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Public Relations Media Design Guidelines for Driving Community Economic Development: A Case Study of Tong Chom Market, Wat Phra Non Chakkasi

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Abstract

This research aims to study and propose public relations media design guidelines appropriate to the context of Tong Chom Market, Sing Buri Province, in order to support community economic development. A mixed-methods approach was employed, combining quantitative and qualitative methodologies, including field surveys, participatory observation, in-depth interviews, and questionnaires. The sample consisted of 100 market vendors and 100 tourists, and the data were analyzed using descriptive statistics, including percentage, mean, and standard deviation. The findings indicate that effective public relations media design should clearly reflect local identity by incorporating Phra Non Chakkasi as the primary symbolic element, as it represents the center of faith and a key landmark connecting the market with the temple where it is located, while the presentation of well-known community products helps stimulate purchasing decisions. The use of vendors as communication representatives effectively conveys friendliness, emotional engagement, and a sense of place ownership, thereby strengthening local identity and media credibility. In terms of media format and visual presentation, semi-formal media combined with photographic imagery achieved the highest level of audience satisfaction, particularly images with appropriate light, color balance, and contrast that clearly convey the market atmosphere and narratives while enhancing visual depth and interest. The application of technologies such as drone aerial photography and digital editing techniques further improved visual perspectives and storytelling sequences. Overall, the results demonstrate that identity-based and visually driven media design can enhance awareness, increase perceived value, and effectively support sustainable community economic development.

Keywords: Community Economic Development, Public Relations Media, Tong Chom Market

1. Introduction

The government focuses on driving the basic economy and solving the problems of the people's stomachs. The Ministry of Commerce, through the Department of Internal Trade, has implemented a community market development project for local businesses. Under the name of the "Tong Chom Market" project, the goal is to develop 231 community markets nationwide to use community markets as a mechanism to expand marketing channels for farmers, community enterprises, cooperatives, and SMEs to help solve agricultural product problems.

This will lead to stimulating the domestic economy and distributing income to the local area in a concrete way. (Department of Internal Trade, 2016)

Tong Chom Market is not just a sales area. Rather, it is an economic and cultural space that reflects its identity. Through the sale of agricultural products, handicrafts, arts, and OTOPs produced by local people, with a focus on landscape development, orderliness, price transparency, and product quality, along with the preservation of arts and culture and community identity, the community market has become a cultural and economic tourism destination that can create jobs. Generate income and strengthen the pride of the local people. However, driving the community market to be able to create awareness, attract consumers, and increase competitiveness in the current economic context requires effective public relations media that is suitable for the context of the community. Therefore, the public relations media plays an important role in conveying information. (Salma et al., 2024) Create an image and communicate the values, identity, and story of the market to the target audience. (Dilenschneider, 2022) In particular, the use of modern media that combines technology and design to increase attractiveness and accessibility. (Katz, 2022)

Designing Public relations media with appropriate concepts and strategies. It not only helps to create awareness and credibility in the community market. It can also increase the value of goods and services, stimulate purchasing decisions, and promote income distribution within the community effectively. (Silverman et al., 2024; Cheuypong, 2024) Therefore, the study of the approach to the design of public relations media to support the driving of the basic economy is an important issue that should be studied systematically. For this reason, the research on Guidelines for the design of public relations media to drive the grassroots economy Case Study: Tong Chom Market at Wat Phra Non Chakasi, so it aims to study the context, potential, and identity of the Tong Chom Market. This will lead to the proposal of appropriate public relations media design guidelines that will help strengthen awareness. Increase economic value and support the development of the community's foundation economy to be strong and sustainable.

1.1 Research Objective

1.1.1 To study the context The identity and potential of the Tong Chom Market at Wat Phra Non Chakkasi, which affects the design of public relations media.

1.1.2 To propose guidelines for designing public relations materials that are suitable for the context of the community and can support the creation of awareness, add value, and stimulate the basic economy in a sustainable manner

2. Literature review

Concept of community economy and foundation economy

The concept of community economy and foundational economy focuses on economic development based on the potential and resources within the area, with the community playing a central role in the development process in terms of production, marketing, and income distribution. Strengthening the community economy is an important mechanism to reduce inequality and create economic sustainability. In particular, the link between economic activities and culture. This adds value and differentiates the community's products and services. (Phriwanrat et al., 2023; Gudeman, 2022)

Community Market and Tong Chom Market Project

Community markets are considered socio-economic spaces that reflect the way of life. The Tong Chom Market project of the Department of Internal Trade aims to raise the level of the community market to meet the standards of image. Orderliness, transparency, and product quality, along with the preservation of arts and culture and local identity. Developing a community market in such a way not only promotes income generation but also helps build pride and strength in the community in the long run. (Ngamsanga et al., 2022)

Media Design and Visual Communication Concept

Media design is a process that combines knowledge of the visual arts. Communication and technology to convey messages to create awareness and understanding effectively. The concept of visual communication suggests that images, especially photographs, can convey emotions, stories, and identities quickly and clearly. Visual elements such as color, light, shadow, contrast, and visual composition all affect the perception, interest, and recognition of the audience, which is crucial for the design of public relations materials. (Guan, & Wang, 2022)

3. Methodology

This research uses qualitative and quantitative study methods, including field trips for surveys. Participatory observation of the community, in-depth interviews, and analysis for application as a guide in the design of media for public relations. The procedure for conducting the research is as follows:

Step 1: Survey, collect data, and analyze to design public relations materials.

- 1.1 Review of relevant data sheets and research
- 1.2 Field data collection
- 1.3 Analyze field data.

Step 2: Design and Development

- 2.1 Format of media, including print media.
- 2.2 Going to the area to shoot and take pictures for media preparation
- 2.3 Prepare materials and test satisfaction.
- 2.4 Analyze the results.

Step 3: Summarize the results to create a guide for media design.

The tools used in the research include:

1. Field observation forms include taking notes and photographs to find important issues such as lifestyle, culture, distinctive identity, and activities.
2. The interview form is divided into 2 groups, namely entrepreneurs and tourists, to find out the strengths and weaknesses of the must-see market.
3. Questionnaire to assess satisfaction, divided into 2 groups: entrepreneurs and tourist groups. The questionnaire is a scale for estimating 5 levels

Data Analytics

The satisfaction questionnaire found the mean and standard deviation of the satisfaction level by dividing the criteria as follows:

4.50-5.00	means Strongly Agree
3.50-4.49	means Agree
2.50-3.49	means Neutral
1.50-2.49	means Disagree
1.00-1.49	means Strongly Disagree

4. Results

From the survey, data is collected and analyzed to design public relations materials. It can be divided into the types of information of the Tong Chom Market at Wat Phra Non Chakkasi in Sing Buri province as follows:

1. Information about the Tong Chom Market at Wat Phra Non Chakkasi

1.1 The history of the Tong Chom Market at Wat Phra Non Chakkasi. Wat Phra Non Chakkasi is a royal monastery. It is located in Chakkasi Sub-district, Mueang District, Sing Buri Province. Away from Sing Buri city, it is a famous big temple of Sing Buri Province and is the place where the largest reclining Buddha is enshrined, presumably built in the Ayutthaya period. The Reclining Buddha, or Reclining Buddha, is a reclining Buddha. There is a beautiful Buddhist appearance and a couple of houses and cities in Sing Buri province. It has historical significance that is revered by the people of Sing Buri and neighboring provinces.

1.2 General information of the market: the Tong Chom Market at Wat Phra Non Chakkasi. Wat Phra Non Chakkasi Market It is located in the area of Wat Phra Non Chakkasi, which is adjacent to Wat Phra Non Chakkasi. For decades, it has been a market where villagers and people in the community bring their own products, such as vegetables, fruits, pastes, and the province's famous fermented fish products. Ready-to-wear Established on July 23, 2016, it was promoted on July 23, 2016, with 148 stalls. Open daily from 08.00 to 18.00 hrs.

Table 1: shows the products available in the Tong Chom Market Wat Phra Non Chakkasi

Store Type	Quantity (stores)	Percentage
Savory food	31	24.80
Sweet foods	27	21.60
Drinking water	16	12.80
Vegetables and fruits	24	19.20
Clothing	2	1.60
Souvenirs	11	8.80
Arts and Crafts	3	2.40
Others	11	8.80

From Table 1, it is found that out of the number of 125 stores, there were 31 savory food shops (24.80 percent), followed by sweet food (27 stores) (21.60 percent), fruits and vegetables

(24 stores) (19.20 percent), drinking water (16 stores) (12.80 percent), souvenirs (12.80 percent), and others with the same number of shops at 11 shops (8.80 percent), and the last 2 shops were arts and handicrafts (3 shops) (2.40 percent) and souvenirs (2 stores) (1.60 percent).

Table 2: shows the analysis of data to guide media design

Design Information	Mean	S.D.	Order of appropriateness
1. Identity			
1) Phra Non Chakkasi	4.53	0.617	Strongly Agree
2) Famous Products	4.72	0.625	Strongly Agree
3) Environment	4.36	0.625	Agree
2. Characteristics of the media			
1) Photos	4.89	0.402	Strongly Agree
2) Painting	2.70	0.858	Neutral
3) Graphics	2.59	0.589	Neutral
3. Individuals use as agents.			
1) Community users	3.34	0.792	Neutral
2) Merchant / Vendor	4.71	0.645	Strongly Agree
3) Actress / Singer	4.10	0.563	Agree
4. Media Image			
1) Warm (Family)	4.42	0.538	Agree
2) Bright, cheerful	3.47	0.655	Neutral
3) Natural	4.67	0.621	Strongly Agree
5. Media Elements			
1) Contents	2.96	0.562	Neutral
2) Market Photos	4.60	0.498	Strongly Agree
3) Photos of merchants and vendors	4.77	0.358	Strongly Agree
4) Product Photos	4.70	0.494	Strongly Agree
5) Environment Photos	3.62	0.599	Agree

Table 2 shows the analysis of data to be used as a guide for the design by asking 100 traders and 100 tourists and using the average value. Phra Non Chakkasi The average value of the product is 4.72 (SD 0.625), and the famous product has an average value of 4.53 (SD 0.617), which can show the uniqueness of the Tong Chom Market at the level of Strongly Agree and the environment. It has an average value of 4.36 (SD 0.625) and can show its identity at the Agree level. Illustration Characteristics Photo Type The average value is 4.89 (SD 0.402), which is suitable for media preparation at the Strongly Agree level. Painting has an average value of 2.70 (SD 0.858), and the graphics The average value is 2.59 (SD 0.589), which is appropriate at the neutral level.

The people who will be used in media filming are merchants and vendors with an average score of 4.71 (SD 0.792), which is appropriate at the level of Strongly Agree. Actress or Singer The average score was 4.01 (SD 0.563) at the Agree level, and for Community users, the average value of 3.34 (SD 0.645) was appropriate at the Neutral level.

The image of the media should show naturalness. The average score was 4.67 (SD 0.621), which was appropriate at the Strongly Agree level. Warm (Family) The average score is 4.42

(SD 0.538), appropriate at the Agree level, and the appearance is bright and cheerful. The average value is 3.47 (SD 0.655), which is appropriate at the neutral level.

Elements in the preparation of media should focus on: Photos of merchants and vendors It has an average value of 4.77 (SD. 0.358). Product Photos It has an average value of 4.70 (SD. 0.494). in the market Photos The average value was 4.60 (SD. 0.498) with an appropriate level of Strongly Agree. Environment Photos The average score was 3.62 (SD. 0.599), which was appropriate at the Agree level and in terms of content. The average value is 2.96 (SD. 0.562), which is appropriate at the Neutral level

Based on the results of the data analysis, only the appropriate data at the Strongly Agree level were selected as a guide for media design, which can be summarized as a design guideline as follows:

1. Therefore, the selection of products to be used as representatives in the media preparation of Tong Chom Market Wat Phra Non Chakkasi by selecting among themselves from a group of entrepreneurs in total, a total of 7 shops, including transformed fermented fish, Steamed Fish in Red Curry Mousse, Sun-dried fish, Fish Cake, Kanom Tuay, fresh vegetables, and toys made from scrap materials.

2. The characteristics of the images used in the media are photographs.

3. Representatives in the presentation by traders and vendors.

4. The image of the media shows naturalness.

5. Elements in the preparation of the media focus on photos of traders, vendors, products, and markets.

6. Publicity media include print media such as posters, pamphlets, and postcards.

Design concepts include Im Bun, Im Thong, Tong Pai, and Tong Chom.

"Im Bun" means "full of merit," representing coming to worship Phra Non Chakkasi.

"Im Thong" means "full stomach," tasting famous products in Tong Chom Market.

"Tong Pai" means "must go," expressing invitation.

"Tong Chom" means Tong Chom Market, Wat Phra Non Chakkasi.

Figure 1: poster



Figure 2 : Leaflet



Figure 3 : Postcard



Table 3: Results of Satisfaction Assessment with Print Media

Assessment Items	Mea	S.D.	Satisfaction Sequence
Posters			
1) Attractiveness	4.20	0.435	Agree
2) Detailed Information	4.37	0.496	Agree
3) Illustration	4.71	0.472	Strongly Agree
4) Color, clarity	4.46	0.744	Agree
5) Positioning	4.63	0.686	Strongly Agree
6) Font Style	4.24	0.451	Agree
8) Suitability	4.36	0.487	Agree
9) Tell the story	4.28	0.446	Agree
Total average	4.38	0.487	Agree
Leaflets			
1) Attractiveness	4.78	0.479	Strongly Agree
2) Detailed Information	4.44	0.67	Agree
3) Illustration	4.65	0.678	Strongly Agree
4) Color, clarity	4.53	0.496	Strongly Agree
5) Positioning	4.41	0.659	Agree
6) Font Style	3.92	0.301	Agree
8) Suitability	4.46	0.510	Agree
9) Tell the story	4.95	0.238	Strongly Agree
Total average	4.54	0.521	Strongly Agree
Postcards			
1) Attractiveness	4.62	0.654	Strongly Agree
2) Detailed Information	4.28	0.476	Agree
3) Illustration	4.66	0.562	Strongly Agree
4) Color, clarity	4.47	0.784	Agree
5) Positioning	4.49	0.717	Agree
6) Font Style	4.14	0.486	Agree

Assessment Items	Mea	S.D.	Satisfaction Sequence
8) Suitability	4.17	0.544	Agree
9) Tell the story	4.30	0.603	Agree
Total average	4.38	0.487	Agree

From Table 3, the results of the satisfaction assessment for the overall picture of each type of print media can be summarized as follows:

Satisfaction with the poster type was at the Agree level with an average of 4.38 (SD. 0.487), with satisfaction with the attractiveness of the illustrations (4.71, SD. 0.472) and the placement of the images (4.63, SD. 0.686) at the Strongly Agree level, while the attractiveness of the format (4.20, SD. 0.435), the detail (4.37, SD. 0.496), the color and clarity of the illustrations (4.46, SD. 0.744), the font style (4.24, SD. 0.451), the suitability for public relations (4.36, SD. 0.487), and the ability to convey the story of the Tong Chom Market in Sing Buri Province (4.28, SD. 0.446) were at the Agree level.

Satisfaction with publications in the type of pamphlets was at the Strongly Agree level with an average of 4.54 (SD. 0.521), with satisfaction with the level of attractiveness (4.78, SD. 0.479), the attractiveness of the illustrations (4.65, SD. 0.678), the color and clarity of the illustrations (4.53, SD. 0.496), and the ability to convey the story of the Tong Chom Market in Sing Buri Province (4.95, SD. 0.238) at the Strongly Agree level, while the detailed information (4.44, SD. 0.67), the placement of the images (4.41, SD. 0.659), and the suitability for public relations (4.46, SD. 0.510) were at the Agree level.

Satisfaction with postcard publications was at the Agree level with an average of 4.38 (SD 0.487), with satisfaction with the attractiveness of the format (4.62, SD 0.654), the attractiveness of the illustrations (4.66, SD 0.562) at the Strongly Agree level, and the detailed information (4.28, SD 0.476), the color clarity of the illustrations (4.47, SD 0.784), the placement of the image (4.49, SD 0.717), the font style (4.14, SD 0.486), the suitability for publicity (4.17, SD 0.544), and the ability to convey the story of Tong Chom Market in Sing Buri Province (4.30, SD 0.603) at the Agree level.

5. Conclusion

From the study of basic information and products of the Tong Chom Market Wat Phra Non Chakkasi in Sing Buri province. With surveys and interviews with vendors in the market, you must see the Temple of the Sleeping Buddha. The data can be divided into 2 parts as follows:

1. General Information

Tong Chom Market Wat Phra Non Chakkasi It is located in the Wat Phra Non Chakkasi, which is a royal monastery of the third class, which is the place of enshrinement of the reclining Buddha built in the Ayutthaya period. The market was established on July 23, 2016, and is a market where villagers and community members bring their own products to sell. Open daily from 08.00 to 18.00 hrs. The unique feature of the market is the wearing of blue shirts, sackcloth, and different colors of sacks on Saturdays and Sundays, and there are performances from young people.

Figure 4 : The uniqueness of the Tong Chom Market Wat Phra Non Chakkasi



2. Tong Chom Market product information on the market

The inside of the market consists of savory food shops. Sweet food, vegetables and fruits mostly, and souvenirs. The famous products of the market are transformed fermented fish, steamed fish in red curry mousse, sun-dried fish, fish cake, kanom tuay, fresh vegetables, and toys made from scrap materials.

Figure 5 : Famous products in the Tong Chom Market Wat Phra Non Chakkasi



The results of the evaluation of the development and preparation of public relations materials from 100 market vendors and 100 tourists showed that the appropriate form of media was used to promote the Tong Chom Market at Wat Phra Non Chakkasi. It has the following elements:

1. The uniqueness aspects used include:

1.1 Phra Non Chakkasi is a Buddha statue that has been with Phra Non Chakkasi Temple for a long time, and because the market is located inside the temple, it is considered an important feature that can invite tourists to worship.

1.2 Famous products because the use of products for public relations can convince consumers to be interested and come to buy products.

1.3 Persons used as public relations agents It is a merchant because it can convey the emotion of ownership, and most importantly, it is very endemic and unique.

2. The format and image of the media include:

2.1 Images used to accompany the media are used as photographs because they can communicate the image most clearly and are convenient to create.

2.2 Media image It mainly uses naturalness by expressing it through the smiles of the merchants and vendors and the color scheme of the image, as well as the layout that looks comfortable on the eye.

2.3 The format of the media is semi-formal so that it can be used for any occasion and does not look boring.

3. In terms of content, it is important to show the products and the friendliness of traders and vendors.

4. Technology: Technology has been used in media design, including drone flights, as well as editing techniques to create interesting perspectives, sharpness, and interesting image sequences.

In conclusion, satisfaction It was found that the print media used beautiful illustrations that could express the identity in its entirety and clearly. Interesting and eye-catching positioning There is an interesting format; especially the pamphlets are novel and can convey the story of the must-see market to the greatest extent. Information Letters There is a high level of satisfaction.

According to the conclusion of the research, it was found that the highlight of the design of public relations media that had the greatest impact on the level of satisfaction of the target audience was the use of photographs to accompany the media, which was assessed to have the highest level of satisfaction in all types of media. The findings reflect that photography plays an important role in communicating images. This is in line with the research entitled Graphic Design And Photography: Veritable Tools For Mass Communication (John et al., 2025). Create awareness and effectively convey the identity of the community market. This is in line with the research on Photography is a Tool of Social Awareness (Das & Chakrabarti, 2021). Especially in the context of Tong Chom Market Wat Phra Non Chakkasi, which is outstanding for its lifestyle, culture, and atmosphere of the area.

The photos used in the media design should be consistent with the concept and context of the story to be communicated, both in terms of form, color, and mood of the image, so that it can properly convey its identity and create a clear image for the community market. In the publicity materials of Tong Chom Market Wat Phra Non Chakkasi, photos were chosen with proper management of weight, light, and color. The histogram balances the brightness of both

the dark and bright parts of the image, resulting in sharp and dimensional images. This is in line with the research on analysis of the effectiveness of means to achieve optimal color balancing in obtaining a digital photographic image. (Kovalskyi et al., 2022)

This characteristic reflects the use of the contrast principle. This is an important element that helps create dimensions. Depth and interest in the photo. An image that can capture a complete range of color information from dark to light tones improves perceptual value and visual appeal. As a result, the audience will be more interested, have a common emotion, and better remember the image of the market. This is an important factor that supports the effectiveness of public relations media in driving the community's basic economy.

Figure 6 : Light and Color Histogram



Acknowledgment

This research was supported by Suan Sunandha Rajabhat University.

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