

# Community image analysis for the establishment of product identities in Ban Tha Rae, Kaeng Loeng Chan subdistrict, Muang District, Maha Sarakham

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**Received:** 13<sup>th</sup> January 2023, **Revised:** 9<sup>th</sup> March 2023, **Accepted:** 17<sup>th</sup> March 2023

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**Abstract** - Raising the economy and society by using local resources as a cost results in product improvement and income growth for the community. The community is what Kaeng Loeng Chan Subdistrict is. There is a policy of linking professional groups together. developed with the participation of academics from the Faculty of Architecture, Urban Design, and Creative Arts at Mahasarakham University, the Processed Herb Manufacturing Group, the Reed Mat Weaving Group, and the Python Distribution Group, and coordinated by the Kaeng Loeng Chan Subdistrict Administrative Organization in order to establish an identity and a strong market presence. The process of implementation consists of coordinating various agencies to eliminate community needs. Community development coupled with academic design instruction Workshops to jointly develop the product image Under the grant of 1 subdistrict 1 university, this 12-month project will transfer design knowledge to the local community. Determine the capacity of community products to create and present their public image. With emblem and name, specifically woven mat @ Tha-Rea, Tai Ban Herbs, and Three-color glutinous rice roasted in bamboo joints, Due to the product's distinct identity, monthly orders increased by more than 10%. Create novelty and acknowledgement as social outcomes. It is a model community resulting from the upgrading of the Kaeng Loeng Chan Subdistrict Administrative Organization, which provides the Ban Tha Rae community with a learning resource for product upgrading and the formation of networking partnerships between communities. Consequently, it can be asserted that establishing a product's identity within the community is one of the key mechanisms that contributes to the product's market awareness and economic impact on the community. In the future, this strategy can also be applied to other

communities where numerous potential products are still awaiting development across all relevant industries.

**Keywords:** Development, product identities, community economy, design, branding

## 1. Origin and importance

Community enterprises and occupational groups in Kaeng Loeng Chan Subdistrict, Mueang Maha Sarakham District, and Maha Sarakham Province are diverse due to the abundance of natural resources and labor resources in the area. In addition to the Kaeng Loeng Chan Subdistrict Administrative Organization, there is a commitment to strengthening the community through the formation of professional groups. products and health promotion activities for economic and social development in the Kaeng Loeng Chan subdistrict based on surveys and the collection of basic community data under the tourism development project. Mueang Maha Sarakham District, Maha Sarakham Province (1 subdistrict, 1 university) Phase 1 identified a group of community enterprises and occupational groups with three distinctive products, specifically the production of processed herbs by community enterprise group herbal agriculture by the Kaeng Loeng Chan Mat Weaving group by occupation group Mat Weaving village No. 5 Ban Tha Rae ; and glutinous rice roasted in bamboo joints group by occupation group rice roasted in bamboo joints village No. 11 Ban Hua Chang. As a result of the project, the issue of operation under the sub-project related to the study of community image to create product identity and to develop the economy and society in the Ban Tha Rae community by gathering information on the product's potential and exploring the needs of the occupational group has been resolved. Finding that all three products from all three occupational groups lack uniqueness in terms of creating awareness and recognition of the product due to the lack of a distinct brand and name, although local products must rely on branding, Product owner jobs typically have budget restrictions ; to resolve this issue, the form of branding should be a design that takes into account the significance of a little budget. However, it produces a positive image. Long-term, there is a flaw in the branding procedure that permits product owners to communicate their product's identity on their own.

Therefore, there is a collaboration between academics with expertise in design in order to develop and enhance the product by creating a unique identity for the community product in the Kaeng Loeng Chan subdistrict, to create strong market awareness and promote income growth for the community. Faculty of Architecture, Urban Planning, and Creative Arts, Mahasarakham University, to transfer design knowledge to community enterprises and occupational groups within the Kaeng Loeng chan community, as well as to establish cooperation with local authorities, namely the Kaeng Loeng chan subdistrict administrative organization, to continue the project for the community's benefit. Regarding increasing income and strengthening the economy, It originated as a model community for identity formation. The policy development of the Kaeng Loeng Chan Subdistrict Administrative Organization was established. It will occur in the future.

## 2. Objective

1. Transfer information about brand design and product names to the community to improve the professional group's marketing skills and potential.
2. Develop a product's community identity so that it is outstanding and intriguing in order to generate marketing awareness.
3. Develop community involvement among academicians, subdistrict administrative organizations, and occupational groups.

## 3. Processing time period

January 2021 to December 2021

## 4. Target audience

Community enterprise group herbal agriculture by the Kaeng Loeng Chan Mat Weaving group by occupation group Mat Weaving village No. 5 Ban Tha Rae ; and glutinous rice roasted in bamboo joints group by occupation group rice roasted in bamboo joints village No. 11 Ban Hua Chang.

## 5. Expected benefits

1. Transferring academic information to the community in order to develop the potential and capability of professional groups to compete in marketing.
2. Get 3 unique community products for distribution.
3. There was collaboration between academics, subdistrict administrative organizations, and occupational groups within the community.

## 6. Project implementation/activities/assessment methods

The operational process can be divided into 3 phases: Phase 1, problem exploration and community product fundamentals ; Phase 2, knowledge transfer for product identity creation ; and Phase 3, identity and community product prototype development for distribution (Pattanopas, 2008).

### *Phase 1 Problem Survey and Community Product Fundamentals*

Operating a survey of problems and basic data, Initially, it operated by coordinating with subdistrict administrative organizations to seek advice from the responsible agency for communities with development needs. There is a gathering of

the members of 3 professional target groups. It is the process of eliminating demand from a community. to identify problems, obstacles, and conditions ; to identify potential in professional groups ; and to investigate available product attributes.



**Figure 1.** Meeting people to identify potential in professional groups

### ***Phase 2 Transfer of knowledge in the creation of product identities***

It is now time for design experts to conduct training in knowledge transfer. utilizing group participants in the form of workshops. Educate them on the fundamentals of knowledge, the significance of branding, and the necessity of having a product name. Provide knowledge of design fundamentals, origin in identity formation and investigation, in order to achieve customer satisfaction and a sense of pride in the product's uniqueness, the brand and product identity have been developed twice in collaboration with a professional group. As a product proprietor.



**Figure 2.** Community-based transfer of knowledge and creation of product identity

### ***Phase 3 Identity development and distribution of a community product prototype***

The brand identity development activity and product name are workshop activities to obtain a format that is implementable and consistent with the product's image. By combining the group members' ideas with the feedback of design experts, prototypes can be created that are functional.





**Figure 3.** Prototype development activities and Branded designs

## 7. Summary of overall operations and the main issue derived from the implementation of the project/operation

A phase 1 search uncovered an issue shared by all three occupational groups. There are groupings that produce products for distribution within a restricted group. Spread the word based on what is known. There is an unofficial name for the product. In addition, none of the three items is branded. Consequently, there was planning involved in the creation of product identity and knowledge transfer activities that appeared in the second phase of the study process (Potiwat, 2018). The outcome of the previous two phases is a brand prototype. including product names for the three products in their various forms of application.

“Tai Ban Herbs” of the Herbal Agricultural Enterprise for Kaeng Loeng chan Community has a house and a leaf for its seal design. The meaning is basic and direct. Immediately comprehensible<sup>2</sup> There is no need for complicated interpretations. perceived by colors that match to plants, with the product name labeled below the brand. This permits viewers to simultaneously perceive visuals and information.

“Woven Mat @ Tha Rae” It is the name of the product of the reed mat weaving professional group of No. 5 Ban Tha Rae, which is located in the same area as the Tai Ban herb group, so it is linked by the color of the brand and corresponds to the color of the product, which is derived from the color of the herbs belonging to the same community. Additionally, it gives the impression that the product is composed of natural components. There must be a pattern to the material for it to be considered wicker. In the center is a military Figure derived from the word mat weaving, a name called with the symbol @ representing the meaning of the location of Tha Rae village, which is a modern-feeling universal symbol. Alternately reach the next generation of customers.

“Three-color glutinous rice roasted in bamboo joints” is the brand name of a company that manufactures and distributes python rice. No. 11, Ban Hua Chang It features three distinct flavors. This feature has always been given to consumers. Due to the style of the product and the presentation image, the brand seems brown, which is the color of bamboo cylinders that have been torched for ripening, and the number

of bamboo barrels on a brown background. The number of barrels corresponds to the number of flavors that are meant to be conveyed to the consumer by the tiny boy. In addition, the product name is marked at the bottom of the logo in order to reinforce, repeat, and reconsider the information that must be transmitted.

This is reflected in the design of these three products. This leads to the product's communicative capability. Sign interpretation Interpreting the connection between the brand and the product itself creates an image in consumers' minds. that can be remembered for our future products, as shown in Figure 4.



Figure 4. Branded designs

The branding scheme for the assembly of products consists of tags and packaging stickers, as shown in Figures 5, 6, and 7.



Figure 5. Examples of product label formats



Figure 6. Examples of label formats applied to the actual product



Figure 7. Examples of branding applications for public relations advertising

**The academic conclusion** derived from the design of the identities of the three products is that the product's uniqueness can be formed by the elements of the emblem, which is associated with a specific name. It is easy to identify. The description of the emblem with descriptive letters supports the emblem itself, and in the future, commercial registration can be used to express the ownership of the professional group.



Collaboration between academics as knowledge transfer and product development for professional groups and collaboration with parish administration organizations that provide assistance in the form of community coordination, training space, and community information Career groups are guided and propelled by development approaches.

## 8. Discussion of operating results / brief synthesizers and suggestions

**Social outcomes** There has been a clearer professional integration, which, in the original, consisted of a collection of disparate pieces. With the same goal in mind, the group engages in a process of collaborative learning, product pride, and market push. By elevating the Kaeng Loeng Chan Subdistrict Administrative Organization, a model community was created for other communities to use as a learning resource and to promote policy for the future development of Kaeng Loeng Chan Subdistrict.

**Economic outcomes** When the product has been developed to be unique, clear, and more outstanding Make the onlookers interested, resulting in an increase in distribution sales of more than 10 percent per month, calculated from the average income 3 months before and 3 months after the operation. The average income before branding is 3,825 baht after marketing with branded products. Income has increased to an average of 6,550 baht, and in the future, the professional group therefore has plans for online marketing to increase the number of marketing channels.

**Academic Outcomes to Community Service Academic Services** The advantage of the operation is that it develops partnerships and networks between communities. Administrative agencies and academics in other academic and research service projects.

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