

Implementation of public policy on e-commerce system development to promote distribution of goods and premium product of Department of Non-formal and Informal Education (NIE).

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- **Abstract:** The objectives of the study titled "Implementation of public policy on e-commerce system development to promote distribution of goods and premium product of Department of Non-formal and Informal Education (NIE)" are 1) to explore current situations, problems and needs for e-commerce system to promote distribution of goods and premium product of NIE, 2) to develop and introduce e-commerce model system for NIE and 3) to analyze the implementation of public policy on e-commerce system of NIE. The study was the action research, using mixed methods. The sample was selected from the group of 208 NIE teachers whose teaching method was based on local wisdom through the method of purposive sampling. The research instrument included survey, observation and semi-structured interview to investigate the type and the production of premium product from NIE. Questionnaire was also utilized to study the need for e-commerce system among the sample while content analysis was used to explore the implementation and practicality of public policy on e-commerce system. Statistics applied in this research included percentage, sum (Σ), standard deviation (S.D.), meeting of the qualified focus group to certify the suitability of this research platform and content analysis to study the achievement of public policy implementation. The results showed that 104 premium goods from NIE were separated into 4 categories: 1) consumption goods/artifacts/agricultural tools/household appliances, 2) clothing 3) accessories and 4) food, all of which were produced in various parts of the country. Regarding the sale of NIE's goods and premium products, the sample agreed with selling on the online platform due to increased convenience and revenue generation. The results further suggested supports for capital for business expansion, courses to drive producers' competitive advantages especially on their packaging design and QR code generation to provide specific product details and quality, advertisements on both local and international levels and a middle platform to promote NIE's e-commerce. Signature Market by NIE community was developed and implemented as the middle platform for selling NIE's products. Based on the cooperation between NIE and private sector, the

platform included 6 minor sections, which were Facebook, Line Official Account, Market Place Lazada, Market Place Shopee, Website and Instagram. It was also certified by the qualified focus group that the platform could be used as a model for future use and for more revenue generation among producers. Implementation of public policy was all based on the procedural and managerial approach, covering process design, process management and work scheduling, resulting in the desired and successful outcome of public policy implementation.

- **Keywords:** public policy, Informal Education, implementation, e commerce system