Molam artists online is a new phenomenon that has occurred in the era of globalization, where information technology has been applied to create benefits for the Molam bands or the artists themselves. The most popular online media at the moment are YouTube and Facebook, which are websites for sharing videos uploaded by users via the Internet. As a result, Molam artists have become widely known through their own reputations. The use of social media has become very popular due to the expansion of the smartphone market and high-speed Internet networks, making it easier to access online media. It can be seen that news and videos are often shared via online channels in large numbers, allowing people to see more and more activities related to Molam artists until they are able to accumulate a large number of their own fan bases and create communication channels such as YouTube and Facebook as a medium for society to follow. They simply make video clips showing songs, creating content, caring for fans, or greeting fans, updating their daily lives to make them interesting both offline and online, so that members or fan bases can watch, support, and participate in the transmission of images and sounds through expressing their opinions with the artists.

Being famous and having a large fan base has resulted in the Molam artists themselves entering the entertainment industry of the country later on, which is considered one of the factors that will help the TV program to have continuous ratings, which is inviting famous people who are trending on social media to join the program, which is considered a good way to attract viewers on Thai entertainment TV programs. In addition, it also helps promote the Molam artists to be more well-known. And the results of the Molam artists appearing on TV programs will result in many Molam artists being contacted to appear on other TV channels. Some even accept to do advertisements, be product presenters, do photo shoots, as well as work in filming, dramas, music videos, accept show jobs, guest appearances, and many more. Many Molam bands and the artists themselves have therefore taken this opportunity to create their own additional income businesses, using their own current popularity as a selling point, using YouTube, TikTok, or Facebook to broadcast and communicate with viewers, as well as to consistently create new fan bases, which are considered channels for creating businesses and publicizing the image of Molam artists and bands to be more well-known, as well as expanding the business revenue to flow smoothly on the entertainment path all the time. Many Molam groups in the Northeast Thailand therefore all have top artists. Many of these artists are in their own bands and are considered to be very important in bringing fame to the Molam band.

1.3 Passion for the same thing

Most Molam artists already have their own fan base. In addition, there are a large number of people who follow and watch Molam. The emergence of various trends on online media has made people see more and more activities related to Molam artists. At the same time, frequent dramas, social issues, or Molam artists' personal lives have made people interested in social media and easy to talk about, such as changing labels, terminating contracts, resigning, announcing each other's relationships, etc. In addition, entertainment or dramatic topics are often topics that fans tend to respond to and are of interest to, resulting in high levels of discussion and interaction. People who like the same things are considered social networks that share content and stories with people who like the same things.

Therefore, most of the online interactions or engagements are about communities that are currently trending. Sometimes, these trends cause differences in thinking because each artist has their own fan base. When social issues arise, fans of each Molam artist will come out to express their opinions and fight against each other online. Therefore, the phenomenon of fandom is not an ordinary phenomenon, but a phenomenon that creates a great driving force that cannot be overlooked.

1.4 Career Network

The success of building networks and fan bases through online communities is therefore considered a form of marketing (Social Media Marketing), which is an important strategy that helps to make the image of the artist stand out and have a clear personal brand, helping fans remember the artist more easily. This results in receiving support from society amidst a highly competitive market situation, causing businesses, products and services to focus on finding channels to promote marketing, advertising and public relations so that consumers will get to know the Molam artists more.

When the world is heading towards the world of celebrities on social media, entrepreneurs of online brands that sell well target famous people in the Molam industry and have a large number of followers online to build credibility for their products by reviewing and promoting directly to the target group, with content that appeals to them, and guaranteeing quality. Over the past decade, many Molam artists have been very successful in becoming individuals who are accepted by society or their fans as a whole. Some artists have been so successful that they have had to turn themselves into executives and establish their own Molam bands, or many have become famous as young dancers with round faces who have unique dancing styles, making them famous and having more work on TV and online media for people to watch and becoming more widely known in the Molam and entertainment industries.

In addition, the great fame of the Molam artists in the group also affects the employment of the team. Molam groups in the Northeast Thailand have many large Molam groups; each group has many famous artists in the group. This is an important point in attracting employment and interest from people in society. Many Molam groups are successful because they have famous artists in their group, resulting in a long schedule of performances that span over a year.

Nowadays, many artists in the circle are starting to push themselves to gain acceptance in the public area, resulting in new generations of Molam stars continuously appearing in the industry. Many Molam circles are continuously introducing new performers to become rising stars who can reach audiences of all ages. Therefore, the image of Molam that we see in entertainment media, whether in the form of social media, is a part of creating mental happiness for viewers and fans, creating endless imagination and dreams with the beautiful images that they see, both now and in the future.

2. The role and adaptation of Molam in the public entertainment media space

At present, the adaptation of Molam artists can be considered to have improved their form in response to social changes in many aspects, especially in terms of presenting themselves on public media platforms, which was clearly seen during the COVID-19 pandemic. Molam artists and Molam bands at that time adjusted their performance format to be a live performance via online channels, adapting their performances via social media, and organizing live performances in closed group membership systems. However, in the current situation, the role of social media is still considered to be continuously increasing in people's daily lives. However, there may be changes in the use of various types of social media in line with the popularity of different user groups.

Molam performances have evolved and adapted to the values of society to suit every era. If in the future there are more digital media, it is very important for Molam to never stop developing and adapting. However, social media has both advantages and disadvantages, and it can also affect society as a whole and the stability of the artists themselves. Some artists use social media in the wrong way.

If they make mistakes with certain words or actions, it can lead to drama and damage their own image. For example, they may be criticized, sarcastic, or negatively commented on by other fan clubs or groups who disagree with a Molam artist on a certain issue. This is a controversial issue among social media users, both those who have and have no involvement in the issue on Facebook, TikTok, Instagram, YouTube, and various webboard. This phenomenon is a new phenomenon on social media around the world, and it comes with a culture of boycotting.

Therefore, the positioning of the Molam artists on the public media platform, which has a large number of people interested and following in society, must maintain stability and standards of conduct in order to maintain the fan base as well as maintain opportunities for advancement and success in the entertainment industry for a long time. There are 2 important parts that the new generation Molam artists must adapt to in order to keep up with the changes as follows:

2.1 Maintaining ties with fan club

Engagement is a key element in marketing because it impacts the sustainability of a Molam artist. If consumers or fan club are highly engaged, they will create more opportunities and be able to allocate more growth opportunities for the Molam artist to achieve success in the media space. These are often the results of relationships built through positive experiences or personal preferences.

2.2 Maintaining career security

Stability of the Molam career is considered an important thing that Molam artists must adhere to, including: 1) emotional stability, which is the stability that comes from the feelings and connection between the artist and the fans, and 2) stability that comes from social standards, which is the stability that comes from the values, culture, or norms of society. It is stability that occurs in return for what the person has received from the fan group continuously and without being arrogant.

Molam artists therefore need to employ a number of strategies to navigate the competitive entertainment market, especially in the context of changing audience preferences and technological advancements. These strategies enable Molam artists to adapt and compete in the rapidly changing entertainment market, while also maintaining their fan base and continuously building new ones, as follows:

1. Adapting to audience trends and preferences Molam artists often continuously adjust the content and style of their performances to align with audience preferences and trends, such as adding musical elements or trending genres to attract younger audiences.
2. Creating interesting and diverse content: This involves producing quality and diverse content, such as music videos, behind-the-scenes documentaries, or video clips showing live performances, which help Molam artists attract and retain audiences.
3. Collaborating with other Molam artists to create diverse content and networks, as well as making fans more accepting of the involvement of networks within the industry.
4. Social media marketing, such as Facebook, Instagram, TikTok, and YouTube, to publish their work and communicate with fans. Posting a variety of content, such as behind-the-scenes footage, live performances, and content related to performances, helps increase engagement and accessibility, as well as using streaming platforms such as Facebook Live or YouTube Live to host live performances or special events. It allows fans to access the show in real time even if they can't attend the actual show.

7. CONCLUSION AND DISCUSSION

Molam Mu is a widely known Isan folk performing art that has developed alongside the growth of society in every era. In the past, Molam was popular or known only in groups in the Northeast

Thailand. At present, its popularity has expanded throughout the region. In addition to providing entertainment, Molam also plays a role in society and culture as a medium for disseminating performing arts, which is a cultural heritage of our ancestors that reflects the way of life of people in each region. It also plays an economic role because Molam is not just a form of entertainment, but has become a career that generates income for those who are talented in Molam, making Molam an important figure who is well-known in the entertainment industry both regionally and nationally, especially in terms of the success of creating an identity on the public media platform.

The presentation of the image of the Molam artists online is a new phenomenon that has occurred in the era of globalization, where information technology has been applied to create benefits for the Molam band or the Molam artists themselves. As a result, Molam artists have become widely known through their own reputations. The most popular online media at the moment are YouTube, TikTok, and Facebook, which are websites for sharing videos uploaded by users via the Internet. This has allowed people to see more and more activities related to Molam artists. Many artists in Molam bands have a large fan base of their own, to the point that they have been able to create contact channels such as YouTube and Facebook as a medium for society to follow. They simply make video clips showing their songs, creating content, caring for their fans, greeting their fans, and updating their daily lives, etc.

The success of building a network and a fan base of oneself through society is considered a new communication strategy for new-age artists to present their own image. And when the world's direction moves towards the world of social celebrities, entrepreneurs of popular brands are targeting famous people in the Molam industry and have a large number of followers in online channels to build credibility for their products by reviewing and promoting directly to the target group, with engaging content and guaranteed quality. And throughout the past decade, many Molam artists have been very successful in becoming people who are accepted by society. Some artists are so successful that they have to turn themselves into executives and establish their own Molam bands. Or many are famous for being young dancers with round faces who have unique dancing styles, making them famous and having more works on TV and online media for people to watch and becoming widely known in the Molam and entertainment industries.

The performance of Molam has evolved and changed according to the values of society to keep up with every era. If in the future, digital media expands and has more diverse forms, Molam must not stop developing themselves. However, social media has both advantages and disadvantages, and it can also affect society as a whole and the stability of the artists themselves. Some artists use social media in the wrong way. If they make mistakes with certain words or actions, it can cause drama and lead to the destruction of their own image. Therefore, the positioning of Molam artists on public media platforms, which are interested and followed by a large number of people, must maintain stability and standards of conduct in order to maintain their fan base, as well as maintain opportunities for advancement and success in the entertainment industry for a long time. By maintaining the bond, which is an important structure in marketing because it affects the stability of consumers with Molam artists. If consumers or fans with high bonds are more motivated, it will be possible to continuously allocate opportunities for business growth and success in the media space. In addition, maintaining the stability of the Molam career is also an important thing that Molam artists must adhere to, which is maintaining the stability that comes from the feelings and bonds between the artists and their fans, and maintaining the stability that comes from social standards, which are characteristics of stability that come from values and culture in return for what individuals receive from their fans continuously.

The role of modern Molam with changes in society, culture, economy and technology is considered a mutual benefit between Molam and society in driving the economy until it can become Soft Power according to the national strategy for creative economy of the country in the future. Molam is

considered a large entertainment industry that has received attention and has a role in penetrating the entertainment market nationwide by expanding the influence of changing thoughts and changing consumer behaviors, as well as attracting attention and creating a space to impress society in a new form. Therefore, it is another phenomenon that leads the Molam industry to build a reputation that is accepted both in real and virtual areas until it becomes known in the mainstream media such as the national entertainment industry. Amidst the highly competitive entertainment market situation, it has been able to push itself to a point called success through the driving force in achieving goals from social trends.

At present, the Molam circle has developed a form of Molam group performance in a business sense, with modern income management, easy access to target groups, and is consistent with the study of (Aitthiphon Masen, 2022) who explained the context of the marketing model, economic area, and popularity of "fan clubs" or "FCs" that Molam must learn about customer behaviors that are changing rapidly and are becoming more diverse. In other words, Molam must conduct more proactive activities than in the past. Molam performances are therefore considered a performance that communicates and reflects the changes in Isan society very well. Similarly, (Skoler, 2009) explained that social media is about sharing, listening, and responding to others. This information sharing allows for the exchange of experiences, knowledge, and listening to others' opinions, building relationships, and gathering knowledge from a variety of sources, including direct experiences from followers of Molam artists' works. In addition, Molam has also changed the content of its performances to reflect social issues or participate more on public media platforms, which may cause Molam artists to start talking about social issues or personal opinions, which may make Molam not only entertainment but also a tool for expressing opinions and reflecting on society.

Presenting the public image of artists through online media platforms comes with many ethics and challenges that arise for Morlam artists, which can be analyzed in many dimensions:

1. Ethics in presenting and managing the image: artists may feel pressured to create a perfect image or meet public expectations. Presenting an image that is not true or unrealistic may create unfair expectations and affect the feelings of fans. And transparency and honesty in presenting an image that is not true to reality may cause artists to lose credibility and trust from viewers. Maintaining transparency and honesty in presenting one's identity is important.
2. Wide participation in online media may reduce the privacy of artists, and disclosing personal information may be at risk of leakage and privacy violation. And managing comments and criticisms: artists may face harsh or unfair comments and criticisms from online viewers. Managing negative comments or online bullying is an important challenge to consider.
3. Impact on feelings and attitudes: presenting a perfect or unrealistic image may make viewers feel dissatisfied or inferior, especially in cases where unrealistic beauty standards or lifestyles are promoted. The image presented in online media may create unfair expectations for both the artist and the fan, especially when the artist must try to maintain an image to meet market or audience expectations.
4. Legal challenges and freedoms: For example, using the artist's images, songs, or content on online platforms may have problems with intellectual property rights violations. Copyright infringement or unauthorized use of content can impact artists and content creators.
5. Managing social responsibility: Artists play a role in promoting values and culture through online media. Choosing to present content or images that reflect social values and responsibility can have a positive impact on society, including taking responsibility for their actions. Participating in online media means that artists must be responsible for their actions and words. Understanding the potential impact of those actions is important. Presenting an artist's public image through online media platforms requires careful consideration of ethics

and potential challenges, balancing the need to create interest and maintain authenticity, as well as managing the potential impact on the audience and society.

The concept of investment through information technology by connecting via the Internet is called e-commerce. The important elements are the structure and quality of information technology and the skills, understanding and use of digital technology of the business sector and consumers. The digital economy is the integration of computers and communication technology in the form of the Internet, which causes the transfer of information and various technologies, making the entertainment business more convenient and easier. It is an economic and social system that communicates using the infrastructure of information and communication technology, including technology that is integrated or other similar technologies.

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