



Area Based Development Research Journal



Official Translation of วารสารวิจัยเพื่อการพัฒนาเชิงพื้นที่

Thailand Science Research and Innovation
Program Management Unit on Area Based Development

Vol. 14 No. 1 January – March 2022

E-ISSN 2408-1752

Development of Oral Health Model for Primary Caregivers of 6-12-month-old Children in Kongrha District, Phatthalung Province
Kasamonrat Disatan, Samerchit Pithpornchaiyakul and Nattaporn Youravong

Article No. 256501

Development of Pineapple Value Chain System of Ban Tham Phrik, Phitsanulok Province
Namthip Wongpratheap, Walika Phohirun, Paweena Noitup and Prattana Sirisan

Article No. 256502

Quality Development and Creation of Backstrap Loom Products in Karen Weaver Group, Ban Mae Khanate, Lamphun Province
Punnuch Chaipinchana, Anake Chitkesorn and Chirath Kanboonruang

Article No. 256503

Packaging and Branding Design for Sarong Yuan Weaving Group at Ban Thanonkod Village, Nakhonratchasima Province
Wilasinee Khamprommarat

Article No. 256504

Guidelines for Value-Added Creation of Toddy Palm Salted Egg as a Tourism Product of Iodine Herb Salted Egg Community Enterprise, Suphanburi Province
Donchida Wathinputthiporn and Tassanee Roongtawechai

Article No. 256505

Commercial Product Development of Fried Kluai Khai Crisps for Kluay Krob Thong Baansalasamhlang Community Enterprise, Nakhon Si Thammarat Province
Benchamaporn Pimpa and Pornpong Sutthirak

Article No. 256506



Development of Oral Health Model for Primary Caregivers of 6-12-month-old Children in Kongrha District, Phatthalung Province

Kasamonrat Disatan¹, Samerchit Pithpornchaiyakul^{2,3} and Nattaporn Youravong^{3,*}

¹Dental Department, Kongrha District, Phatthalung Province, 93110 Thailand

²Improvement of Oral Health Care Research Unit, Department of Preventive Dentistry, Faculty of Dentistry, Prince of Songkla University, Hat Yai District, Songkhla Province, 90110 Thailand

³Department of Preventive Dentistry, Faculty of Dentistry, Prince of Songkla University, Hat Yai District, Songkhla Province, 90110 Thailand

*Corresponding author: nattaporn.p@psu.ac.th

Received: 24 December 2021 Received in revised form: 22 February 2022 Accepted: 25 February 2022

Abstract

The oral health survey in 2019 indicated that the amount of caries incidence of 18-month-old children in Kongrha district, Phatthalung province was higher than that in the provincial, county, and national levels. As a result, this study was designed to develop and evaluate new oral health education for primary caregivers of 6-to 12-month-old children by dental nurses and village volunteers in Kongrha district, Phatthalung province. The first phase involved planning and developing a new oral health education scheme through a workshop and group discussion about oral health education for children's caregivers. The second phase deals with providing new oral health education to 81 primary caregivers of children by dental nurses and village volunteers. The primary caregivers are trained on the newly-proposed oral health education that includes discussion among primary caregivers, practicing tooth brushing skills, and consultation given by village volunteers during monthly home visits. The third phase focuses on the interviews with the primary caregivers about the acquired knowledge, self-efficacy, and behavior regarding tooth brushing for their children. Interviews were conducted six months before and after the study. The study results were analyzed using McNemar statistics with a 95 percent confidence level. The findings significantly indicated that the primary caregivers had gained more knowledge and more confidence in brushing the children's teeth, as well as provided better practice in oral health care for children. Therefore, this newly-proposed oral health education is most likely practical and beneficial for sustainable development.

Keywords: Phatthalung province, Kongrha district, Oral health education, Preschool children, Primary caregivers



Development of Pineapple Value Chain System of Ban Tham Phrik, Phitsanulok Province

Namthip Wongpratheap^{1,*} Walika Phohirun² Paweena Noitup³ and Prattana Sirisan⁴

¹Faculty of Food and Agricultural Technology, Pibulsongkram Rajabhat University, Muang District, Phitsanulok Province, 65000 Thailand

²Faculty of Management Science, Pibulsongkram Rajabhat University, Muang District, Phitsanulok Province, 65000 Thailand

³Faculty of Agriculture, Natural Resources and Environment, Naresuan University, Muang District, Phitsanulok Province, 65000 Thailand

⁴Faculty of Industrial Technology, Pibulsongkram Rajabhat University, Muang District, Phitsanulok Province, 65000 Thailand

*Corresponding author's E-mail: wnamthip@yahoo.com

Received: 2 July 2021 Received in revised form: 23 December 2021 Accepted: 12 January 2022

Abstract

Ban Tham Phrik, Ban Yaeng subdistrict, Nakhon Thai district, Phitsanulok province sold fresh pineapples to the factory for 0.50-3 baht per kilogram. The group had no processed products, brand or packaging that would add value to increase marketing demand. The purposes of this research are to develop the pineapple value chain system of Ban Tham Phrik and upgrade pineapple products as well as generate higher revenues. Employing the participatory action research approach, the study is conducted through these processes: 1) building awareness and mutual understanding development of pineapple value chain system of Ban Tham Phrik, 2) data analysis process for planning community pineapple product development, 3) production development and technology transfer for community pineapple product. The development of the chain system that is shared among 42 members results in 31 members being certified by the GAP standard (88.84 acres). The available GAP certified products include fresh pineapples and prototype products, namely stirred golden pineapple and pineapple cheese pie produced and packaged through standard and safety processes. The packaging improved marketing and distribution. As a result, the group earns 4,035,000 baht per year, representing an increase of 19.69% of the income (previously 3,371,250 baht per year). The six well-trained community speakers are able to apply their knowledge for promoting community products, thus enhancing the quality of life and generating more income for the communities.

Keywords: Phitsanulok province, Ban Tham Phrik, Pineapple, Value chain system, Packaging



Quality Development and Creation of Backstrap Loom Products in Karen Weaver Group, Ban Mae Khanate, Lamphun Province

Punnuch Chaipinchana*, Anake Chitkesorn and Chirath Kanboonruang

Department of Business Administration, Faculty of Business Administration, Payap University, Muang District, Chiang Mai Province, Thailand 50000

*Corresponding author's E-mail: punnuchchai@gmail.com

Received: 12 October 2021 Received in revised form: 9 February 2022 Accepted: 10 February 2022

Abstract

The Karen Ban Mae Khanate weaving group in Mae Tha district, Lamphun province, produced designs and did not add value to the products. This research focuses on quality improvement and creative product design that will upgrade and add value to the woven fabric products. The study employs a participatory action research process, and data are collected through in-depth interviews and on-site implementation. The community representatives participating in the development consist of the group leader and 16 members of the Karen weaving group, Ban Mae Khanate. The following five-step processes have been implemented. 1) Raising awareness and establishing mutual agreement, 2) Formulating guidelines for innovative design, 3) Creating prototype products and developing patterns for products, 4) Determining marketing strategies for products, and 5) Organizing marketing activities and trialing product distribution. The study has resulted in value added to the loom weaving product throughout the process, as reflected in the product's high-quality, exquisite design, and natural characteristics. The upstream process of this product involves the selection of raw Erie silk threads dyed in natural color instead of cotton threads with synthetic dye. The intermediate process involves the development of colors, fabric patterns, various new product designs and exquisite tailoring. Leather and metalwork are blended to make exotic products such as women's purses, notebook briefcases, and smartphone bags. The downstream product processes focus on marketing strategies by branding "PAKAYA Collection" and expanding electronic marketing communications. As a result, the group members have a 50-80% increase in income. The community has acquired knowledge in product designs and created a network of partners in the production processes. The development stage of natural dyed Erie silk threads, product design and electronic marketing plans have contributed to sustainable product development.

Keywords: Lamphun province, Backstrap loom products, Creative product design, Value – added, Marketing strategies



Packaging and Branding Design for Sarong Yuan Weaving Group at Ban Thanonkod Village, Nakhonratchasima Province

Wilasinee Khamprommarat

Industrial Design, Faculty of Architecture and Creative Arts, Rajamangala University of Technology Isan, Nakhonratchasima Province, 30000 Thailand

Corresponding author's E-mail: wilasinee.kh@rmuti.com

Received: 22 November 2021 Received in revised form: 12 February 2022 Accepted: 19 February 2022

Abstract

Sin Yuan Weaving Group at Ban Thanon Kod, Sikhio district, Nakhon Ratchasima province, was formed to conserve the Thai-yuan ethnic weaving heritage and produce loincloths, sarong cloth and sarong yuan for regional consumers and middlemen. The products, however, do not have packaging and a brand that show the identity of the community. Additionally, the group does not have enough capital for placing a minimum order of packaging required by the printing house. The objective of this research is to design packaging and branding for the product. The following processes were conducted under community participatory design approach: 1) Identifying the product identity; 2) Designing the package and brand; 3) Prototyping the package and testing its function; 4) Market testing; and 5) Applying for Community Product Standards Certification (Mor Phor Chor) for the product type of hand-woven sarong, branded “Pha Yuan Tor Thanon Kod”. Since Nakhon Chai Burin Silk Center has requested to retail the products, the group’s net income after deducting expenses and packaging costs increased from 18,000 baht per month to 39,000 baht per month. Currently, the group members have generated higher income, which contributes towards social and economic sustainable development.

Keywords: Nakhon Ratchasima province, Sin Yuan Weaving group, Ban Thanon Kod, Packaging, Brand



Guidelines for Value-Added Creation of Toddy Palm Salted Egg as a Tourism Product of Iodine Herb Salted Egg Community Enterprise, Suphanburi Province

Donchida Wathinputthiporn^{1,*} and Tassanee Roongtawechai²

¹Department of Agricultural Extension and Communication, Faculty of Agriculture at Kamphaeng Saen, Kasetsart University, Nakorn Pathom Province, 73140 Thailand

²Suphanburi College of Fine Arts, Suphanburi Province, 72000 Thailand

*Corresponding author's E-mail: iamdonchida@gmail.com

Received: 12 November 2021 Received in revised form: 24 January 2022 Accepted: 2 February 2022

Abstract

The Iodine Salted Egg Community Enterprise, Ton Tan subdistrict, Song Phi Nong district, Suphanburi province, had encountered a problem of linking their products to souvenirs for local tourism because it was a common product that lacked the representation of local identity. Thus, the objective of this research was to develop the guidelines for adding value to the iodine salted egg to suit tourism purposes and promote the local identity. Participatory research and development approach was pursued with the members of the community enterprise, community leaders, conservational, and community tourism networks. The process was jointly conducted in the three following steps: 1) to develop the guidelines to create value for the herbal salted eggs with iodine and promote the local identity tourism product, 2) to test the market for the tourism product that promotes local identity and to assess the satisfaction of its consumers, 3) to conduct an after-action review from the community participation process. The result of development revealed that the community enterprise's sales increased by an average of 23,131 baht per month (62.30%), while sales volumes in all products increased by 723 units per month (59.12%) and generated a total net profit of 7,604 baht per month (82.62%). The community has learned the process of creating value and connecting to tourism activities that lead to a concrete scheme for local toddy palm conservation.

Keywords Suphanburi province, Toddy palm salted egg, Tourism product, Local identity, Value creation



Commercial Product Development of Fried Kluai Khai Crisps for Kluai Krob Thong Baansalasamhlang Community Enterprise, Nakhon Si Thammarat Province

Benchamaporn Pimpa* and Pornpong Sutthirak

Faculty of Innovative Agriculture and Fisheries Establishment Project, Prince of Songkla University, Suratthani Campus, Muang District, Suratthani Province, 84100 Thailand

**Corresponding author's E-mail: benchamapom.p@psu.ac.th*

Received: 29 December 2021 Received in revised form: 28 February 2022 Accepted: 3 March 2022

Abstract

Kluai Krob Thong Bansalasamlang Community Enterprise in Sa Kaew subdistrict, Tha Sala district, Nakhon Si Thammarat province produced and sold fried Kluai Khai chips in two flavors – salty and sweet. In order to commercialize the products, the community enterprise members and product development experts jointly carried out this research study to develop a new recipe of fried Kluai Khai crisps and a process to upscale its production. The research process includes: 1) developing a new recipe for fried Kluai Khai chips; 2) transferring technology; 3) designing labels and packaging; and 4) applying for product standard certification. The two newly-developed fried Kluai Khai crisp products are Tom Yum and Laab flavors. From 100 panelists, 90% accepted the Tom Yum flavor, and 88% accepted the Laab flavor. The overall acceptance score stood at a moderate level of likeness. After the transfer of technology, the community enterprise members are able to produce new quality products that meet the standard. In addition, the new packaging and Thai FDA certification have helped expand the market and commercialize the products. The activities from the study promoted and disseminated knowledge on processing standard agricultural products in the community and raised 30% extra income to the community enterprise. It also results in the income circulation among farmers who grow Kluai Khai as the supply for the community enterprise's fried Kluai Khai crisp products.

Keywords: Nakhon Si Thammarat province, Community enterprise, Fried Kluai Khai chips, Product development, Food serial numbers