

ABSTRACT

This thesis aims to describe the policy implementation One Tambun One Product (OTOP) in the occasion of community participation in sub-district Natam Yala province Thailand. and to describe the factors that affect the implementation of the OTOP policy in order to increase community participation.

in this research uses qualitative research. Which aims to describe a situation or phenomenon in sub-district Natam Thailand OTOP groups in implementing OTOP policy. In this case the researchers will collect data from interviews, recording, wibside, and documents.

Of a results of the research showed that there are two factors that affect the implementation, namely: 1. Effect of support, namely a) Resource is a decisive step towards producing. Help from government officials and the number of participants was sufficient to process the project in accordance with Chips. b) Communicatoin is a step advertises policy. c) Disposition is a step determine towards producing. the sincere and qualified staff in the leadership that has been executed well, 2. The influence of obstacles, namely. a) Resource is a step to develop quality products. b) Communication is a step in the marketing expansion. communication in marketing is not in line with the two parties outlining the traders and workers groups.

In conclusion OTOP policy implementation in sub-district Natam there are 2 factors that is very influence the inhibitory effect of support and influence. So with the obstacle at the stage in the process of how it came the failure to exercise it.

Keywords: Implementation, participation, OTOP policy.