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LOCAL COMMUNITY BRANDING – A CASE STUDY OF KUDEEJEEN COMMUNITY, BANGKOK THAILAND.

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ABSTRACT

The research ideas on local community identity in branding design for the purpose of community identity design – A Case Study of the Kudeejeen Community in Bangkok, is a research utilizing a quantitative research method on identity and design materials within the community. The objective is to yield a methodology for the graphic materials of branding design which would present the community in a way that stimulate tourists interest in visiting the Kudeejeen community. The population used in the study comprises Thai tourist within the community whom were picked by accidental sampling. The tools used for the research is questionnaire asking tourists to identify branding and graphic elements to represent community identity. Statistics used for analysis include percentages, means and standard deviations. Data collection centered on two major issues – the first on branding materials that appropriate symbol and name, and the second on graphic materials as color, typography, illustration and layout. The results was summarized into two approaches of community identity were used; 1) Branding materials was determined that religious places as the greatest importance symbol of community and the proper brand is descriptive names. 2) Graphic materials was determined complementary of warm color, sans-serif type, photo technique and modular grid were used in corporate identity design for community.

Keywords: Local Community, Local Identity, Branding Design, Graphic Design, Kudeejeen Community

INTRODUCTION

Current economic initiatives in Thailand have started to give importance to the concept of “creative economy”. The concept is based on the notion of fueling economic expansion and development with assets generated via creativity. [1] As a follow up to the government’s Creative Economy policy as the driving force for our Nation’s future economy, “Commercial Identity” project under the direction of the Ministry of Commerce, to bring out the provincial identities with the help from the office of commerce in each province. [2] In publicizing culture, either as a selling point or as a tourism attraction, to generate additional value and drive the community’s economy, the action also helps to reinforce the awareness and adoration the community itself has for its own culture. If a community can apply resource in the development and strengthening of the local community. They will be sustainably achieve self-reliance. [3] A part of sustainable development is culture-based development. Because culture is a part of people life in the community. Culture is a merit goods in economic production and product consumption. It’s not just satisfied for consumer but has benefits to society. That is key principle to increase the products and services value. [4] The main idea

of this research is the local identity derived from capital culture. Piers Bourdier (2007) is described in the economy of symbolic property as capital, culture appears in 3 forms, which are 1) something that is embedded in a person or group of people, such as thoughts, imagines or beliefs 2) something that are in physical form, such as drawings, tools, equipment, buildings or places 3) Acceptance rules that the most people agree with, such as accepted in the monarchy, temples, schools, traditions or activities sharing of society. [5] Researcher focuses on article 2 because that is concrete and clearly visible, by focusing on buildings that are religion related since it is an interesting feature of the community.

Thailand is a country that assimilates a multitude of races of people who have migrated from their original lands. Therefore, the country currently possess communities that are sites of cultural and local identities. One such site is the Kudeejeen community. In 1767, a few months after the destruction of Ayutthaya the former capital of Siam, King Taksin established the new capital city of Thonburi on the west bank of the Chao Phraya River. The monarch also allocated pieces of land to different communities, including one called Kudejeen to a small Portuguese community. The name Kudeejeen is said to be derived from either kutijeen which means “Chinese monk’s residence” in Thai, or kuleejeen, which translates into “Chinese laborers.” The Portuguese settlement brought about a complex yet harmonious set-up where Christians, Buddhists and Muslims have been co-existing together peacefully for more than 200 years. The Kudeejeen community is a mix of religions and cultures that harmoniously exist side by side, and predominantly it remains Buddhist, Muslim and Catholic. The Kudeejeen community is often referred to as the Portuguese community of Bangkok and is home to a large number of Thai Catholics. Santa Cruz Church is the centre of the community, established by a Portuguese immigrant in 1769; it is the oldest Catholic Church in Bangkok. The settlement also introduced a culture that was distinctive to the place, as well as unique Portuguese-influenced. [6] The Kudeejeen community has a unique identity that has retained many local traditions, by religious places that located together are presented another identity and important place of this community. Nowadays, this community is interested from both Thai and foreigner tourists, resulting in business and various activities in the community and most of them requires a community identity to present their image brand identity.

Corporate identity mean image expose that appears to the audiences, as presenting the organization identity by using graphic elements,[7] or image communicate in a systematic in order to create unity identity. Currently, identity systems are not used only for organizations or companies, but also has been applied to the brand. Therefore is the origin of brand identity system created.[8] In general, corporate identity creation consists of core two components : name and symbol, but there are still other important elements, such as typography, color signature, tagline, including pattern or form for identity created. Therefore conclude that a brand can is a name, term, sign, symbol or design or a combination of them, which is intended to identify the goods or services of one seller or group of sellers and differentiate them from those of competitors[8]. For communities, logos and taglines are merely tools to implement a brand. A true brand is the differentiation between a product, service, or locale using a set of tools that include logos, taglines, typefaces, and colors. The tools, well deployed, will craft that differentiation and make it clear to the consume or, in the case of communities, the host of stakeholders involved (residents, business owners, investors, visitors). At the end of the day, a good community brand is a promise a place makes to people. It is built over time and capitalizes on the imagery, feeling, and allegiance felt when people see the image of their community whether it is a symbol that evokes history, a tagline that builds pride of place, or colors and typefaces that evoke images or signals sense of place for the community[9].

From the above information, it can be seen that creating a brand identity in addition to a

good image presented to brand community. Moreover, adding value to community' products as well. Particular the use of cultural capital' community for applied because that is considered to a path of sustainable development and creative economy. Kuddeejeen community have a various culture and ethic, which is considered as the community identity. Especially religious places that have become to community landmarks. It can be seen aside from unique name, which important places in the community are another thing that can represent the community as well.

MATERIALS AND METHODS

The research ideas on local community identity in branding design for the purpose of community branding – A Case Study of the Kuddeejeen Community in Bangkok, is a research utilizing a quantitative research method on identity and design materials within the community which are associated with local landmarks. The researcher chose to use landmarks in community for selecting the identity place to be used to create a questionnaire, and to be quantitatively used in collecting information with local resident demands about greatest symbol in this community. Moreover, branding and graphic materials from literature review as name, color, typography, grid system and illustration was applied to design sampling for selection on the questionnaire (Table 1-5). Additionally, information from relevant documents, researches and articles were analyzed. The populations used for the research comprise: 1) 50 local residents who have lived within the community for no less than 10 years. 2) 100 residents of Bangkok who were tourists. Data was collected using research tools that questionnaires, both of which were then used to collect information, in order to determine a framework for branding design, in a way that would meet the objectives. Data gathering was split into 2 parts: 1) data collection about place relating to local community within the Kuddeejeen community, by local residents who have lived within the community for no less than 10 years. 2) Collection of tourists' opinion about branding and graphic materials.

Table 1. Brand name design sample

Name Type	Design Sample
Descriptive Names	กรุงเก่าเล่าเรื่อง (Krung Kao Lao Reuang)
Coined Names	กะดี-กู๊ดจิ้น (Kadee-Kuddeejeen)
Dictionary Words	เรื่องเล่าชาวกะดีจิ้น (Reaung Lao Choa Kadeejeen)
Geographic Names	ย่านกะดีจิ้น (Yan Kadeejeen)
Abbreviated Names	กะดีจิ้น (Kaddeejeen)

Table 2. Typography design sample

Font Type	Design Sample
Sans-serif	kadeejeen กะดีจิ้น KADEEJEEN
Serif	kadeejeen กะดีจิ้น KADEEJEEN
Block	kaddeejeen กะดีจิ้น KADDEEJEEN

Script	<i>kadeejeen</i> กะดีจิน
Display	<i>kadeejeen</i> KADEEJEEN กะดีจิน

Table 3. Color design sample







Color	Design Sample	Color	Design Sample
Warm		Cool	
Monochrome		Harmony	
Complementary		Triangle	

Table 4. Layout design sample







Color	Design Sample	Color	Design Sample
Manuscript Grid		Modular Grid	
Column Grid		Hierarchical Grid	

Table 5. Illustration design sample

Color	Design Sample	Color	Design Sample
Painting Technique		Photo Technique	

Computer Technique		Collage Technique	
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RESULTS AND DISCUSSION

The result of the research on local community identity in branding design , can be classified into three parts of data analysis results.

Part 1: Data on Local symbol

Information acquired from relevant documents and researches provided the following findings, which indicate that important local landmark can be classified into 6 places. The researcher then used these selected materials as tools for the research, to determine the most appropriate symbol to be used as the topic of presentation when publicizing the community through public relations medium. According to the opinion of people in the community, the important landmark of community are as follow: First is the Kanlayanamit temple. Second is the Prayurawongsawas Warawihan Temple. Third is the Kuan An Keng Shrine. Data collection in the field allowed the researchers to discover that the religion place as the greatest importance symbol of this community.

Part 2: Data on design materials

Information acquired from relevant documents and researches provided the following findings, which indicate that branding materials can be classified into 2 types: 1) Names and 2) Graphic element. The researcher then used these selected materials as tools for the research, to determine the most appropriate tools to be used as the community branding design. These tools are adapted to the design sample, which applied to the questionnaire (follow to table 1-5) form for the audience. The research population sample are the Thai people who tourist within the community. The audience were picked by accidental sampling. According to the questionnaire, the result are as follow: (1) the descriptive name is proper name within the Kuddeejeen community brand (2) warm colors, sans-serif type, photo image and modular grid were most selected in corporate identity design.

Part 3: Experimental Design

The implementation of this design will be represented through a printing media design under the guiding idea of “Learning on tour”. The aim of media is to publicize cultural tourism for the religion places in the Kuddeejeen community. The guide book was selected to a main design implement. Branding and graphic materials selected was applied in design component. (Follow figure 1- 4)



Figure 1: Headline

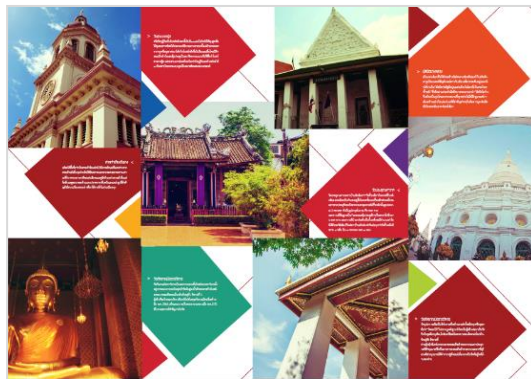


Figure 2: Brochure layout



Figure 3: Book layout



Figure 4: Brand implement

CONCLUSION

The research Ideas on local branding design for the purpose of Publicizing the Community – A Case Study of the Kudeejeen District of Bangkok has allowed the researchers to discover methods of using local symbol to create identity design guideline of publicizing the Kudeejeen community and create print media for community.

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