

The Development and Processing of Local Woven Cloth Products of the Thai Phuan Pak Phli district in Nakhon Nayok Province

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Abstract

This research aimed to study and develop the process of local woven fabric products of Thai Phuan Pak Phli district Nakornnayok province, Purposing 1. A local woven of community cooperation is used to design and develop prototype products by the research team and the handcraft groups in Thai Puan, Pak Phli District, Nakhon Nayok Province, according to the tourism economy. 2. To identify the demand for progressive prototype products made from Thai Phuan woven fabrics to meet the needs of consumers by bringing the product into action and continuing to improve it. The results revealed that the majority of those who responded were women (percentage 95) between 31 to 40 years. Educational lower than bachelor's degree (percentage 57). Most of them are self-employed and freelance (percentage 45). The range of salary is between 10,001 to 15,000 Baht (percentage 55). In the part of assessing the need for the development of prototype products from woven fabrics of the Thai Puan Pak Phli District, Nakhon Nayok Province. There is the highest need to transform it into a multi-purpose casual bag with a handle (percentage 4.14) and the lowest demand for processing into eyeglass cases (percentage 2.67). A recommendation might be suggested in the next research, which is, that decorative techniques such as texture, color, and fabric pattern should be used. It should be more current to fulfill the needs of the customers. Therefore, the Thai Puan woven originality should be preserved. Including modern product processing and finding ways to reduce production costs. To increase the community's revenue and promote Thai Puan weaving textiles as a way to preserve local wisdom.

Keywords: development of processing; woven fabric Thai Puan; Pak-Phli District Nakhon-Nayok

Introduction

Tourism has intensified and ecotourism has emerged. Ecotourism is a form of tourism that contributes to the development of a better quality of life or to mention social tourism in the present, there is an awareness of the importance of arts and culture. Festivals include more local cultural heritage (Nadee, 2017), as an example of activities undertaken by Mr.Udomkhet Randi, Deputy Governor of Nakhon Nayok province. Opening of Thai Puan cultural community tourism activities at Fang Klong temple, Ko Wai sub-district, Pak Phli district Nakhon Nayok province on September 6, 2020 (Nakhon Nayok Provincial Public Relations Office, 2020). If still concentrating benefits of preserving the natural and cultural environment as well. Therefore, ecotourism plays an important role in supporting the development of tourism efficiently while preserving cultural identity tourism to remain with human society as long as possible. The current tourism trend places importance on community tourism and learning about local culture Thailand has many cultural resources of traditional Thai culture. The cultures of the ethnic groups that have come to live in Thailand from the past to the present all are interesting and should be inherited.

Thai Phuan people in Pak Phli district, Nakhon Nayok province is a strong community that has restored the way of life of the Thai Puan people. That has changed and been lost by the ages which the Thai Puan people of Pak Phli district, Nakhon Nayok province. There are many unique cultures such as way of life, dress, language, food, and weaving that Thai Phuan people used to weave cloth for their use in the past and has developed a modern style and is a symbol of Nakhon Nayok province making it a selling point in being a conservation tourist attraction in Thailand with the way of life of Thai Puan people today most still have an agricultural lifestyle. Production of appliances and products from nature that are easy to find in the area from their wisdom (Rachadee, 2020).

It can be seen that Thai Phuan weaving fabrics are very interesting nowadays. Many researchers have been interested in researching Thai Puan weaving, for example, (Wong-Aree. et al., 2015), from the past to the present, Roonreangjai (2017) studied the study of method of creating patterns for the Tin Jok fabric of the Thai Puan people applied with dobby frying technique Hat Siew sub-district Si Satchanalai district Sukhothai province, (Poonyaphraha et al., 2018) studied the factors that cause problems to the wisdom and inheritance of Ban Mai Thai Puan weaving fabric. Nakhon Nayok province. Hussadin (2016) studied the wisdom and inheritance of Ban Mai Thai Puan weaving fabric. Nakhon Nayok province. Boonsom (2016) studied a comparative study of symbols on cloth patterns between Lao Puan and Xiangkhouang. Lao

People's Democratic Republic and Thai Phuan Ban Mi Lopburi Province and Thai Puan Hat Siao Sukhothai Province, Thailand, and (Panthong & Prasitphol (2021) to Waravit Prasitphol study about communication methods to inherit cultural heritage of Ban Mai Thai Puan weaving handicrafts. Nakhon Nayok province, etc.

Studying in the area makes getting information about the needs of real group members. To create understanding (Pongphit, 1993) in the development of woven fabrics in the area to have a variety of products to become products that are more widely demanded in the market. By creating added value can be produced in many ways, such as creating added value from the product design production process which sometimes has to be done at the same time (Chaemchamrus et al., 2022) for existing products to expand their trade boundaries and meet the needs of customers more and more.

This study is a study of the cultural preservation of Thai Puan people who moved to Pak Phli District Nakhon, Nayok province where the way of life has changed and is about to disappear. Praicharnjit (2004) Arts and culture are important to the existence of the nation (groups/communities), there are also various agencies to promote and support it which the Thai Puan people of Pak Phli district, Nakhon Nayok Province a strong community and a unique culture in many aspects, including weaving for the Thai Puan people in the past and has developed a modern style until it is unique Kiatchotchai (2002), the villagers have passed on wisdom, ideas, beliefs, abilities, clarity that the group has created from accumulated experiences, adapted and continued to develop (Wanichakorn, 2017). Currently, it has been used to organize a weaving demonstration and is classified as a commercial tourist attraction of Nakhon Nayok province.

Objectives

1. To design and develop prototype products of local woven fabrics of the community collectively by the research team and group local handicrafts of the Thai Puan people, Pak Phli district, Nakhon Nayok province, according to the tourism economy.
2. To explore the needs of processing prototype products from woven fabrics of the Thai Puan people to meet the needs of consumer groups putting the product into practice and continuing to develop further products.

Review literature

History of the Thai Phuan

Phuan is a word used to refer to a group of people who settled in the Xiangkhouang region or the plateau area in the Lao People's Democratic Republic. It borders Vietnam. They are called Phuan because Xiangkhouang has a major river flowing through the area called the Phuan River. The Phuan people tend to settle and build farms in the river basins because they are farmers and farmers. When they migrated to Thailand, they chose to build houses along the rivers and canals. This can be observed in the Thai Phuan people in Pak Phli District who built houses along the canals from Nong Saeng Subdistrict, Ko Wai Subdistrict, Ko Pho Subdistrict to Tha Ruea Subdistrict, etc. In Mueang Nakhon Nayok District, Thai Phuan people are living in the Sarika Subdistrict and Khao Phra Subdistrict. The Thai Phuan people in Nakhon Nayok Province are believed to have migrated during the reign of King Taksin around the year 1779.

Traditions of the Thai Phuan

Traditions of the Thai Phuan People: Besides believing in and adhering to Buddhism, the Phuan people also have unique customs and traditions since ancient times. They are very strict about their customs and traditions, which they have practiced following the example of their ancestors. In the year, the Phuan people still adhere to and practice as follows:

In the first month, there is the rice-chii festival, the second month is the rice-bamboo festival, the third month is the Kamfa festival, the fifth month is the Songkran festival, the sixth month is the village festival, the eighth month is the beginning of Buddhist Lent, the ninth month is the rice-wrapping festival, the eleventh month is the Tak Bat Thevo festival, the twelfth month is the Mahachat festival, Sanook Lae festival, etc.

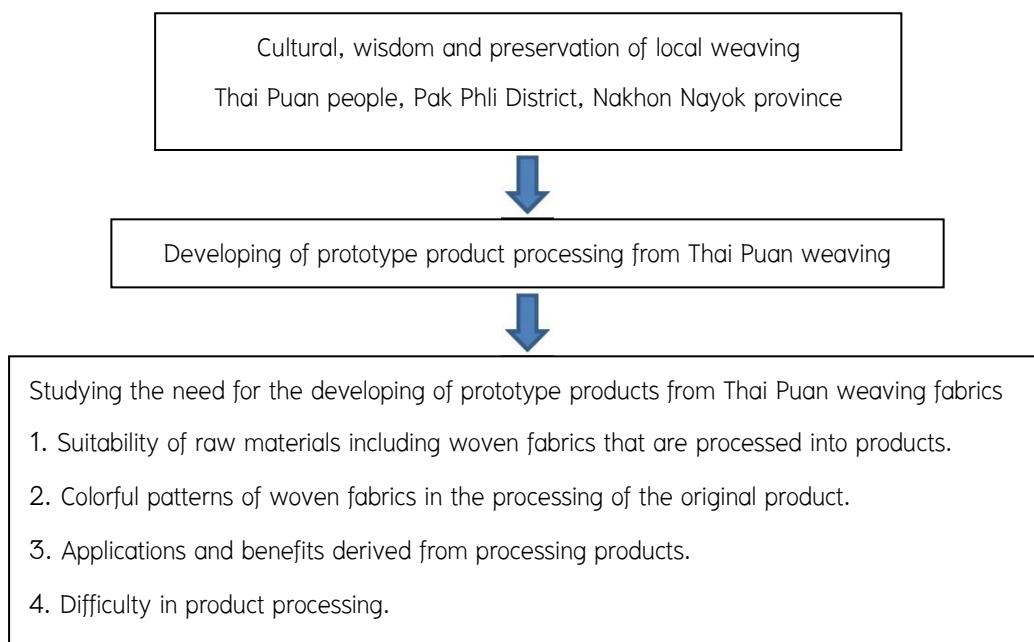
In addition, many other traditions are still practiced, such as the rocket procession, the Nang Maew dance, the dragging of the board (rice pile), the rice spirit-soo, the Kam Kiang tradition, etc. At present, most of the Phuan people still adhere to the traditions. Some traditions have been discontinued, some are performed inconsistently and occasionally, and some are only practiced in some provinces.

Woven fabric products of the Thai Phuan

The woven fabrics of the Tai Yuan people are considered a wisdom inherited from their ancestors. From generation to generation, they have their unique characteristics, that is, they have delicate and beautiful production methods, both in terms of pattern design and striking colors. The various patterns are delicate, including the methods of tie-dyeing, double-threading, weaving,

embroidering, and dotting. They are all things that truly show the identity of the woven fabrics of the Tai Yuan people. The patterns on the cloth worn by the Tai Yuan people are embedded with their own beliefs in traditions, customs, and cultures that have been passed down from grandparents to parents and children for almost 200 years. Importantly, the woven fabric culture of the Tai Yuan group in Ban Mi District, Lopburi Province.

Conceptual Framework



Research Methodology

This research is quantitative research to develop traditional weaving fabrics of the Thai Phuan people that have been restored and adapted to the times. Therefore, we have analyzed and set goals for processing new woven fabric products in the community. In terms of use in daily life as a souvenir and commercially divided into 2 parts as follows

Part 1: General information of the sampling group.

Part 2: the need assessment form for the development of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province.

Study Populations and Sampling Group

The sampling group used in this study was the Thai Puan group, Pak Phli district, Nakhon Nayok province, totaling 40 people.

Research Instrument and Instrument testing

It was a questionnaire to assess the need for the development and processing of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province, all 7 patterns have been studied, analyzed, designed, decorated into products that have been transferred by experts. Which is maintained by preserving the unique pattern of the Thai Puan people transformed into products that can be used in daily life and can lead to further commercialization it consists of 3 parts of assessment information:

Part 1. General information of respondents.

Part 2 . The need assessment form for the development and processing of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province, 4 aspects:

1. Suitability of raw materials, including woven fabrics used to process products.
2. Colorful patterns of woven fabrics in the processing of products.
3. Applications and benefits derived from processing products.
4. Difficulty in product processing.

Part 3 Comments and Suggestions

To determine the opinion level of the sample Rating Scale is a 5-level rating scale adapted from the Likert Scale (Pair, 2018) comments as follows.

Opinion level	=	Score level
Most Satisfaction	=	4.27 – 5.00
More Satisfaction	=	3.46 – 4.26
Moderate Satisfaction	=	2.62 – 3.45
Law Satisfaction	=	1.81 – 2.61
Very low Satisfaction	=	1.00 – 1.80

Collection of Data

To collect data, the researcher distributed questionnaires to a sample of 40 people and collected the data for further analysis.

Research Results

1. General status of the sampling

Most of the respondents were female (95%), aged between 31–40 years old (62.5%), and had an education below a bachelor's degree (57%). 45 percent) have a salary between 10,001–15,000 baht (55%) as shown in table 1.

Table 1 Number and percentage of the sampling classified by personal characteristics.

Personal Characteristics	Number of persons	Percentage (100.0)
Gender		
Male	2	5.0
Female	38	95.0
Female		
No more than 30 year	5	12.50
31–40 year	25	62.50
41–50 year	8	20.0
51–60 year	2	5.0
Education level		
Undergraduate	23	57.50
Bachelor's degree	14	35.0
Master's degree	3	7.50
Higher than a master's degree	–	–
Occupation		
Students	4	10.0
Civil servants/state enterprises	12	30.0
Self Employed/Freelance	18	45.0
private company employees	6	15.0
Monthly income		
Below 10,000 baht	15	37.50
10,001–15,000 baht	22	55.0
15,001–20,000 baht	3	7.50
more than 20,000 baht	–	–

2. The result of the analysis needs an assessment form for the development of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province.

2.1 The overall demand for Pikpak 1 product development was at a high level with an average of 3.68 when considering each side the colors and patterns of woven fabrics used in product processing the highest average was 4.40 and the processing difficulty had the lowest average of 2.30 as shown in Figure 1.

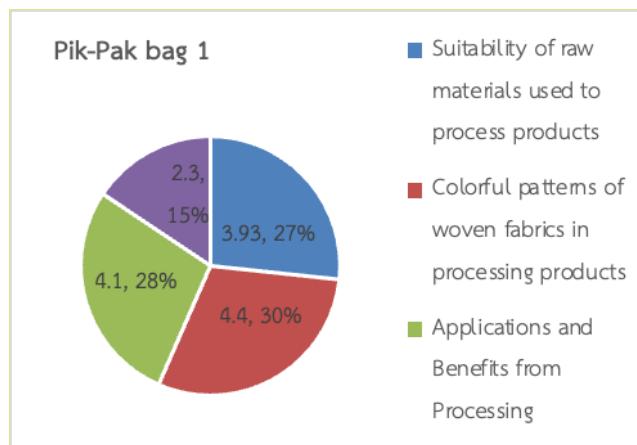


Figure 1 Diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province (Pik-Pak bag 1).

2.2 The overall demand for Pikpak 2 products development was at a high level with an average of 3.80 when considering each aspect Applications and Benefits from Processing The highest average was 4.65 and the difficulty of processing the product had the lowest average of 2.63 as shown in Figure 2.

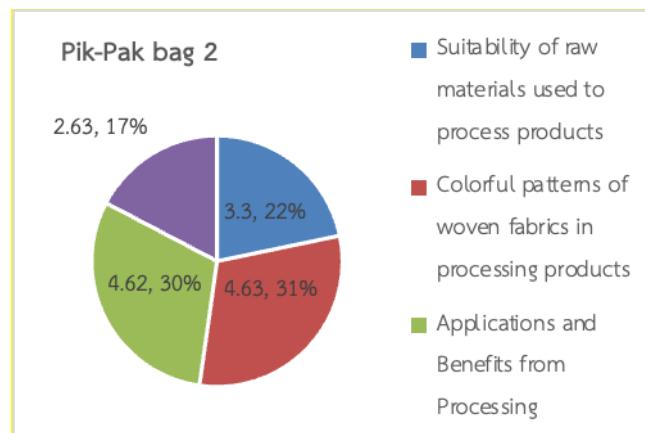


Figure 2 Diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province (Pik-Pak bag 2).

2.3 The overall demand for Pikpak 3 products development was at a high level with an average of 3.91 when considering each side application and benefits from processing the highest average was 4.70 and the product processing difficulty had the lowest average of 2.55 as shown in Figure 3.

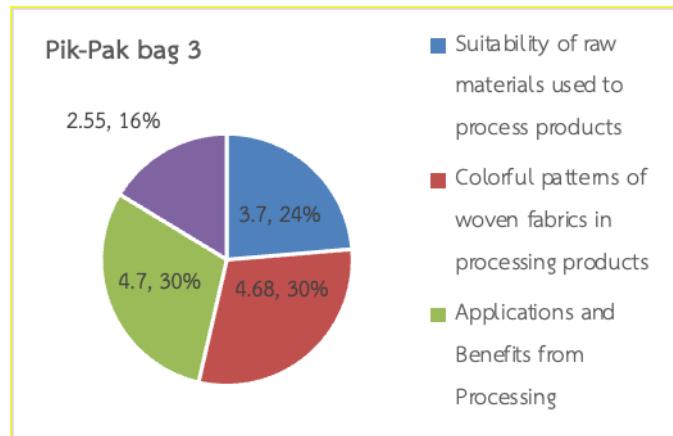


Figure 3 Diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province (Pik-Pak bag 3).

2.4 The need to develop coin purse products overall, was at a high level with an average of 3.51. When considering each side, the colors and patterns of woven fabrics used in product processing the highest average was 4.33 and the difficulty of processing the product had the lowest average of 2.73 as shown in Figure 4.

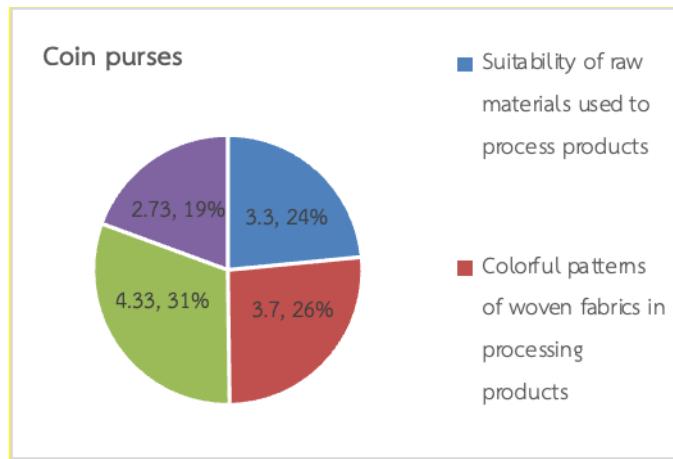


Figure 4 Diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province (Coin purses).

2.5 Overall demand for product development of carambola-shaped casual bags is moderate with an average of 2.67 when considering each side's applications and benefits from processing highest average was 2.93 and the difficulty of processing the product had the lowest average of 2.33 as shown in Figure 5.

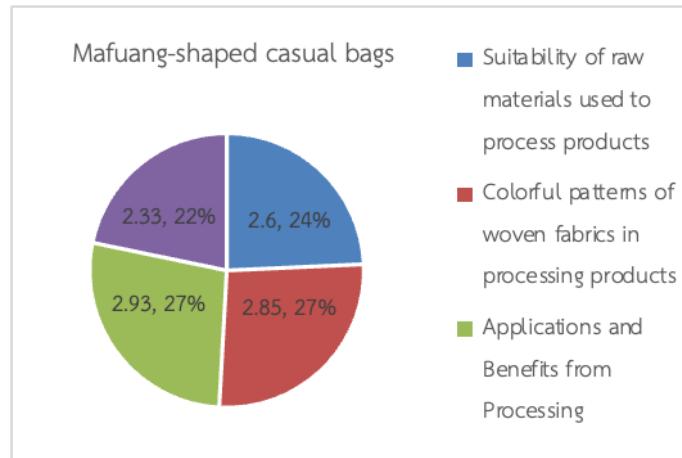


Figure 5 Diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province (Mafuang-shaped casual bags).

2.6 Overall, the demand for the development of multi-purpose casual bags with handles 1 product development is at a high level. The mean was 3.89 when considering each aspect. Colors and patterns of woven fabrics in product processing the highest average was 4.85 and the product processing difficulty had the lowest average of 2.88 as shown in Figure 6.

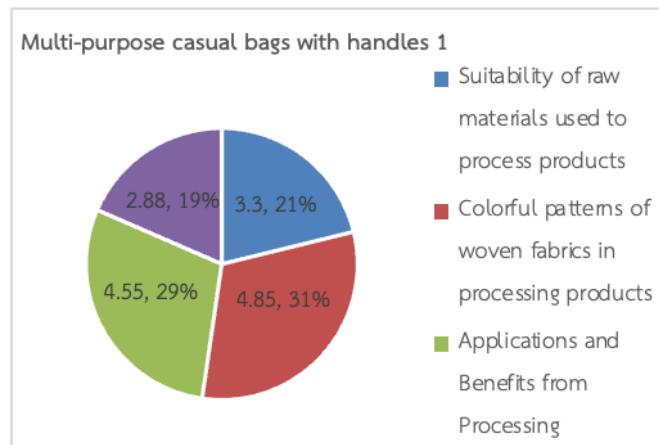


Figure 6 Diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of Thai Puan people, Pak Phli district, Nakhon Nayok province (Multi-purpose casual bags with handles 1)

2.7 The demand for product development of multi-purpose casual bags with handles 2 was at a high level with an average of 4.14 when considering each side colors and patterns of woven fabrics in product processing the highest average was 4.95 and the product processing difficulty had the lowest average of 2.93 as shown in Figure 7.

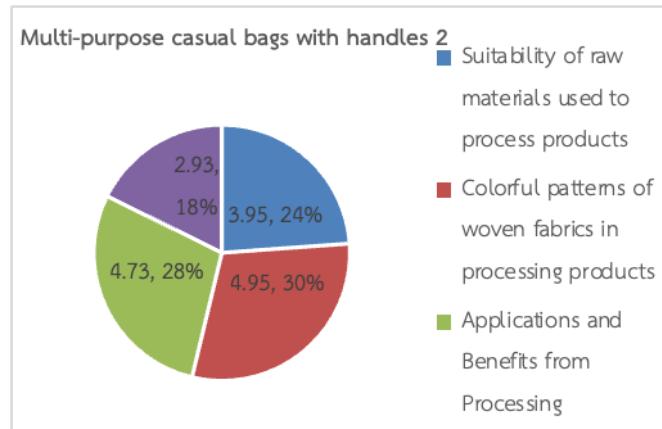


Figure 7 Diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province (Multi-purpose casual bags with handles 2).

2.8 The demand for product development of multi-purpose casual bags with handles 3 is at a high level with an average of 3.91 when considering each side colors and patterns of woven fabrics in product processing highest average was 4.55 and the difficulty of processing the product had the lowest average of 3.13 as shown in Figure 8.

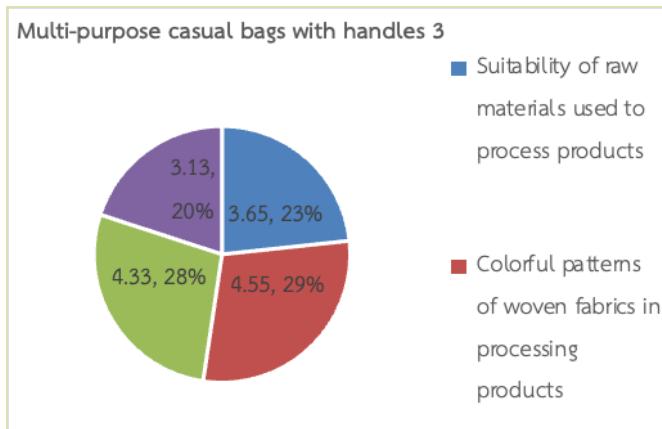


Figure 8 Diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province (Multi-purpose casual bags with handles 3)

2.9 The demand for product development of multi-purpose casual bags with handles 4 was at a high level. The mean was 3.84 when considering each aspect. Colors and patterns of

woven fabrics in product processing had the highest average was 4.25 and the product processing difficulty had the lowest average of 3.15 as shown in Figure 9.

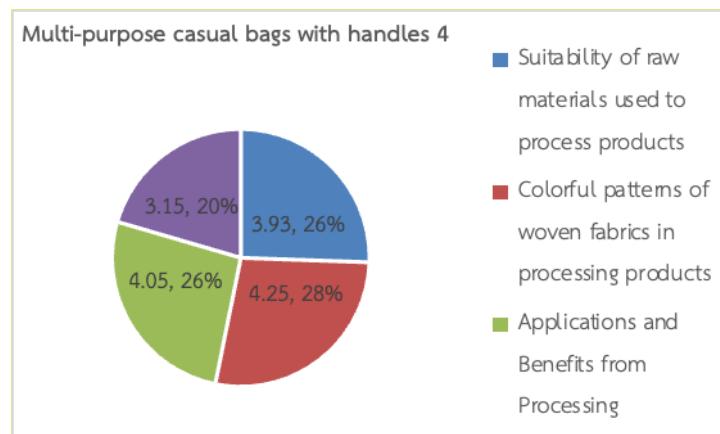


Figure 9 Diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province (Multi-purpose casual bags with handles 4).

2.10 The demand for the development of mobile phone cases overall, was at a high level. The average value is 3.80 when considering the application and benefits received from the processing. The highest average was 4.65 and the product processing difficulty had the lowest average of 2.63 as shown in Figure 10.

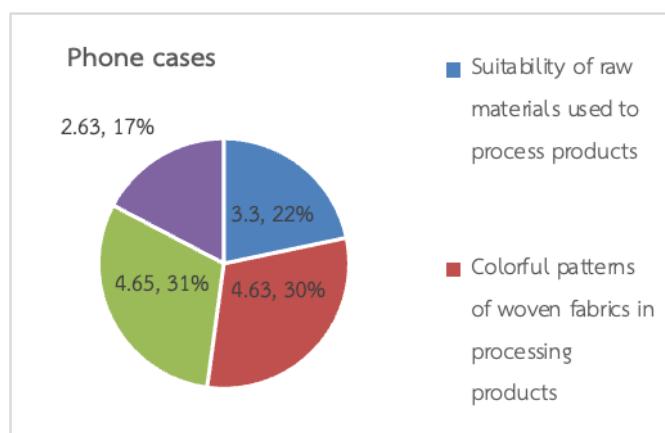


Figure 10. The diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of Thai Puan people, Pak Phli district, Nakhon Nayok province (Phone cases).

2.11 Overall demand for cosmetic bag product development is at a high level with an average of 3.91 when considering each side's applications and benefits from processing highest average was 4.73 and the product processing difficulty had the lowest average of 2.55 as shown in Figure 11.

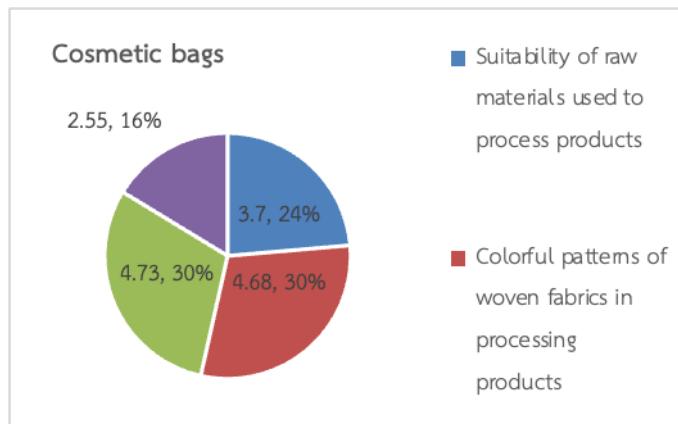


Figure 11 Diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of the Thai Puan people, Pak Phli district, Nakhon Nayok province (Cosmetic bags)

2.12 Overall, the demand for the product development of carambola-shaped casual bags is moderate with an average of 2.67 when considering each side Applications and Benefits from Processing The highest average was 2.93 and the difficulty of processing the product had the lowest average of 2.33 as shown in Figure 12.

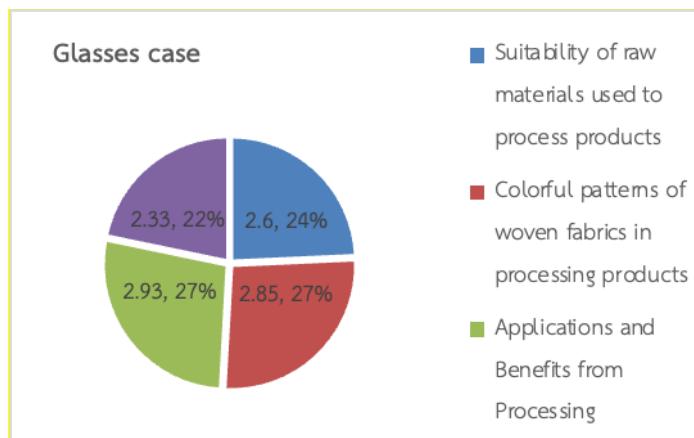


Figure 12 Diagram shows the average demand in various fields in the development and processing of prototype products from woven fabrics of Thai Puan people, Pak Phli district, Nakhon Nayok province (Cosmetic bags).

Discussion

Results of the need to develop and transform prototype products from Thai Phuan woven fabrics that are used to make Big Pack bags 1 It was found that the participants were most satisfied with the colors and patterns of the woven fabrics used in product processing.

Results of the need to develop and transform a prototype product from Thai Phuan woven fabrics that are used to make Big Pack 2 bags. The participants of the training showed the highest level of satisfaction in two aspects: application and benefits gained from the transformation.

Results of the need to develop and transform prototype products from Thai Phuan woven fabrics that are used to make Big Pack 3 bags. It was found that the trainees were most satisfied with 2 items: application and benefits received from the transformation.

Results of the need to develop and transform prototype products from Thai Phuan woven fabrics, which are made into coin purses, overall, have a high average value, i.e., the participants are most satisfied with the use and benefits received from the transformation. Summary of research results: The need to develop and transform prototype products from Thai Phuan woven fabrics, which are made into casual bags in the shape of starfruit. Summary of research results: The need to develop and transform a prototype product from Thai Phuan woven fabric, which is used to make a multi-purpose casual bag with a handle 1–4. In terms of application and benefits gained from processing.

Results of the need to develop and transform prototype products from Thai Phuan woven fabrics that are used to make phone cases, cosmetic bags, and eyeglass case applications and benefits gained from processing

Conclusion

From a research and development study of the processing of local woven fabric products of the Thai Phuan people, Pak Phli District, Nakhon Nayok Province, to test the concept of products from the community's woven fabric to suit the consumer group and to use or develop the products further to develop new concepts, the results of the analysis of the assessment of the need to develop and process prototype products from woven fabric of the Thai Phuan people, Pak Phli District, Nakhon Nayok Province, from local woven fabric of the Thai Phuan people, all 7 product styles.

Suggestion

1. Product design decoration by having the trainees design in addition to the technology they have already received. This will create unique products that are not duplicated by anyone else and will open up the field of thought until the trainees have the products they need and it will be a guideline for developing the design of commercial products in the future.

2. Processing other forms of products such as decorations, souvenirs, gifts for various occasions such as housewarming, weddings, merit-making ceremonies, products with a higher

level of delicacy and difficulty in production will increase the value of the product, such as picture frames, lamps, mobiles, etc.

3. In terms of fabric patterns, fabric types, and colors are one of the elements in selecting them for use in products. Learning about colors, the right combination of colors and patterns, and selecting fabrics that are processed to be appropriate for the processed product will make the product stand out and be in demand by producers and others.

Suggestions for further research

1. Study the development of modern techniques in decoration, fabric, color, and pattern to meet market demands while still maintaining the identity of Thai Phuan woven fabrics.
2. Modern product processing and finding ways to reduce production costs to increase income for the community.
3. Publish the woven products of the Thai Phuan people in a way that preserves local wisdom.

New Knowledge from Research

From research, a new body of knowledge is created, namely, the development of product processing for the development of local textile products, known as the MPM – Model, which includes manpower, product form, and market demand as the starting element for participation and learning of people in the community to produce a product with a unique style (Unique) and standards to create a selling point as shown in Figure 13.

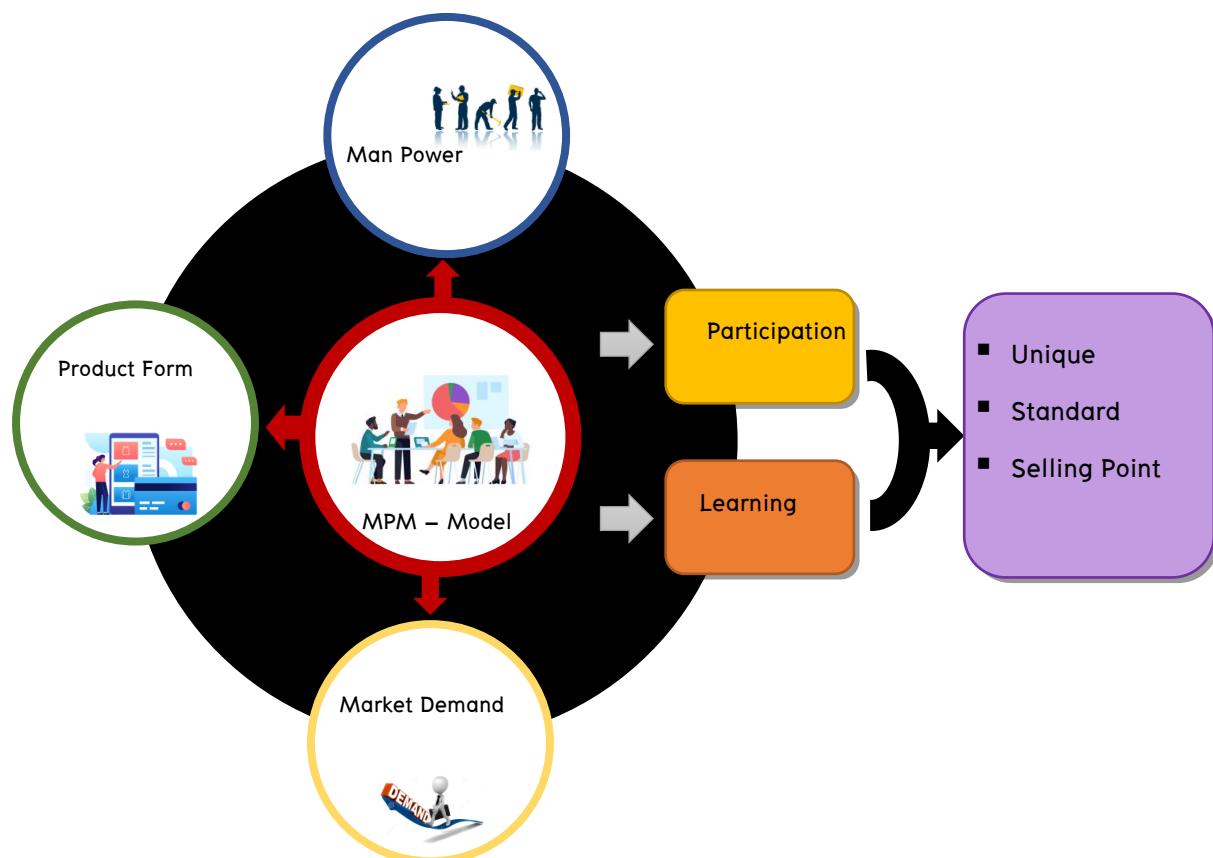


Figure 13 Diagram showing MPM – Model

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