

Abstract

The study of "Dog-Runner" was aimed at studying the thought and experiences of the dog-runners in order to understand how they entered the career, how they lived their everyday life, and what their future plan. As for the research methodology, the investigator resorted to the qualitative method-symbolic interaction (perspective) or what is called "naturalistic inquiry" in-depth interview was used for collecting data.

The study found two ways leading to the career. First is the network relationship and second is from the assistant role. The decision making was caused from consideration of choices between the current career and the dog-runner. While the dog-runner can generate more income, working in village, independency job and availability of working tools than the current job.

Their first-hand experience which lack of skills include, be experience in routing, catching a dog, making an announcement, and skills in negotiating with policeman and the anti the dog-runner. However they have learnt to cope with those problems from their senior as well as their self experience. The marketing strategy is to persuade the seller by emphasis on bad side of having dogs. This is to create a sounded reasonably to their career act as the buyer and the dog owner as a seller who believed that dog is not for food.

In everyday life, the major difficulties of the dog-runners include, the grasping from policeman, media, disagreement of the dog owner and their family, and those who claim to be the dog owner. However they believe in a sacred thing to build up their confidence to stay on this career.

The dog-runners interact with various groups of people such as villager, a shopkeeper, and the dog-runners themselves. Which can be both positive and negative relationships. The reason why they are still want to be a dog runner include many factors such as an independency of the job, a better income, and they can spend more time with their family. In their attitude, there is no better career than being a dog-runner. The sampling group will also be keeping their job as a dog-runner.