

# LEVERAGING KHON SYMBOLISM AND GOVERNMENTAL POWER MARKET-ING IN THE VU-CHAOS WORLD TO ADDRESS KAKISTOSCRYPTOCRACY

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## ABSTRACT

The study's objectives were to compare the actors in kakistoscriptocracy with Khon symbolism and to suggest a meaningful way to deal with kakistoscriptocracy in the VU-CHAOS world by utilizing Khon symbolism and governmental power market-ing. The study utilized documentary research. The findings clearly revealed that five important Khon characters (including Phra Ram, Thotsakan, Hanuman, Sita, and Animal Characters) were found to represent various functions within a kakistoscriptocracy. Moreover, as Khon characters deftly illustrate, governmental power market-ing may prove to be a useful instrument for managing the roles of different participants in a VU-CHAOS kakistoscriptocracy.

**Keywords:** Khon, Governmental power market-ing, VU-CHAOS World, Kakistoscriptocracy

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