THE DEVELOPMENT OF DIGITAL MEDIA FOR PROMOTE COMMUNITY PRODUCTS.

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ABSTRACT

Objectives of this research were to collect community product data at Bang Ban District, Phra Nakhon Si Ayutthaya, to develop digital media which helped to promote well known the community products and to assess satisfaction with creating digital media to promote community products. Researcher used research methods and digital media development by collecting data from identity interview about the community products and questions about the satisfaction with digital media to promote community products, quantitative data analysis by calculating frequency, percentage, mean and standard deviation (S.D.)

Research result found that products in community at Bang Ban District, Phra Nakhon Si Ayutthaya province had various products but they are not well-known also the community product makers lacking understand in public relation and lack of technology knowledge for helping to promote public relation which is the main channel now that technology has influenced the way of living. Researcher collected community products data to build the digital media by using motion graphic technology and multimedia and from questionnaire about the satisfaction with promoting community products which was the very good level due to products could be presented to be interesting, easy to understand, able to disseminate and easily to reach targeted group

Keywords: Media for Promote, Digital Media, Community Products

INTRODUCTION

From policy to promote community products development of government push the villager in communities produced products to sell, to promote and support and to create strengthen communities that can be self-reliant from local resources to develop into quality products to build stable income. Products in each community were similar and different according to their domicile. Products in some communities were popular with variety of factors such as innovation of products, local uniqueness, products sold in tourist attraction or popular locals while there were many communities could not sell products as requirement or successful

Bang Ban is the one of district in Phra Nakhon Si Ayutthaya province, Thailand consists of 16 Districts such as Bang Ban, Wat Yom, Sai Noi, Saphan Thai, Maha Phram, Kop Chao, Ban Khlang, Phra Khao, Namtao, Thang Chang, Wat Taku, (Bang Luang, Bang Luang Dot, Bang Hak, Bang Chani and Ban Kum. The most population in Bang Ban District had the main professional were farming, brick making, gardening, ole woodworking by having community volunteer groups and community housewives set up their own community product groups in order to spend free time and it is considered the opportunity to unite the community. Bang Ban District is the one of community where had community products for sale but it is not successful yet. From the reflection problems from the villagers in community

found that the reason in that Bang Ban District was not the tourists attraction area where had more draw traffic. Even though there are many important tourist attraction areas, where are not popular affected community products distribution not successful as they should be and lack of the public relation knowledge included to access technology and modern presentation form. Researcher therefore realized that the important to digital media development to promote community products

OBJECTIVE

1. To collect the community products data
2. To develop digital media to promote the community products
3. To assess the satisfaction with digital media to promote the community products

Research framework

In this research, researcher collected data and data analysis by interview identify of community products in term of the participatory with community in Bang Ban District, Phra Nakhon Si Ayutthaya by in-depth interview to find the solution to develop the media to promote community products and assess the satisfaction with digital media to promote community products in the scope of digital media consisted by the community products data in Bang Ban for 16 types of amount of district

Research framework
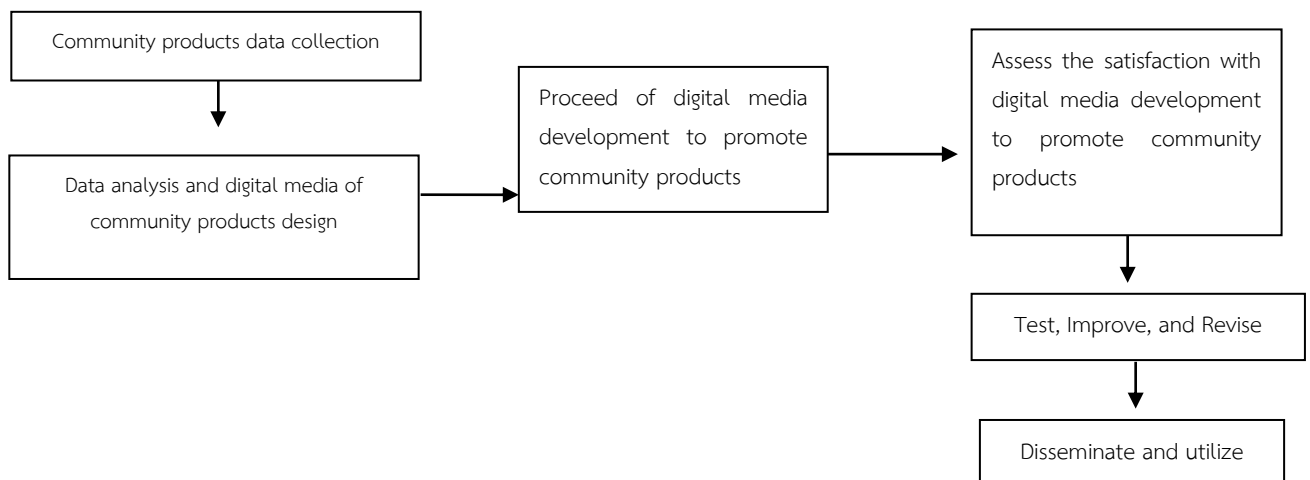
LITERATURE REVIEW

Digital media concept

The communication about the meaning of fundamental perception was the principle of picture and signage selection to communicate the meaning for anything how much the communication can be made the receiver know and understanding what they want to communicate, it often depended on the abstract level of what the digital medial design meant media taking the message, graphic, animation and sound to arrange in the platform accordance with advance computer technology, online media or intermediary created by advancement in computer technology taking message, animation graphic, sound and video in the arrangement process and production method by linking together for benefit of use and to align with objectives or electronic media by using digital code during the number of "0" to "1" to display data.

Significant of digital media
1. Assist the trainees learning more and getting long remember
2. Assist the receivers learning more and getting long remember
3. Assist causing attention and participation in receiving message process
4. Assist to make the difficult and complex things to become easily understand
5. Assist to increase efficiency to transmit the content by saving time and labor

Digital media had most components, it had meaning complexity to propose the creative idea, able to apply the content and method to propose to target group particularly. Digital media was more efficiency in term of marketing communication included to create value added for products to be reliable and tangible by creating inspiration and facility to customer and create for the opportunities for business

Concept of promotion and public relation

Public relation was the method and process in communication to create the relationship and understanding what was proposed. The following of media used in public relations were;

1. Personal media was the most efficiency media to assist the media to achieve due to the person could communicate, know the reaction from receiver message promptly, change the behavior both of themselves and receivers message all the time to support the communication successful

2. Media was the media to follow huge receiver message in the same time. Media had the most such as newspaper, television, and broadcast radio

3. Special media was produced by special content and purposed to receiver especially

4. Modern media and electronic media was the media developed by integration according with new technology and creative idea

METHODOLOGY

Research of digital media development to promote the community product had research methodology and development as follow;
1. Digital media to promote community products
2. Satisfaction questionnaires affecting the digital media to promote community products

Tools development process
Digital media development to promote community products
1. Community products data collection from identity interview of product in community in term of participation with community area in Bangbal District, Phra Nakhon Si Ayutthaya by in-depth interview and to study data collection from documents, textbooks, and articles
2. Design draft of digital media to promote community products
3. Proceed of digital media development to promote community products
4. Assess the satisfaction with digital media development to promote community products
5. Test, Improve, and Revise
6. Disseminate and utilize

Satisfaction assessment affecting the digital media to promote community products
Satisfaction questionnaire of digital media user to promote community products was the measurement 5 rating scales level

Data analysis
Data analysis from satisfaction questionnaire from sampling group used the digital media to promote community products by Percentage, Mean and Standard Deviation (S.D.)

RESULTS

Research of digital media development to promote community products, researcher operated the research to align with the objectives by proposing the data analysis from satisfaction assessment by media users shown in assessment result on table 1

Table 1. Satisfaction Assessment of Digital Media User to promote community product design

Lists	Data		
	$\bar{x}$	S.D.	Interpret Result
1. Suitability of alphabet	4.42	0.79	Above average agree
2. Design and layout	4.71	0.49	Very high agree
3. Illustration correspond to the content	4.28	0.95	Above average agree
4. Interested in content	4.71	0.49	Very high agree
5. Image clarity	4.42	0.79	Above average agree
6. Attractiveness of presentation format	4.71	0.76	Very high agree
7. Complete Data and Detail	4.57	0.79	Very high agree
8. Using the right color and scheme	4.28	0.76	Above average agree
9. Consistency between images and content	4.57	0.53	Very high agree
10. Language is clear	4.42	0.53	Above average agree
Mean	4.51	0.55	Very high agree

From table 1. Satisfaction assessment result of digital media user to promote community products design in the over view very high agree ($\bar{x}$ = 4.51 ,S.D. = 0.55) when considered in each part found that interested in content and design and layout had Mean at very high agree ($\bar{x}$ = 4.71 ,S.D. = 0.49) then was the consistency between images and content and complete data and detail had Mean at very high agree ($\bar{x}$ = 4.57 ,S.D. = 0.79)**,** image clarity and language is clear had Mean at Above average agree ($\bar{x}$ = 4.42 ,S.D. = 0.79/ $\bar{x}$ = 4.42 ,S.D. = 0.53), illustration correspond to the content and using the right color and scheme had Mean at above average agree ($\bar{x}$ = 4.28 ,S.D. = 0.95/ $\bar{x}$ = 4.28 ,S.D. = 0.76)

Table 2 Satisfaction assessment of digital medial to promote community products in term of product promotion

Lists	Data		
	$\bar{x}$	S.D.	Interpret Result
1. The media make the product attractiveness	4.28	0.85	Above average agree
2. Content is useful for product presentation	4.30	0.86	Above average agree
3. Able to understand product easily	4.4	0.88	Above average agree
4. Able to create product image	4.5	0.9	Above average agree
5. Affect the product awareness	4.51	0.9	Very high agree
Mean	4.39	0.87	Above average agree

From table 2. Satisfaction assessment of digital media user to promote community product in term of product promotion in the over view was above average agree ($\bar{x}$ = 4.39 ,S.D. = 0.87) when considered in each part found that the media affected the product awareness had mean at very high agree ($\bar{x}$ = 4.51 ,S.D. = 0.9) then it was able to create product image had mean at above average agree ($\bar{x}$ = 4.5 ,S.D. = 0.9), Able to understand product easily had mean at above average agree ($\bar{x}$ = 4.4 ,S.D. = 0.88), the media make the product attractiveness had mean at above average agree ($\bar{x}$ = 4.28 ,S.D. = 0.85)

CONCLUSION AND FUTURE WORK

Research of digital media development to promote community products, researcher walked through to survey the problem of public relations and community product distribution to analyze and design the digital media to promote community products besides identity interview of community products by collecting, designing and developing technology, graphic and utilizing by using QR code technology to access those media to increase comfortable channel to receive message by digital media to promote community products consisted the products public relations of Bang Ban District, Phra Nakhon Si Ayutthaya Province for 16 products such as the products from Bang Ban District, Wat Yom, Sai Noi, Saphan Thai, Maha Phram, Kop Chao, Ban Khlang, Phra Khao, Namtao, Thang Chang, Wat Taku, Bang Luang, Bang Luang Dot, Bang Hak, Bang Chani, and Ban Kum the components of content were message and graphic image in info-graphic feature which were able disseminate information through online media and able to use QR code technology to access data, to access public relations easily on anytime and anywhere

From satisfaction assessment of digital media user to promote community products found that the idea of sampling group affecting the design in the overview was very high agree. Product promotion was above average agree while they had more idea from sampling group that digital media to promote community products made the community products attractiveness more, made to know and interest community products more and got more knowledge in some product and know the other sub-districts at Bang Ban District in Phra Nakhon Si Ayutthaya Province. This research summary of digital media development to promote community products could help to promote community products to well-known more, help to create products attractiveness, to promote using community products caused to create income for community and develop to strengthen career to sustainability living

ACKNOWLEDGEMENTS

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