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**LOGO DESIGN OF PROCESSED PRODUCTS FROM PANDANUS WANG
CHAN DISTRICT, RAMAN DISTRICT, YALA PROVINCE**

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Abstract

Logos are an influential component of the business. Because it can communicate, create awareness, and brand recognition for the business. The research's purpose is to design a logo of the Pandanus product at Wang Chan District, Raman District, Yala Province by gathering information from relevant parties, including entrepreneurs, customers and groups of knowledgeable persons. The study is undertaken in a research and development of a mixed method with qualitative and quantitative in the research. The qualitative are focus group and development action, while the quantitative research is applied for questionnaires as a tool for data collection. The information obtained from team discussions and development practices will be analyzed, synthesized, compared and explain as descriptive analysis. The data from the questionnaire will be interpreted to find the frequency and percentage. The research found that Logo design of processed products from Pandanus of the Santibharp Wangphaya housewife group can be divided into 3 steps; first, development planning. Set the brand name by using the Malay word "Duri" which means thorns to represent Pandanus that used as material in basketry. Main target customers are women in middle age or working age with medium income or higher. Brand personality conveys simplicity, sincerity and mediocrity. The logo element amalgamates Pandanus graphic, name and phone number. Second, development process formulates three new logos, models; round, rectangle and square. Third, conclusion. From surveying satisfaction in logo designs developed from target customers finds that the logo model 1 (round) has the most satisfaction from customer accounted for 55 percent.

Keywords: Logo, pandan, the Santibharp Wangphaya Housewife Group, Yala

Introduction

Wang Phaya Subdistrict, Raman District, Yala Province has a population of 1,029 households. The population in the district is 5,927. The administrative divisions are divided into 5 villages, consisting of Moo 1 Kasamae Village (Pakasammae), Moo 2 Ban Pake, Moo 3 Ban Ta Lanae, Moo 4 Ban Upoh and Moo 5 Banbukechuekha (Ta Ngong) (Thailand Information Center, 2562). Originally, Phaya Wang is a small community called "Pakasamae". There were not many people living here. The villagers were primarily farmers. Later, the governor of Kota Bharu used the area in this community to grow paddy fields. As the land of the governor's rice field; therefore, it was later called "Wang Phaya" (Thaitambon.com, 2015).

The Wang Phaya area is mostly a lowland area. The majority of the population in this area has a rice farming career as their main occupation, while some of them grow orchards and rubber plantations. Most of the women are housewives. They have a lot of free time during the day after they finished rice farming and rubber tapping. Therefore, the housewives gather together to invest in food and dessert processing to sell in the community stores but not successful. The group therefore sought advice from government agencies, the Raman District Agricultural Extension Office. Upon the recommendation of the officers to create the value of Pandanus, the material that is abundant in the local area. It is the beginning of community enterprises. "Wang Phaya Farmer Housewife Group" where started the business in 2000. The group had begun with a temporary wooden building located at 38 Moo 2, Wang Phaya Subdistrict, Raman District, Yala Province. At the beginning had a total of 15 members and currently has a total of 30 people under the leading of Robiya Yorlee as the group president. The group produces woven handicrafts in various forms, such as mats, bags, pencil boxes, multi-purpose boxes, cover files, diary, etc., which are priced from 50-600 Baht. The product has received the TCPS (Thai Community Product Standards) and has been selected for 3-star OTOP products.

One of the problems of Pandanus weaving handicraft is that the group does not have its own brand name and logo Making it difficult to create awareness and recognition for customers. A product development team from management sciences, faculty of Yala Rajabhat University affiliated with the Community Development Office of Yala Province under the Academic Service Project "Knowledge-Based OTOP: KBO" sees important in the development of the brand and the logo design of the processed products from Pandanus of the Santibharp Wangphaya Housewife Group to have a unique identity that is able to communicate, create recognition and create a good image for the business.

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Research Objective

To design the logo of processed Pandanus products of the Santibharp Wangphaya Housewife Group, Raman District, Yala Province

Research Question

How is the logo of processed Pandanus products of the Santibharp Wangphaya Housewife Group, Raman District, Yala Province designed?

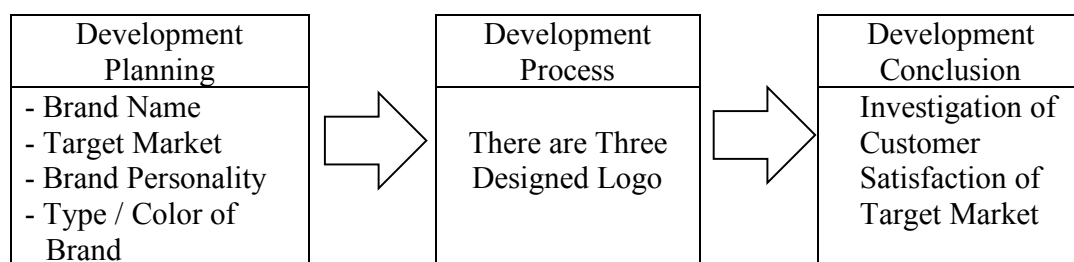
Theory

Logo refers to symbol or text used to represent symbol of product or organization, which allows people to easily memorize (Torchoo and Insorn, 2009). The motives for conducting logo design can be classified into two main sources; 1) Natural form such as flower, leaf, mountain, animal, star, moon, and sun, and 2) Manmade form such as housing, equipment, architecture construction.

Principles of logo design (Cahill, 2017)

1. Simple: easy to read
2. Memorable: allow customer to easily recognize
3. Timeless: contemporary or classic
4. Versatile: adjustable to the content
5. Appropriate: suitable for target group

Research Framework



Methodology

The study is undertaken in a research and development of a mixed method with qualitative and quantitative in the research. The qualitative are focus group and development action, while the quantitative research is applied for questionnaires as a tool for data collection. In this regard, the development has defined 3 research plans, including development planning, development operations and development conclusion as in the details as follows;

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1. Development Planning by discussing related party groups included entrepreneurs, customers, and experts (Art teachers and logo designers), 3 people in each group of, a total of 9 people to study the direction of logo design in various dimensions including brand name, target customers, brand personality, logo and color.

2. Development Operation which is the practice of developing the details or concrete images of the logo of the processed Pandanus product of the Santibharp Wangphaya Housewife Group. There is a total of 3 logos have been designed for the development.

3. Development Conclusion by using questionnaires to survey the satisfaction of new developed logo designs from target customers while selling products on Malaya Day, a total of 100 people, to get the logo that the customers are most satisfied.

For the development and testing reliability of data, the researchers have studied the textbooks and research on Pandanus as well as the logo design, then designed a research tool and brought to 3 experts in marketing and art to discuss the issues of consistency toward research objectives, suitability and ability convey a message. The research instrument has been undertaken with 10 samples are similar to the target group, then the results obtained from the test are applied to improve efficiency of the research instrument. Information from the focus group and development action will be analyzed, synthesized, compared and written as descriptive analysis. The data from the questionnaire will be processed to find the frequency and percentage.

Findings

The study result of logo design of processed Pandanus products of the Santibharp Wangphaya Housewife Group is classified by research plan as follow

1. Development Planning

The discussion results of related parties; entrepreneurs, customers and expert groups towards the direction of logo design in various dimensions, including brand name, target customers, brand personality, logo and color are as follows

1.1 Brand Name. Entrepreneurs provide useful information about the brand name that has been developed together with various agencies, but still not perfect; therefore, it hasn't yet been used in commercialization. The brand of the Santibharp Wangphaya Housewife Group is "Duri" which is the Malay word meaning a thorn to represent the raw materials, Pandanus, used in basketry. The name has approved by the experts because it is compliant with the Malay Muslim context of the Santibharp Wangphaya Housewife Group. Even there is some opinion from a focus group state that the name is similar to "Durian", but they agree that uses the Malay name is more suitable than the English name "Pandan".

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1.2 Target Market. The entrepreneur group has provided information about the target customers, which are mostly women in middle age or working age with medium income or higher. The customers have provided additional information about the reasons for the purchase because they infatuated with handicrafts and want to subsidize to help entrepreneurs who are villagers or local people.

1.3 Brand Personality. Nearly all of focus group has opinions about the personality of the brand that it should reflect simplicity, sincerity, uncomplicated that is consistent with the personality of the members of the Santibharp Wangphaya Housewife Group.

1.4 Type / Color of Logo. The experts have expressed their views on the original logo design designed with community development that it is a white and black logo with a simple font, together with an interesting graphic design of Pandanus. Images and brand names correspond in the same direction. However, a composition using Pandanus tree thorns graphics inserted between the letters D and U make it difficult to read. Therefore, there is a suggestion to modify the original logo with the same white and black tones, use Pandanus graphics, and simple font characters for a brand name in a new composition that is easy to read and better communicate. The entrepreneur group requests to have a phone number in the logo and the customers suggest that there should be three new logo designs to vote.



Figure 1 Original logo design before development

The participants of the focus group made interesting comments about the direction of logo development as follows.

“.....We used to cooperate with one agency to create many names for the brand. Finally, we got the name “Duri” for our product. Duri is the Malay word means thorn representing Pandanus, the material used for handicrafts. We think that it is a suitable name for our product, but we want to add a phone number in a new design to use in commercialization.....”

One of the
entrepreneurs

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“.....The original logo has both advantages and disadvantages in itself. The advantage is that there are both images and letters together. The word "Duri" means thorn. With graphic images of Pandanus together, it helps to convey a message in the same direction. However, the disadvantage is the composition of the image that uses the Pandanus graphic between the letter D and U makes it difficult to read. It will be more interesting and easier to read if we move it to letter I or use as a shadow in letter D.....”

One of the experts

“.....As the customer who buys the product from the Santibharp Wangphaya Housewife Group, I can say that they live in a simple and sincere life. I used to order a bag and asked them if I had to pay the deposit first. They said that no just only name and phone number. I feel like it is quite simple and not complex.....”

One of the customers

Development Implementation

From focus group results, the researchers have conducted 3 logo designs under the name of "Duri", including the graphics as follows.

2.1 Model 1 Round shape logo with a graphic image of pandas inside letter D.

2.2 Model 2 Rectangle shape logo with a graphic image of Pandanus on the top of the Duri.

2.3 Model 3 Square shape logo with a graphic image on the top of the letter I.

In this regard, the 3 types of logo developed as shown in Figure 2, 3 and 4



Figure 2 New logo design Model 1

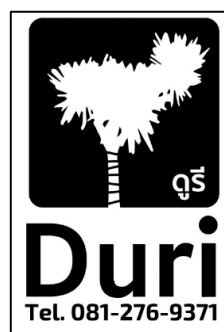


Figure 3 New logo design Model 2



Figure 4 New logo design Model 3

Development Conclusion

From using questionnaires to survey the satisfaction of logo designs from target customers while selling products on Malaya Day, a total of 100 people, to get the logo that the customers are most satisfied. The result is as follows.

Table 1

Results of customer satisfaction surveys with 3 models of logo designs

| New logo design | Number of satisfied customers | Percentage |
|-----------------|-------------------------------|------------|
| Model 1 | 55 | 55 |
| Model 2 | 15 | 15 |
| Model 3 | 30 | 30 |
| Total | 100 | 100 |

From Table 1, it can be seen that the customer is most satisfied with the logo model 1 accounted for 55 percent, followed by logo 3 and 2 at 30 and 15 percent respectively.

Discussion

Research on logo development of processed products from Pandanus of the Santibharp Wangphaya Housewife Group can discuss the results of the logo that is the most satisfied by customers as follows.

1. Logo design development under the brand name "Duri" which means thorn are designed by applying Pandanus graphics in the logo to represent the raw materials, Pandanus, used in basketry. Can discuss whether good brands should indicate or show some features related to the product. A good brand should indicate or show some features related to the product (Kotler and Armstrong, 2018), which is in accordance with the research on the "Analysis of Thai logo design winning awards from the contest" that show the use of relevant natural shapes as the symbol in the design. (Suratanachai, 2012). In addition, it is consistent with research on brand design and

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packaging to promote identity food in the southern border provinces with the design of the brand regarding to the product such as Du desserts of the star brand uses the star and the mountain as product shape, crispy roti with black sesame of the watercress brand make the product in the watercress shape, Serene fish cracker is a fish shape, etc. (Bunsawang, 2016)

2. The developed logo is a combination of images and characters. The image is a Pandanus graphic and characters in both the name of the brand and the phone number. The design perfectly combined colors, lines and characters reflect the mind map work that focuses on both the left and right hemispheres of the brain, leading to increase awareness and recognition (Buzan, 2018). Coordinate with the research "Analysis of Thai logo design winning awards from the contest" that show the use of relevant natural shapes as the symbol in the appropriate design (Suratanachai, 2012).

Conclusion

From the research, the results can be summarized as follows; logo design of processed products from Pandanus of the Santibharp Wangphaya Housewife Group can be divided into 3 steps as follows 1) Development Planning. Set the brand name by using the Malay word "Duri" which means thorns to represent Pandanus that used as material in basketry. Main target customers are women in middle age or working age with medium income or higher. Brand personality conveys simplicity, sincerity and mediocrity. The logo element amalgamates Pandanus graphic, name and phone number. 2) Development Operation. The development of 3 sets of models according to the plan included a round, rectangle and square logo, and 3) Development conclusion. From the survey found that the customers are most satisfied with the logo model 1 accounted for 55 percent.

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