

# CREATING AN IMAGE WITH DIVERSITY FROM NATIVE PLANTS IN NUTRITION IN PHRAEK NAM DAENG SUBDISTRICT, AMPHAWA DISTRICT, SAMUT SONGKHRAM PROVINCE

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## ABSTRACT

Abstract— The research on creating an image with diversity from native plants in nutrition in Phraek Nam Daeng Subdistrict, Amphawa District, Samut Songkhram Province is qualitative and quantitative research to explore native plant diversity in nutrition. To apply the image design of Phraek Nam Daeng Subdistrict, Amphawa District, Samut Songkhram Province. Focus on conducting surveys to obtain facts and context about the community. Based on in-depth interviews with local sages, Community leaders and community members found that local plants that are found to be very common and commonly used as food are Nipa palm, Seablite, and Azima sarmentosa. However, a native plant that is suitable for use in developing community products to create an image and identity is seablite, as it is a year-round plant that is popular for consumption. The appropriate product is Crispy Seablite, which is fried and dried at 80 degrees Celsius and will keep its shape intact. In addition, an important element in creating an image for the community is the environment in which the coastal area is located, which is a mangrove forest with mangrove roots as a symbol. To design patterns on packaging Product image satisfaction assessment results are at the highest level. It has an average of 4.80 (SD. 0.422), and the image per package is at the highest level. It has an average value of 4.80 (SD. 0.422). The packaging style consists of patterns and colors that come from the diversity of local plants, allowing it to represent the identity of the community at the highest level. It has an average of 4.94 (SD. 0.238).

Keywords—Image, native plants, Phraek Nam Daeng

## INTRODUCTION

Government policy to generate income In order to enhance the competitiveness and expand the marketing channels of the business, it strengthens the process of creating a career. Create quality jobs for people to earn a higher income thoroughly with the philosophy of the Sufficiency Economy. Sustainable development: people are at the center of development, adhering to economic growth principles that reduce inequality. Drive growth by increasing productivity based on wisdom, natural resources, and innovation. (Suchat Amnatwipavee, Siritwat Plainbangyang, Pensri Chirinang and Jirapan Sakuna, 2020)

From the survey of the Praek Nam Daeng community, it is a community with abundant natural resources due to the clay lowland with slopes. The north is higher than the south, and the west is higher than the east. The area adjoins both the canal, which is salt water, and the river, which is fresh water. It has 36 canals linked to it, so there is a year-round tidal circulation. In the rainy season, there is a flood of water that carries natural fertilizers to make the soil fertile. It was found that the Phraek Nam Daeng sub-district also has resources in different areas, such as in the Moo 1 area with coconut plantations and the Moo 2 area with coconuts and rice. Area 3 contains rice, and Area Moo 4 covers both fresh and salt water. Moo 5 and Moo 6 are saltwater shores mainly for fishing and shrimp farming. From such agricultural products, various by-products are often found, such as rice straw. Rice husk, coconut materials, and aquatic plants such as algae are by-products of shrimp farming. (Panya Tokthong, 2022)

Based on the above data, the researcher therefore had the idea to explore the diversity of indigenous plants. In Phraek Nam Daeng Subdistrict, Amphawa District, Samut Songkhram Province, to collect as an example to study and develop as raw materials for creating community products, which is considered to combine natural resource capital with creativity as a way to create value to promote the community economy along with conservation. It is also environmentally conscious by using resources in a cost-effective and maximum-benefit manner.

## LITERATURE & THEORY

Native plants in Phraek Nam Daeng Subdistrict are mainly saltwater plants. It is an ecosystem that is connected to the land and the water. The tropical and subtropical seas of the world consist of various plant and animal societies living together in brackish soil environments and regularly flooded by sea water. Therefore, mangrove forests are found in coastal areas. Estuaries of rivers, bays, lakes, and around islets in coastal areas We

can call mangrove forests after important tree species that are found in large numbers, that is, mangroves. There are also plant species such as Nipa palm, seablite, and Azima sarmentosa. (Panya Tokthong, 2022)

BCG Economy (Bio-Circular-Green Economy) is one way to create an advantage in both economic and environmental aspects. BCG is a holistic economic development with all three dimensions: Bioeconomy: Focus on the use of biological resources to create added value. Linked to the Circular Economy: Taking into account the reuse of various materials as much as possible. Under the Green Economy, economic development is not only focused on income. However, it must be developed in tandem with social aspects and environmental protection in a balanced manner. Taking advantage of biodiversity and culture ( National Science and Technology Development Agency, 2023)

## OBJECTIVES

1. To explore the diversity of native plants in nutrition in Phraek Nam Daeng Subdistrict, Amphawa District, Samut Songkhram Province.
2. To create guidelines for image design with diversity from native plants in nutrition. In Phraek Nam Daeng Subdistrict, Amphawa District, Samut Songkhram Province

## METHODS

This research There are methods of conducting qualitative and quantitative research. The sequence of steps is as follows:

1. Field survey and sampling with in-depth interviews from local sages. Community leaders and community members in Phraek Nam Daeng Subdistrict, Amphawa District, Samut Songkhram Province talk about the types, features, and benefits of indigenous plants, with an emphasis on nutrition and related local wisdom.
2. Analyze data to create an image-building approach.
3. prototyping products and conducting satisfaction assessments to guide their implementation.

Tools used to collect data Questionnaire to assess satisfaction The query is a 5-level approximation scale: 5 means most, 4 means high, 3 means medium, 2 means little, and 1 means less.

The satisfaction questionnaire finds the mean and standard deviation of the satisfaction level, divided into the following criteria: 4.50-5.00 means most, 3.50-4.49 means high, 2.50-3.49 means medium, 1.50-2.49 means little, and 1.00-1.49 means less.

Statistics used in data analysis The researcher used ready-made software to analyze statistical data and present the analysis results, consisting of percentages and means.

## RESULTS

From field surveys and field sampling. With in-depth interviews from local sages. Community leaders and community members in Phraek Nam Daeng Subdistrict, Amphawa District, Samut Songkhram Province about the species, characteristics, benefits of local plants, and related local wisdom found that:

1.1 The indigenous plants that have been used as food and have been explored in Phraek Nam Daeng Subdistrict, Amphawa District, and Samut Songkhram Province are Nipa palm, Seablite, and Azima sarmentosa, as shown in Table 1.

Table 1: Sections and periods of indigenous plants that are used as food

Native plant species	Parts that can be used for cooking			period	popularity
	leaf	flower	fruit		
Nipa palm			✓	October-December	✓
Seablite	✓			All year round	✓
Azima sarmentosa	✓		✓	All year round	×

Table 1 concludes that indigenous plants that are suitable for use in nutritional development are Seablite because it is a year-round crop and popular; Nipa palm is also popular but has a period of time; and Azima sarmentosa is available throughout the year but is not popular.

From the study and survey of the area, it was found that the plant that is suitable to be experimented with and developed as raw material to create an image is seablite because it is a plant that has a large amount, is available all year round, and is popular. In addition The context of the community as an identity can be used to create an image. Mangrove environment in coastal areas Use eco-friendly color schemes to reach consumers. This can be summarized as a design guideline, as shown in Figure 1.



Figure 1 shows the guidelines for creating an image.

Creating an image with diversity from native plants in nutrition in Phraek Nam Daeng Subdistrict, Amphawa District, Samut Songkhram Province is divided into 2 parts as follows:

1. The analysis of the area plants is designed as a community product, namely Crispy Seablite, by washing Seablite and boiling it in boiling water at 100 degrees Celsius. For 2–3 minutes, soak it in cold water to keep it green. Fry in oil over medium heat for 5 minutes to stabilize the seablite, then put it in a hot air oven to remove the oil. The heat used in the oven is heated to 80°C and takes 2 hours to bake. In this research, choose from a total of 4 flavors, selected using community context and marketing possibilities as criteria:

Original t retains the uniqueness of the chakram flavor without flavoring.

Seafood Due to the context of the community next to the sea, it is a source of seafood trading.

caramel Amphawa is a source of coconut, which is translated into sugar.

Wasabi Probability and compatibility of flavors and reach to consumer groups

2. Packaging design to promote the image of Crispy Seablite products by using the community context as a guideline, namely the environment with coastal areas, which are mangrove forests, using mangrove roots as symbols. Use different flavor tans by choosing environmentally friendly tones to reach a wide range of consumers, as shown in Figures 2, 3, 4, and 5.

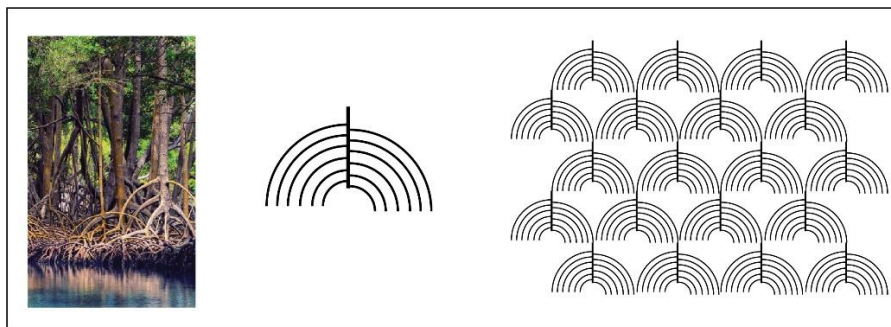


Figure 2 shows the design of the pattern from the roots of the mangrove tree.

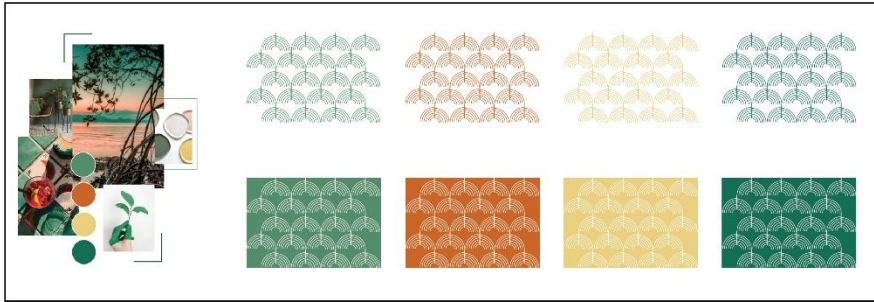


Figure 3 shows the color designation for packaging



Figure 4 shows the packaging format.



Figure 5 shows the prototype packaging

Table 2: Satisfaction with Product Prototypes and Packaging

list	Mean	Deviation standard(S.D.)	Satisfaction Level
Product suitability	4.80	0.422	most
Taste suitability	4.60	0.516	most
Packaging suitability	4.76	0.429	most
Color suitability	4.75	0.479	most
Pattern suitability	4.70	0.483	most
Product image	4.90	0.316	most
Image of packaging	4.80	0.422	most
Uniqueness of the community	4.94	0.238	most

Table 2 shows that satisfaction with product image is at its highest level. It has an average value of 4.90 (SD = 0.316), indicating that the product is suitable at the highest level. It has an average value of 4.80 (SD. 0.422). With an average of 4.60 (SD. 0.516), the satisfaction level of the packaging image is at its highest level. It has an average value of 4.80 (SD. 0.422), with details consisting of suitability at the highest level. It has an average of 4.76 (SD. 10.29) for color. It has an average of 4.75 (SD. 0.479) for patterns. It has an average of 4.70 (SD. 0.483), which is the highest satisfaction with the uniqueness of the community. It has an average of 4.94 (SD. 0.238).

## CONCLUSION AND FUTURE WORK

### *Conclusion and discussion*

Creating an image with diversity from native plants in nutrition in Phraek Nam Daeng Subdistrict, Amphawa District, Samut Songkhram Province by using qualitative study methods and conducting research. The conclusions of the research are as follows:

1. Local plants that have been used as food and are found in Phraek Nam Daeng Subdistrict, Amphawa District, and Samut Songkhram Province are Nipa palm, seablite, and Azima sarmentosa, each of which has its own characteristics, benefits, and medicinal properties.
2. Local plants that are suitable for use in creating an image include Seablite because it is a year-round plant that is popular and suitable for seasoning, consisting of 4 flavors: Original flavor, which preserves the uniqueness of indigo flavor without additives, Seafood flavor, due to the community context next to the sea, is a source of seafood; caramel amphawa flavor is a source of coconut, which is translated into sugar; and wasabi flavor. Probability and compatibility of flavors and reach to consumer groups
3. Elements that can create a unique Phraek Nam Daeng Subdistrict, Amphawa District, Samut Songkhram Province include the environment with coastal areas, which are mangrove forests using mangrove roots as symbols.
4. The results of the product and packaging satisfaction assessment were at the highest level, with the composition of suitability in terms of product style, product taste, and packaging style consisting of patterns and colors. This is in line with Khanin Phriwanrat's opinion that the approach to community development towards creative cities and being able to add value should be creativity by bringing together cultural, historical, customary, and environmental assets. Combined with modern technology to become a city with an atmosphere conducive to business creation or creative industries. (Khanin Phriwanrat, 2020)

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