

The Participatory Media Production Process Using Design Thinking Approach to Promote Community Tourism in Thai Phuan Community, Thailand

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Abstract

This research uses a design thinking approach to examine Thai Phuan tourism promotion media production. It is employed Qualitative research methodology by using in-depth interviews. The sample has been divided into two groups: 1) Thai Phuan community members, and 2) media production experts or academics in communication. The sample has been selected by criterion sampling. After gathering information from the interview, it will be used to make a script and produced as a documentary to promote tourism. The study involved identifying community issues through representatives from the Thai Phuan community in the area by using a design thinking approach and summarizing the data into a dataset for tourism promotion. Subsequently, media production was conducted based on the collected data and implementation. The study found that design thinking and the participatory process of the community will be implemented in every state of the collaborative process. The study identified various forms of community participation, participation by consultation, participation for material incentives, and functional participation. The significant involvement of community is in the Pre-Production which provides the information to be used as content for production of tourism promotion media and Production that the community will participate as actors and tourism activities. The research team will be filmed and edited according to the script. The community will be giving feedback and information check. After that, the community can use documentaries for tourism promotion. This approach allowed the community to have the most comprehensive knowledge and content understanding, enabling them to effectively accommodate tourists.

Keywords: Media Production, Design Thinking, Community Tourism

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Introduction

The Thai Phuan are an ethnic group that migrated from the Laos to settle in Thailand. They are an interesting ethnic group. They have a unique culture, dress, traditions, and language. This community wants to use their cultural capital to create a community cultural tourist attraction. While traditional forms of cultural communication may not be consistent with changes in the present. They need to adapt themselves to communicate their appropriate cultural identity with the social context. Thailand is a country that stands out in terms of tourism, while the government promotes community, tourist and Thai Phuan community are ready for cultural and community tourism. This community has their own museums that collected history information of the community. However, there is a lack of tourism promotion.

Cultural capital, lifestyle, and tourism activities in Thai Phuan have the potential to generate increased income. One key component of promoting tourism is public relations. Effective tourism public relations require well-managed internal and external communication. Involving local communities in tourism management and public relations activities enhances the authenticity of the content and contributes to a more successful outcome. The process involves decision-making, exchanging opinions, sharing perspectives, and actively participating in various activities, ultimately facilitating effective communication and tourism promotion.

According to Kusuma Phuseit (2010), community involvement is crucial in planning and executing public relations in tourism. Engaging the local population in decision-making, feedback, opinion exchange, and hands-on activities can significantly enhance the effectiveness of tourism public relations. The information gathered from individuals with an understanding of the local context, societal conditions, and the community's way of life helps identify general issues and strengths of the tourist destination. Proper planning of public relations ensures accurate and impactful communication. (Phuseit, 2010).

The researcher observes that community participation leads to the creation of media aligned with the specific needs and characteristics of the community. This collaborative approach results in well-rounded work that resonates with the target audience. The study also recognizes various forms of media, such as print, television, personal communication, and online media. However, the most effective medium, particularly for engaging diverse target groups and creating a lasting impression, is television. Television combines visuals and audio, providing a comprehensive communication platform. This multimedia approach utilizes films for realistic moving images, radio for spoken content and sound effects, and print for detailed textual information. Television, being a composite medium, effectively translates complex stories into compelling narratives and enhances the community's participation in tourism activities.

Conceptual Framework

This research focused on Thai Phuan community that has cultural capital and community tourism. Which relevance with tourism communication areas, tourism promotion strategy areas and media production area and the conceptual idea will be including problems, methodology and theory. The first thing is problems the Thai Phuan community has cultural capacity for community tourism but there is a lack of tourism marketing communication and also outsource production cannot provide the story from inside of the community, or they

cannot produce the deep information for tourism promotion. The second thing is theory this research used design thinking theory to implement in the media production process which has emphasize, define, ideate, prototype and test. Finally, is methodology, this research employed qualitative research methodology by using in-depth interview and participatory approach.

Research Methodology

This research is qualitative research with in-depth interview on the keys factor persons as the sampling. The sample of this resource has been divided into two groups. The first group is Thai Phuan community members, including community leader, digital center officer in community, Thai Phuan people who inherited the performance, Thai Phuan people who invented the unique Thai Phuan cloth pattern and Thai Phuan people who have knowledge of local food. On the other hand, the second group is media production experts or academician in communication area, including media production lecturer, head of corporate communication department in the university, news announcer, head of communication in company, actor and master of ceremonies.

After that, design thinking process has been approached on the media making process which is planning stage, pre-production stage, production stage and post-production stage.

Conclusion

The study found that design thinking and the participatory process of the community will be implemented in every state of the media production. The community has no media production skills and understanding of tourism promotion. But they have the deep information that we can't find anywhere. The significance in production process of community tourism promotion is the planning with empathize.

The data collection process comprises four stages: 1) Planning, 2) Pre-Production, 3) Production, and 4) Post-Production. Design Thinking is applied to the participatory media production process, and it serves as a framework to address issues related to media production. This approach stimulates knowledge sharing and collaborative learning, fostering collective engagement in the production of media content to promote Thai Phuan community tourism in Nakhon Nayok Province. Community involvement is integrated into every stage of the process, including Participation by Consultation, Participation for Material Incentives, and Functional Participation, as identified through a study of community participation in the process.

The level of community participation varies depending on the objectives and plans for community tourism and what needs to be presented during specific timeframes. Additionally, it differs based on the support received from both the public and private sectors, such as funding from the Ministry of Digital Economy and Society for the establishment of a digital community center on the Klong side to support community tourism information. Nevertheless, decision-making remains primarily within the community, and there is ongoing development by the community in line with the research conducted by Eaknarun Bangthamai, Sirithorn Boonprasert, and Narapat Saengwong Na Ayutthaya (2015). Their study, "Development of Participatory Learning Media with Ancient Archaeological Sources in Nong Ratchawat District, Suphanburi Province, to Promote Creative Learning," found that the community received budgetary support from the government, which influenced decision-making in certain aspects to align with the objectives of budget utilization. However, other

forms of participation or processes, such as determining the desired development format and sharing the benefits, remained under the purview of the community (Bangthamai, Boonprasert, & Saengwong Na Ayutthaya, 2015).

The research findings also revealed that the production process necessitates community involvement at every stage, starting from the planning phase, which requires the most accurate data for the scriptwriting, to the pre-production phase, which encompasses aspects such as locations and various activities that reflect the Thai Phuan community's identity. Furthermore, this involvement extends to the production phase, where both local residents and Thai Phuan community members actively participate in various activities. Lastly, community members engage in the evaluation phase, providing feedback and insights, which can be divided into four parts.

1) **Planning:** After conducting on-site research, the research team found that the community's content had several focal points to present. As a result, the initial plan to create a single documentary was revised, and a new plan was developed. The new plan involved producing three video clips, each covering different content and storytelling approaches, to address the diverse target audience segments that the community wanted to reach. In this planning phase, the researcher engages in the process of gathering information or problem identification (Empathize). During this stage, it was observed that there were two main components of preparation: content elements and the community's participation components. This stage holds particular importance in the working process to ensure the acquisition of data to be used in media production. Data collection is organized into groups, and community members actively participate in the work. This aligns with the research conducted by Hareuthai Panyarvuttrakul (2022), which explored "Local Wisdom Dissemination through Youth Participation in the Community of Bang Lamphu." The study found that media production for the community involved a preparation phase focused on creating participation, identifying individuals in the local area to participate in media production, and dividing the production process into three video clips. Each team is composed of both faculty members and students working collaboratively, and adjustments are made to the on-site production process.

2) **Pre-Production:** Following the initial data collection phase for understanding the area, the next step involves conducting on-site visits to gather information in real locations. This preparatory stage precedes the planning of scriptwriting and shooting arrangements. Summarily, there will be a total of four communities to be presented, including the Klong-side community, Tha Daeng community, Koh Wai community, and Ban Mai community. To summarize, there will be the production of three video clips:

1. Thai Phuan Heritage Museum and its history, presented in a documentary format.
2. Community Tourism in the Thai Phuan community, presented as a short clip.
3. A tourism program presented in a short film format, narrating the story.

The chosen study area for this project is the Pak Phli District in Nakhon Nayok Province. The collaborative efforts of faculty members, students, and the community work together to ensure the smooth execution of the project. In this pre-production phase, the alignment with the working concept is the preparatory process before on-site shooting. This process involves summarizing content and themes from dramatic components, which are then transformed into video media to promote tourism. These components encompass the storyline, characters, ideas, language, music, and imagery, as outlined in the six components of tourism promotion by Nopamas Waewhong (2015).

3) Production: In the production phase of the filmmaking process, collaborative efforts between faculty members, students, and the community are employed. This involves the utilization of actors and storytellers from within the community to foster continuity and convey the narratives of the Thai Phuan community from one generation to the next. The involvement of community members in the filming process facilitates the exchange of experiences and promotes collaborative work between educational institutions and the community. This aligns with the research “Local Wisdom Dissemination through Youth Participation in the Community of Bang Lamphu” emphasizing community participation in the filmmaking process. The inclusion of community members in these processes leads to collaborative work, mutual learning experiences, and enables the youth in each community to acquire knowledge about their cultural heritage. The participatory communication process during media production contributes to the development of skills among the youth, ultimately leading to community development (Panyarvuttrakul, 2022).

4) Post-Production: This final phase involves community engagement and evaluation after the completion of filming and editing. Once the editing process is completed, the community actively participates in reviewing the work, providing feedback, and suggesting improvements. The collaborative evaluation process ensures the accuracy of the content before dissemination. This step promotes interpersonal communication within the community, fostering stronger community bonds. This aligns with research on The Participation in the Management of Sustainable Tourism: A Case Study of Tham Rong Sub-District Ban Lat District Phetchaburi Province. The study indicates an increased understanding and knowledge among community members regarding the benefits of community involvement. Consistent and regular communication contributes to the strengthened resilience of the community (Charoensheep, 2017).

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