

## Naive Art Communication Guideline to Enhance Meditation of the Person Preparing to Be Quality Elders

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**Abstract :** According to statistics, Chanthaburi Province has a high proportion of persons who will become elders, and the knowledge gap surrounding Naive art activities is still not significant. It leads the researcher to discover an exciting possibility. This research will produce an alternate activity to increase meditation in a way that is not directly tied to religion or must be done solely at religious places. This article describes the Naive art communication guideline to enhance the meditation of the person preparing to be a quality elder that must consider communication elements, which consists of sender, message, channel, which includes mainly personal media and activity media, receiver, and the factors that contribute to the success of Naive art, that are the activity leader (if any), the person preparing to be quality elders, communication context, and related person or agency. The intrapersonal communication with this activity brings those people to get an experience of meditation at the momentary level. Therefore, it is another option to enhance meditation in daily life, which can be done continuously and developed into a career. However, if those preparing to be quality elders want to focus more on meditation practice, they can try both Naive art activity and direct meditation practice together. In addition, Naive art activity can be applied to people who are interested in art activity and other target groups as well, such as children with ADHD and other vulnerable groups. However, Naive art activity has no fixed rules and no restrictions on creativity. This affects both the ease of making the works of art and, at the same time, it may be a too broad proposition for some people.

**Keywords :** naive art, communication guideline, meditation, quality elders

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