

Chapter 20

Leveraging Khon Symbolism and Governmental Power Marketing in the VU-CHAOS World to Address Kakistoscriptocracy

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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 marketing. The study utilized documentary research. The results distinctly showed that five key Khon figures (namely Phra Ram, Thotsakan, Hanuman, Sita, and small animals) were identified as embodying the roles of all actors in a kakistoscriptocracy, especially in Thailand. Moreover, the Thai government could strategically implement “governmental power marketing” techniques, drawing from Khon archetypes, to adeptly manage and regulate various constituents, including public institutions, non-state actors, net states, the people sector, and small organizations, thus creating a more stable environment while effectively tackling the specific issues presented by each group.

INTRODUCTION

Kakistoscriptocracy describes a system of governance that combines poor administration with the harmful misuse of technologies like cryptocurrencies (e.g., Bitcoin), blockchain, and AI. This system allows non-state actors—such as individuals, firms, and pirate organizations—to avoid government regulations and engage in illegal or secretive activities across physical and virtual spaces, including the internet and the metaverse (particularly thanks to Gohwong, 2023, 2024a, 2024b, 2024c; Wichowski, 2020). The boundless possibilities of blockchain technology and cryptocurrency echo Hakim Bey's concept of “pirate utopias,” where illegal activities flourish in self-governing, unregulated spaces (Bey,

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2001). These digital currencies challenge government authority and threaten the transparency and accountability essential for effective public management. For example, Timothy C. May's idea of "crypto anarchy" illustrates how encryption greatly enhances individuals' ability to evade government monitoring, facilitating illegal financial operations and activities in underground markets (particularly thanks to May, 1988, 1992, 1994a, 1994b, 1994c, 1994d). This problem is particularly clear in the instance of ACD, a digital company that functions without a fixed physical site. A case concerning ACD, an online virtual company with no distinct physical presence, illustrates this issue. U.S. Customs fined ACD for labeling the origin of its software as "Internet," illustrating the confusion and regulatory gaps such systems exploit (particularly thanks to Ludlow, 2001).

While scholars have studied related topics like crypto-anarchy, the deep state, and shadow governance, kakistoscriptocracy is a distinct issue that needs specific attention. Timothy C. May argues that crypto-anarchy utilizes decentralization and encryption to protect individual liberties and privacy from government surveillance. This method is not fundamentally harmful; instead, it aims to create settings where people can function freely. Cypherpunk thinker Eric Hughes championed this idea, claiming that people should use cryptographic tools to safeguard themselves from dishonest individuals. Conversely, Kakistoscriptocracy uses the same technologies for negative purposes. It avoids accountability by committing crimes like money laundering, human trafficking, and cyberattacks using encryption and associated technologies. Dorothy E. Denning warned that complete anonymity on the internet could make it easier to hide illegal activity. In contrast to the deep state that covertly affects official entities, or shadow governance that emerges in fragile countries, kakistoscriptocracy intentionally undermines governance frameworks worldwide through the abuse of technology. This matter corresponds with the forecasts of Johnson and Post, who observed that cyberspace is establishing its own regulations and limits, distinct from conventional nation-states. This presents a new challenge, since technologies enable individuals to circumvent current laws and regulations (particularly thanks to Cribb, 2009; Denning, 2001; Durand and Vergne, 2013; Fitzgerald, 2021; Lofgren, 2016; Hughes, 1993; May, 1988, 1992, 1994a, 1994b, 1994c, 1994d; Nili and Hwang, 2020; Shipp and Heckenlively, 2024).

Tackling the danger of kakistoscriptocracy demands innovative and interdisciplinary approaches. One approach is to utilize Khon symbolism, a traditional Thai masked performance, to comprehend and address this challenge. Characters like Phra Ram and Thotsakan represent different roles and characteristics in Khon, both helpful and harmful. These roles significantly illustrate how decentralized systems can evolve to handle chaos while also promoting innovation and equity. Given the context of Khon as a part of Thai culture and the ethos of Thai royal public administration since the Ayutthaya era, it has a significant limitation in explaining the worldwide phenomenon. Therefore, the study initially uses Khon archetypes to achieve a deeper understanding of the balance between chaos and order in Thailand's governance. The Thai government can enhance its power and regulatory capacity by employing strategic marketing techniques to influence and manage various actors, both state and non-state entities. By merging these ideas into an integrated framework, we can effectively address the challenges posed by kakistoscriptocracy and encourage stability and responsibility in the increasingly volatile digital environment (particularly thanks to Bose, 2022; Clonzt, 2014; Farazmand, 2023; Gohwong, 2020a, 2023; Jermittiparsert et al., 2023; World Bank, 1989). To accomplish this, two primary questions emerge: In what ways can Khon symbolism be applied to recognize and examine the various actors involved in kakistoscriptocracy? What role does the governmental power marketing play in diminishing the risks associated with kakistocracy? Consequently, the study aims to develop an all-encompassing framework

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