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Banana with Sticky Rice Package Design: The Inheritance of Local Intellect for Encouraging a Strong Community Economy

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ABSTRACT

This academic article claims about the designing of some banana and sticky rice packages to inherit of the uniqueness for local intellect in the community located behind Wat Pak Bor as well as promoting the community economy to have strength. Then, it aids the community members to have the extra incomes from making some banana and sticky rice, and these members are the example ones for the new generations to conserve the local intellect. Thus, it can develop further for some Inherit packages in Wat Pak Bor Community as the popular products as well as making the reputation for the community. In this case, it has applied the designing strategy and developed the packages by realizing on the values of the local intellect, the uniqueness of products and the life styles of people in this community.

According to the result, the creating of product brand and the package as this following: 1). The packages should have the suitable sizes and convenient to carry 2). The packages should have the interesting patterns with the uniqueness to represent of the local intellect 3). The brand products and the messages on the advertisement from the package can persuade the customers to come for purchasing again.

Keywords: *Package Design, Local Intellect, Community Economy*

1. Introduction

Thailand has been prosperous for a long times with arts and traditions that the ancestors have made with form and beauty. Then, Thai culture has various forms with the differences in each local area. Besides, the traditions, the spoken language, the written language, the dress, food, life style and belief. Then, it is the important factor with roles affecting to life style and living culture of Thai people, especially for religion and belief. Besides, Buddhism is the religion that most of Thai people have faith with and have relationship with our Thai lifestyle since the past times. Thus, going to the temples, making merits by offering food to monk, especially on the Buddhist Lent Day, the End of Buddhist Lent Day and End of Buddhist Lent is such a great activities. Finally, they have become to be the tradition for making practice until now.

In the past, Thai people are popularly to make the dessert in the important occasions. In addition, there are some kinds of dessert to make which depends on the human resource and times. Similarly, there are several kinds of Thai desserts using in sacred ceremony, traditions and religious ceremony. On the same way, the steps and the methods to do are delicate, especially to make the good taste. Then, it has represented to the good value of Thai people as well as making the desserts or Inherit to offer to the monk on the important festivals. With this case, it has used Taiyatan to offer for the monks in religious ceremony ; moreover, this is the popular dessert to be made throughout Thailand. Significantly, it has the good uniqueness consists of sticky rice , banana , sugar and the way to bring the banana leaves as the natural materials in local area to apply , wrap and steam to be ripe. However, in some local areas it may use other kinds of materials to wrap replacing with the banana leaves also.

Then, “Inherit” is still the dessert using in welcome guest ceremony for the guests to come for making merits or give the desserts as the food to eat during coming back home.

“Inherit” isn’t only the local dessert to apply for making the merit to offer the monk but it is also being the valuable one with culture as the intellect of the ancestors. In this case, it has the trick for the people in community for having the good interaction, good participation and unity.

“Inherit” is the dessert using in tradition. Moreover, it is always found in Lent festival. On the same way, in Buddhist Lent some local area has the ceremony of the End of Buddhist Lent day. Significantly, this dessert to use in making merit can be called Khao Tom Luak Yon or Inherit.



Figure 1 (left) Inherit of “Maelamom” in Watpakbor

Figure 2 (right) Khaotomlukyone, Origin : <http://www.thai-traveller.com>

Making “Banana Leaf” in the past was popularly to do in the villages and the communities by sharing to use in offer to the monks. However, nowadays making the Inherit is in less way, and mostly do in families or buy in the markets. In this case, there are many steps to do with complexity. Thus, people have turned back to apply other kinds of dessert instead. Then, making the Inherit in this day has several objectives differently from the past to eat in the village or in festivals and traditions. Thus, now it has become to sell for the required people in religious day only.

On 10 September, 2015 Department of Cultural Promotion has announced to register the intangible cultural heritage of A.D. 2015 in seven fields totally seventy-sixth lists. Besides, for one of all Inherit is the Intangible Cultural Heritage for the nation. However, it is risky to be loss in the knowledge field with the practice of natural and universe.

According to the registration of Intangible Cultural Heritage for the nation, it is risky to be lost. Thus, it should promote to make the Inherit without losing in Thai culture.

Thus, it has the necessity to inherit the intellect for the ancestors. Then, lifting the level of the Inherit to be the local products including with creating the package to be interesting can be one guideline to solve the problem and conserve the intellects of culture in the future.

According to above reason with the strategic plan of Kasem bandit university, it has the framework to combine the mobilization and resource of the university to gain the good direction and goal. Then, it can develop our future to response of the context changing for Proactive Practitioner. Similarly, the academic service for social can promote them to bring the knowledge for applying of community development and society in occasions. Then, it includes

with being the academic participation networks to determine the objectives that is to make the academy service as the alternative to our society. Similarly, it has focused on the development and the creative knowledge publicity to work in dynamics society and ASEAN Economic Community: AEC. Therefore, it includes with the capability to create the outstanding academic work and lifts up the development with the requirements of department. As the result, it can develop our society to have the stability.

Consequently, for academic designing product of architecture faculty in Kasern bandit university it has realized about the importance in designing and developing the community products. Then, it can create the strength to community, inherit the intellect heritage to the ancestors and promote to develop the society with long term. Therefore, according to the surveying of surrounding community around the university it was found that the community area around Wat Pak Bor has the community products to develop further as the number one products. What's more, it should promote them to be the well-known ones by using the designing strategy and develop the packages.

Then, it must consider about the uniqueness of community, such as Wat Borworn and community lifestyle as the creative guideline and designing. In this case, it includes with the package development of Malamom's Inherit. As the result, she is the only one manufacturer of Inherit in Wat Pak Bor Community.

The community promoting with strength and long term development should gain the participation from community people and retailers. Then, they think creatively and develop the community products under the name of "designing and developing project of Inherit package following with the uniqueness of Wat Pak Bor Community to support the community strength" What's more, it complies with the announcement that Department of Cultural Promotion has registered the Intangible Cultural Heritage in order not to be risky for losing. In this case, students of designing product department have surveyed on Wat Pak Bor community in Soi Ounnut 35, Sukhumvit 77, Suanluang District, Suanluang Sub-district, Bangkok. Then, it has the goal to develop the products and the package of the Banana with sticky rice of Maelamom. Thus, it can promote for the community economics to have strength with the development and self-management in long term. Therefore, they might have their better quality life which aids people in the community to gain the actual happiness and being number one products of Wat Pak Bor

community as well as being the model product of community, conserve the intangible cultural heritage and further the knowledge to develop other kinds of products to the community.

2. Research objectives

- To develop the knowledge to community in academic service for society by bringing the designing knowledge to apply with the package development according to life style and uniqueness of community
- To support the good image to products and the Banana with Sticky Rice package as the popular products of Wat Pak bor community and make the famous name in the increasing way
- To support the good image for faculty, subject and university to community and society

3. Population and sampling group

3.1 Scope of Area

Banana with sticky rice shop which is called “Maelamom” is located at Soi Ounnut 35, Sukhumvit 77, Suanluang District, Suanluang Sub-district, Bangkok.

3.2 Scope in Design

According to the surveying by making questions, studying information and joining to plan by creating the designing work and developing Maelamom’s Banana with sticky rice package. It has been with the uniqueness of Wat pak Bor community in the designing scope as this following:

- Logo Design
- The Banana with Sticky Rice Package Design

4. Conclusions for Inherit package design

4.1. Study in history of the community located behind Wat Pak Bor

Wat Pak Bor has assumed that this temple was built approximately in A.D. 1809 totally 199 years. In addition, there were Chao Phraya Bodindacha Singhasanee or the Smuhnai and the major general in the late period of King III to the early period of King IV , who gave and built the land since their soldier and they had moved to win the army of Nakorn Wiangchan. After that, they sent the prisoner of war

from Wiangchan to stay at Suanluang District. Later, they built the temple for the people to make a merit with the tradition. Moreover, this temple has the old name as Wat Huakhoung because it is located at the curve of Phrakhanong. After that, it has altered the name to Wat Phai Lom to be suited with the real condition in that age. In addition, people near this place are popularly to plant the bamboos, and they have the occupation as weaving. Soon, this temple has been altered the name again as Wat Pak Bor for being suitable with the area condition. Moreover, inside the temple and the community it has the large pond at the center. Then, the temple area is located at the edge of canal until is called as Wat Pak Bor. After that, behind Wat Pak Bor it has the small community so that it is called Wat Pak Bor community. As the result, it is located at Suanluang district as the crowded community, so it can announce to be the community with the rule of Bangkok in A.D. 2002 with the populations totally 1,327 people from 281 households and 9 community committees.

According to the studying and the surveying to interview from the members in community, it was found that Wat Pak Bor community has the lifestyle with Wat Pak Bor. Besides, they have the faith in buddism, so they always offer food to monk with the religious festival. In addition, the old occupation is weaving because in this area there is a lot of bamboos. However, now these bamboos will be applied for building the house with less jobs of weaving increasingly.

4.2 Designing of Product Brand

*To survey for interviewing about problems and the requirements of the manufacturer for the Banana with Sticky Rice, it was found that in Wat Pak Bor Community there is only Lamom Phakphu who is a grandmother of this family to make the Banana with Sticky Rice for selling. In addition, this family has sold the Banana with Sticky Rice since the ancestors until now. Thus, the taste of this food is delicious with applying the good quality of raw materials. Therefore, it is well-known to people around there, and significantly it just won the prize of the intellects for the old people in domestics science for food field. Finally, it is on the list of 1 in 10 good taste food in Bangkok also.

*According to the analysing of the requirements and the knowledge combination to develop the products in community it was found that the quality of the Banana with sticky rice is the good quality one with good taste. However, it should support and develop this food to have the good image and be the number one of Wat Pak Bor community. Then, it should design the brand product and the package to conduct with the uniqueness of community. Thus, it should create the good image and the credit to the Banana with sticky rice of Lamom or the warm and

kind grandmother which is the owner of this recipe. Finally, it should design the product brand of Maelamom of Wat Pak Bor to guarantee of quality and deliciousness.





Figure 3 Product Brand of Maelamom's Banana with Sticky Rice in Wat Pak Bor

4.3 The development of package for the Banana with Sticky Rice with uniqueness of Wat Pak Bor Community

The Banana with Sticky Rice is the good example to create the good value to products from telling stories and exist cultures in each local through designing work. Besides, at present life style of them have changed, and the new generation have applied the modern job without conserving this career. On the other hand, it is the local intellect to be maintained and conserved. In addition, the important point is that the conserver still lacks of skills to tell stories for create increasing value to their products. Therefore, it should give the importance and bring back the cultural stories in the community including of promoting to inherit the knowledge and increasing value skill by applying the stories in the products and brands.

According to the analysis of stories, lifestyles and requirements including of the possibility to design and develop the package , it shows that the Banana with Sticky Rice can tell the life style stories of community through package designing. As the result, it is as the uniqueness of Wat Pak Bor community to be analysed as this following:

Table 1 Analysis of Uniqueness for Wat Pak Bor Community

Story/Life Style	Action/Activity	Uniqueness of Community
Life Style with Closing to the temple	Go to the temple for offer food to monk	
In the earlier, there are a lot of bamboos.	Working on bamboo weaving, such as round bamboo basket and basket.	

According to the table for analysing, it can analyse from the uniqueness image of Wat Pak Bor community in clear way from two works : 1. The Banana with Sticky Rice to be popularly to offer to monks in the religious ceremony and 2. Weaving or the old career of community

The uniqueness of Wat Pak Bor Community to be analysed can be applied as the element in designing work and develop the Banana with Sticky Rice package. Then, it can be as the uniqueness of Wat Pak Bor community by using weaving pattern as the guideline to design the package.



Figure 4 Package of Maelamom's Banana with Sticky Rice in Wat Pak Bor

According to the image to bring the weaving pattern for using in designing, it is as the uniqueness of community to be analysed and bring the designing work to the members in community. Then, the designer has considered and gave the suggestion that the costs in manufacturing process in the package may be too high which can't place for the paper box weight in the good way. Thus, if the paper box has much thickness to place for the Banana with Sticky Rice with the required weight, the manufacturing costs will be higher with levels.

- Designing Work Assessment

According to the suggestion of the members in community and the designer in this subject, it should adjust for the designing guideline to represent of the uniqueness for the community more obviously as this following:

- 1).The using of basketwork made by natural materials and the uniqueness of community to manufacture the package
- 2). The creation of new pattern package to make the remarkableness to the product



Figure 5 (left) Package Pattern of Bamboo Weave Basket in the New Form

Figure 6 (right) Sign to show the product details and components



Figure 7 Package of Maelamom's Banana with Sticky Rice in Wat Pak Bor as the Uniqueness of Community

- Summary of Designing Work

The designing of the Banana with Sticky Rice Package : the conservation of uniqueness in local intellect to promote the economics to have strength. Besides, it can conclude the details to create the brand product and the package for promoting the Banana with Sticky Rice to be the economic products of community. Thus, it should realize on these issues:

- 1). Proper size on package to be convenient to carry
- 2). Interesting pattern of package with uniqueness to show of the local intellect
- 3). Brand product and advertising message on the package to invite the customers for buying again

In this case, the package is regarding as the important part to make the motivation to the products by creating the brand product. Moreover, the designing of suitable package can urge the customers to believe and trust for coming back again to buy the products. In this case, it can make advertisement to the package to be proper and beautiful.

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