

# PACKAGING AND LOGO DESIGN FROM THE CULTURAL CAPITAL "WAY OF LIFE KHIRI WONGKOT"

**Khanin Phriwanrat**

*Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*Email: Khanin.ph@ssru.ac.th*

## ABSTRACT

This research article, Packaging and symbolic design from the cultural capital "Way of life Khiri Wongkot" is part of the project to develop and create a product's image from local materials and the cultural capital in order to generate perception and competitiveness. "Way of life Khiri Wongkot" aims to study in local material and the cultural capital of Khiri Wongkot village, Na Yung district, Udon Thani province. The researcher analyze, synthesize and design a creative products under the "Way of life Khiri Wongkot" framework by collecting information from documents, books, researches, academic articles and also had a field work collecting information from the community which is related to packaging design, logo and Khiri Wongkot's local materials.

The study result was found that natural dyed shawl with a size of 60 x 180 centimeters is the local product of Khiri Wongkot village, Na Yung district, Udon Thani province. From the further information from a field work in the community was found that there is no brand and packaging. They only have the community identity such as an ecotourism by "E-tak car" which is the community's tour vehicle. The local animal is "Stone crab" and Para rubber is their industrial crop. The researcher brought the concept of Chanoknart Mayusoh (2020) stated that "The design of visible symbolic by detail reduction but retain the main structural pattern." and the concept from Thipsuda Phatumanont (1992) stated that "A logo design by adding an element, picture in alphabet or alphabet in a picture. It will add a picture of animals, plants or anything that relates to its product and service and adding an inspirational item into a logo by using an animal and community tourism services." Therefore, the researcher had used the mentioned concept to design a logo for Khiri Wongkot village by adding the use of local material in packaging production of natural dyed shawl, which concerns about the community production's potential.

**Keywords:** Khiri wongkot, Packaging Design, Cultural Product

## Statement of the problems

According to the development plan of Udon Thani 2018 – 2022. There was a development plan in topic one, a trading and investing development to enhance a competitive advantage in Greater Mekong Subregion. The development approach is to create value added products and services. The strength of Udon Thani province is that it is a center of trading in upper Northeastern region. Even though there are 44,000 small and medium enterprises, there are still some limitations in the competition among entrepreneurs and lack of the cooperation as a group of traders in various fields. Especially new generation entrepreneurs and Start Up, where

technological advances and Thailand 4.0 strategy will create an investment opportunities, innovations and expand a business through online networks.

The cooperation in the economic development of Greater Mekong Subregion will facilitate and an opportunity to entrepreneurs in Udon Thani province. Besides, the development covers trade routes; R8, R9, and R12 which are connected to Lao PDR, Vietnam and southern China, making more convenient in products transportation. The government also promotes local tourism and MICE city which Udon Thani province has been selected by the government.

Udon Thani province has a strategy for Na Yung district which is the project of enhancing quality of life, local community economy, and religion. Besides, there are various projects such as promoting arts, culture, and local wisdoms that are consistent with research projects in developing and creating a product's image from local materials and the cultural capital in order to generate awareness and competitive advantage. The concept of "Way of life Khiri Wongkot" also aimed to use all above mentioned strategies to enhance its competitive potential and create value added products and services.

### **Research Objectives**

1. Study and analyze the cultural capital of Khiri Wongkot village, Na Yung district, Udon Thani province.
2. Packaging and symbolic design from the cultural capital in the concept of "Way of life Khiri Wongkot".

## **RESEARCH METHODOLOGY**

The project of developing and creating a product's image from local materials and the cultural capital in order to generate awareness and increase competitiveness of "Way of life Khiri Wongkot. There are conducting processes as follows.

### **The first process: Descriptive Research.**

This is a qualitative study to obtain a cultural capital of Khiri Wongkot village, Na Yung district, Udon Thani province by using the following methods.

### **Textbooks and academic articles study.**

The researcher studied and analyzed an information from documents, researches, books and academic articles.

The information that have been studied were history of the community, local material, cultural capital and product development process.

### **Sample size**

Twenty villagers in Khiri Wongkot community.

### **Research tools**

The interview made of the documents study, books, researches and academic journals related to the development of community products and products development process.

### **Data collection method**

Field work for in in-depth detail interview.

## **Data synthesis**

Content analysis consists of five steps as below.

1. Transcribe an in-depth interview in verbatim.
2. Data preparation which obtained by collecting in various methods into different file formats and use them to data analysis
3. Coding, categorizing or data indexing.
4. Making provisional conclusions and shortening data.
5. Processing and summarizing facts, including searching, pattern, grouping, factor analyzing, event identifying and ideas linking with discovered theories.

## **The second process: logo and packaging design.**

This is a product selection in the first process to design and develop logo and packaging as below mentioned.

## **Textbooks and academic articles study.**

The researcher studied and analyzed an information from documents, researches, books and academic articles.

The information that have been studied were history of the community, local material, cultural capital, product development process, logo design and packaging design.

## **Sample size**

Products of Khiri Wongkot community.

## **Research tool**

Note- taking.

## **Data collection method**

Data collection by field work study.

## **RESEARCH FINDINGS**

According to the research objective one; Study and analyze the cultural capital of Khiri Wongkot village, Na Yung district, Udon Thani province. The result was found as below.

### **Khiri Wongkot village.**

Khiri Wongkot, a tourist village surrounded by lush mountains of Na Yung – Nam Som National park where is the origin of Huay Phang waterfall, the stream that feeds all life in the village for agriculture. The outstanding tourism of Khiri Wongkot is that there is a community's tour all-terrain vehicle looks like E- Tak car, a vehicle that modified from local wisdom. These vehicles are able to go off- road and take tourists heading to Huay Phang waterfall. Along the path, there are a lot of greenery of the cassava fields intersperse with rice and millet farms on the vastly hill. After that, tourists will walk through rice paddies on the hill, pass a crystal clear stream to the habitat of stone crab. The characteristic of stone crab is similar to sea crab which has a flat back, big eyes, and fleshy. It can be cooked in various menus as delicious as sea crab. There is a stone crab tasting period only three months during August to October. After that period, villagers will stop catching and let stone crab to have a natural breeding in order to maintain them live with Khiri Wongkot all the time. Besides, there are various tourist attractions such as Huay Chang Plai waterfall, hiking trail along the mountain ridge through

the place that has been used as a military camp fought with a former Communist Party of Thailand. Not only just a natural hiking route, there are also seasonal orchards at Khiri Wongkot village such as rambutan, longan, sweet tamarind, orange, lychee and juicy strawberry.

### **Khiri Wongkot weaving group**

Khiri Wongkot weaving group is led by Mae Bualian Chansri- on. She uses her own home as a working place for weaving group. The main product is a natural dyed shawl with a size of 60 x 180 centimeters. It was found that the group did not have any brands and packaging. Therefore, the researcher focused on creating a logo and packaging for the weaving group.

According to the second objective mentioned about Packaging and symbolic design from the cultural capital in the concept of "Way of life Khiri Wongkot". The researcher had designed a symbol and packaging as following.

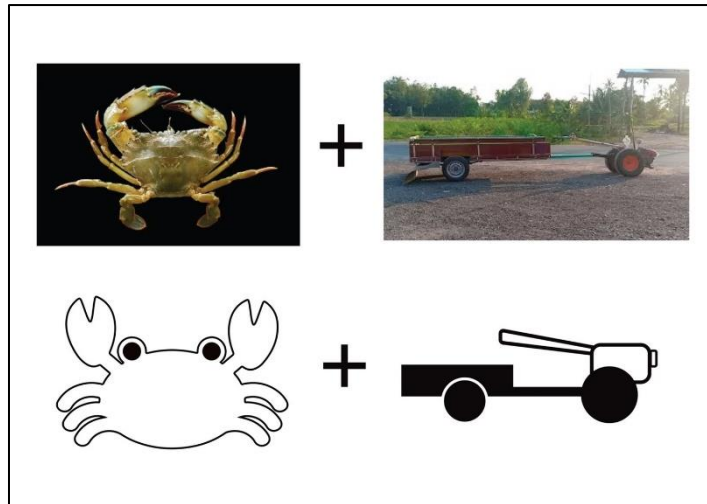
### **Symbolic design**

According to the survey of Khiri Wongkot village, Na Yung district, Udon Thani province. It was found that the identity of the community is ecotourism, new tourism and animal resources. In the past, the community picked up various elements to use as a symbol as the below picture.



The original image of the community

The former image consisted of stone crab, mountains and community's tour vehicle. Therefore, the researcher had an idea to select the mentioned elements to a symbolic design.



The example of detail reduction for a symbolic design.

After that, the researcher combined a reduced detail symbol together to create a new symbol in order to imply a tourism and local animal of the community.



The symbol of Khiri Wongkot village.



An example of logo usage for Khiri Wongkot village

## Packaging Design

From in- depth interview in field work study community product of Khiri Wongkot village is a natural dyed shawl with a size of 60 x 180 centimeters. The researcher designed a package for natural dyed shawl from Para rubber leaf paper that fits with its product by concerned about principle of packaging design, attractiveness, production and transportation. There are two essential factors that need to be considered; level of tensile strength and paper size that can be produced. The researcher had designed six types of packaging as below;



Overall picture of the 6 types of packaging



Examples of packaging usage



## RESULT AND DISCUSSION

According to the first research objective; study fundamental information and product of Khiri Wongkot village, Na Yung district, Udon Thani province in order to apply for design and develop product's image.

Khiri Wongkot is a tourist village surrounded by lush mountains of Na Yung – Nam Som National park. The outstanding tourism of this village is that there is a community's tour by all-terrain vehicle looks like E- Tak car, a vehicle that modified from the local wisdom. These vehicles are able to go off- road and take tourists to Huay Phang waterfall where the habitat of "Stone crab", a local animal of Khiri Wongkot village live in.

Khiri Wongkot weaving group is leaded by Mae Bualian Chansri- on. She uses her own home as a working place for weaving group. The main product is a natural dyed shawl with a size of 60 x 180 centimeters. It was found that the group did not have any brands and packaging. Therefore, the researcher focused on creating a logo and packaging for the weaving group by studied a market fundamental data, products and market's packaging. The packaging development plan and analysis were based on concept of 5W+2H as follows;

**1) WHY:** Khiri Wongkot weaving group is a group that did not have their own logo and packaging. Most of the products were sold without a packaging, but it has a unique fabric design which was a stone crab.

### **2) WHO**

2.1 WHO: Shops Khiri Wongkot weavng group mentioned that it is needed to have a mutual symbol and packaging for their own public relations.

2.2 WHO: Customers. Most of customers are tourists who visit Khiri Wongkot village and buy some products after their trip.

**3) WHERE:** Khiri Wongkot weaving group, Khiri Wongkot village, Na Yung district, Udon Thani province.

**4) WHAT:** A logo and packaging for Khiri Wongkot weaving group.

**5) WHEN:** A customer will receive a package with the logo of Khiri Wongkot weaving group when purchase a product.

**6) HOW:** The logo is used in the public relations media of Khiri Wongkot weaving group in order to create brand awareness to a market target with logo and packaging.

**7) HOW MUCH:** The packaging and new symbol must be affordable or able to produce in the community.

The researcher analyzed the data according to the statement of the problems and solutions which based on an initial guideline. Then, these led to the logo development and packaging design for Khiri Wongkot weaving group by concerning about simplicity, suitability, usability, and a demand of both entrepreneurs and buyers.

According to the second research objective; packaging and symbolic design from the cultural capital in the concept of "Way of life Khiri Wongkot".

The researcher brought the concept of Chanoknart Mayusoh (2020) stated that "The design of visible symbolic by detail reduction but retain the main structural pattern." and the concept from Thipsuda Phatumanont (1992) stated that "A logo design by adding an element, picture in alphabet or alphabet in a picture. It will add a picture of animals, plants or anything that

relates to its product and service and adding an inspirational item into a logo by using an animal and community tourism services.”

Core identity and characteristic of Khiri Wongkot community have been chosen into symbolic develop by the researcher in order to increase more trustworthy and market demand. These can affect to a long term business growth, profits, value- added products and market acceptance. Moreover, another result of this research was that a packaging is able to produce in the community and degradable which consistent with Pollution Control Department (2020) about a degradable packaging design for safely dispose from decomposable material.

### **Recommendations**

This logo design was only an initiative to create a brand awareness domestically for a product of the community, making its brand awareness internationally has yet to be considered. Also, the materials were used from natural produced, these may have some scraps remain on the product and make the product look not as clean as it should and it has a certain level of tensile strength that is not high. For the further study, increasing international brand awareness and level of tensile strength should be considered to apply into another product of the community. Therefore, these could create new career and benefit to the community’s member.

### **REFERENCES**

- Pollution Control Department (2020). *Manual for Eco Design Packaging* (1). Bangkok.
- Strategy and Information for Provincial Development Unit. (2022). *Udon Thani development plan 2018-2022* (Reviewed issue 2022).
- Chanoknart Mayusoh, Supawadee Juysukha, Noppadon Sangwalpetch, Taechit Cheuypoung. (2020). *The Arts of Contemporary Embroidery Designs, by the study of pattern Gingerbread Studios in Vimanmek Mansion*. *Art Pritas Journal* 8(2), p. 57-73.
- Thipsuda Pathummanon (1992). *Composition & Space*. 49. Graphic and publication.