

Digital Media Creation of Community Participation for Public Relations of Cultural Products in Wad Bang Sai Kai community, Thonburi District of Bangkok

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Abstract— The purpose of this research were to: 1) study the contemporary status of cultural products, cultural product operators, and other related aspects in Wad Bang Sai Kai community 2) create digital media involving active community participation to enhancing the visibility and promotion of the cultural products from Wad Bang Sai Kai community and 3) evaluation of the efficacy of the of the digital media and validation of their impact. The sample consisted of 5 entrepreneurs specializing in community flute products in Wad Bang Sai Kai community and 5 digital media experts selected by purposive sampling method. The research tools were: 1) structured interview questionnaires for cultural product entrepreneurs in Wad Bang Sai Kai community, 2) a digital media efficacy assessment form and 3) a digital media certification evaluation form. Statistics used in this research were percentage, mean, and standard deviation. The results show that entrepreneurs had problems in passing on the flute knowledge and marketing. Therefore, the digital media created contains content related to the history of Wad Bang Sai Kai community, flute production in Wad Bang Sai Kai community, and publicizing the products of Wad Bang Sai Kai flute with community participation. Finally, the result of digital media had a duration of 4.44 minutes, dimensions of 1,280 x 720 pixels in Full HD format and demonstrated optimal performance at high level ($\bar{x} = 4.23$ S.D.= 0.46). Also, the results of digital media certification were appropriate at 91.60 percent and could be used at 96.80 percent. It was concluded that digital media with community participation can effectively be used to promote cultural products.

Keywords-community-participation; digital media; public relations; cultural products

I. INTRODUCTION

The wisdom of each area is different even doing things the same but still differently. This divergence arises from the inclination of proprietors to cultivate their individual reservoirs of wisdom, resulting in uniqueness and differentiation. The wisdom of flute making "Lao Village"

or "Wad Bang Sai Kai Community" in Thonburi district of Bangkok is renowned for its lineage of cane and flute production tracing back to ancestral origins [1]. Historically, it was done in the whole village. Lately, after canning has decreased and eventually disappeared but flute making is still famous and popular. The instruments produced within this locale are known as "Baan Lao Flutes," celebrated for their distinguished quality that spans a history of over two centuries. The uniqueness of the Baan Lao flute is its elaborate sound quality. In the old days, flute makers would adjust the sound of the flute by using their ears to hear the sound skillfully. After that, scholarly involvement was introduced to the manufacturing procedure, leading to standardized acoustic profiles. The flute adheres to the principles of the fine arts department which the Lao villagers focus on sound that has a standard quality. Beyond their acoustic merits, Ban Lao flutes have gained eminence for their ornate artistic patterns, which epitomize uniqueness and aesthetics. This quality has granted the Ban Lao flute the distinction of an OTOP (One Tambon One Product), imbued with the community's character and endorsed by community product standards.

Nowadays, there exists a reduced number of families engaged in the craft of flute production within the community. This decline has the potential to contribute to a diminishing presence of flutes within the market. Additionally, the community presently lacks a comprehensive marketing strategy or advertising initiatives. Furthermore, the community's cost of living and evolving cultural landscape have become increasingly influenced by national trends. The western cultural influence has been particularly conspicuous. This influence has reverberated notably among the youth people, exerting a discernible impact. However, the nurturing of Thai people awareness for their musical heritage has decline. The traditional craft of embellishing patterns onto Ban Lao flutes involves the application of molten lead onto the surface of Ruak wood, a practice that has been discontinued due to environmental concerns from lead's pollutive properties. Flute making has shifted towards to the fiber-based materials. Nevertheless, a few foreign enthusiasts have reached out to me seeking the creation of bespoke flutes, driven by their appreciation for

this artistic tradition. However, the ancestral wisdom of the “Ban Lao Flute” tradition is progressively waning. Over time, the community might be left with mere recollections. Without a suitable successor, this cultural heritage faces the risk of vanishing altogether. Based on the above information, an assessment of the cultural production in Wad Bang Sai Kai community, Thon Buri District of Bangkok was undertaken. The findings show the significance of marketing communication as a main instrument for conveying product information to consumers. In contemporary times, our society has transitioned into the digital era. The shift from conventional media to digital platforms represents an innovative stride that facilitates the delivery of content across diverse formats [2]. Enhancing the effectiveness of marketing communication strategies. This paradigm shift is poised to play a main role in the promotion and expansion of the market for Ban Lao flute products.

Hence, in this research recognizes the developing of digital media to endorse the cultural of Wad Bang Sai Kai Community, Thon Buri District of Bangkok. This initiative stands poised to a collaborative research engendering between researcher and community. This approach not only empowers community to engage actively in communication but also addresses pertinent communication concerns that pertain to content within the designated sphere. Finally, this strategy holds the potential to expand sales channels within targeted demographics and subsequently enhance the product's value in the future.

II. OBJECTIVES

1. study the contemporary status of cultural products, cultural product operators, and other related aspects within the Wad Bang Sai Kai community
2. create digital media involving active community participation to enhancing the visibility and promotion of the cultural products from Wad Bang Sai Kai community
3. evaluation of the efficacy of the of the digital media and validation of their impact

III. FRAMEWORK

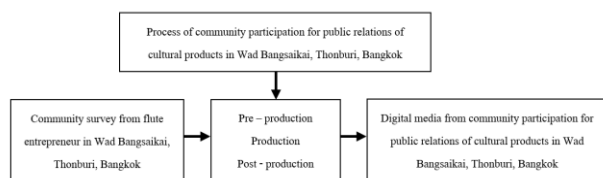


Figure 1. Research framework

IV. RESEARCH SCOPE

A. Population

The population in this research were entrepreneurs specializing in community flute products in Wad Bang Sai Kai community and digital media experts. The sample

were consisted of 5 entrepreneurs specializing in community flute products and 5 digital media cultural experts selected by purposive sampling method.

B. Research tools

1. structured interview questionnaires involved in the cultural product of Wad Bang Sai Kai community with the resultant coefficient of conformity (IOC) in a range of 0.67 to 1.00 and indicated by the Cronbach's alpha coefficient of 0.78
2. community participatory digital media efficacy assessment form with the resultant coefficient of conformity (IOC) yielded a range of 0.67 to 1.00
3. community participatory digital media certification evaluation form with the resultant coefficient of conformity (IOC) yielded a range of 0.67 to 1.00

V. METHOD

A. Study the examination of the cultural production landscape of Wad Bang Sai Kai community of the Thonburi district of Bangkok.

This exploration were an in-depth interview through primary sources, comprehensive interviews with entrepreneurs in cultural products. The sample were 5 entrepreneurs in both cultural product entrepreneurs. Moreover, secondary sources such as books, textbooks, research papers, and pertinent documents were also consulted to enrich the insights. The details are as follows:

1. Study and analysis of principles and methodologies of digital media production. Also, the exploration of the environment which product manufacturing and service business operations. Additionally, study the strategies for the distribution and utilization of community services.
2. Acquire insights into the cultural products associated with Ban Lao flute. This involves investigating the production sites and engaging with entrepreneurs through a secondary document review. A questionnaire serves as a foundational framework. Moreover, primary data were collected through in-depth interviews from cultural product operators. Then, the collected data were aggregation and analysis using a summary methodology.

B. Development of community-participation of digital media for the promotion of cultural products.

1. Pre-creation stage: in this stage involved the digital narrative or content that co-created in collaboration with the community. Getting the content by defining the content framework and establishing the presentation approach. Within this stage, the consideration was accorded to the principles underpinning advertorial presentation with the preferences of the targeted media audience. Further, character drafts and storyboard drafts were created. After that, the feedback were collected from 5 entrepreneurs specializing in community flute products and 5 digital media experts. Then, a creative action plan and consolidating the collective input.

2. Creation stage: in this stage was the creation of digital media obtained from pre-creation stages and has been reviewed by entrepreneurs specializing and experts. The digital media shows the connection information to the audience. The character design, scene design and the creation of digital media according to the pre-creation stage. Then, the prototype of digital media was proposed to 5 entrepreneurs specializing in community flute products and 5 digital media experts to consider the suitability and used in the next stage.

3. Post-creation stage: in this stage was to created the image sequence from the storyboard. Also, voice recordings and sound accompaniments. This collective effort the digital media presentation to the promotion of cultural products from the Wad Bang Sai Kai community. Then, the digital media was subjected to 5 entrepreneurs specializing in community flute products and 5 digital media experts. After that, the digital media results were edited based on the suggestions.

C. *Evaluation of the efficacy of the of the digital media and validation of their impact*

1. Evaluation of the digital media from sample consisting 5 entrepreneurs specializing in community flute products and 3 digital media experts. The assessment of effectiveness was undertaken through the digital media performance evaluation form. This evaluation form was structured by five-level scale questionnaire, related to content quality, design aesthetics, public relations efficacy, and overall presentation. After the data was collected, it was subsequently summarized, statistical using was mean and standard deviation to gain insights results.

2. Digital media certification assessment was conducted by 5 digital media experts in both the appropriateness and practical application of the media content. Accompanied by percentage statistical to provide a quantitative overview of the digital media result.

VI. RESULTS

A. *The contemporary status of cultural products, cultural product operators, and other related aspects in Wad Bang Sai Kai community found that the Wad Bang Sai Kai community*

The contemporary status of cultural products, cultural product operators, and other related aspects in Wad Bang Sai Kai community found that the Wad Bang Sai Kai community has historically been renowned for its unique cultural products, particularly its cane and flute which have held prominence for over two centuries. However, the production of flutes remains active and well-received within the market. These flutes are held in high esteem quality and had a history of more over two centuries. The main identity of Wad Bang Sai Kai community's flutes, characterized by patterns formed by pouring molten lead onto the surface of Ruak wood. This process demands

expert handling, as the pouring of lead shapes the intricate patterns that grace the flute. This unique technique imparts an artistic to the flute's design. Currently, Wad Bang Sai Kai community produces had five distinct types of flute products: 1) "Klui Lip flute," employed alongside Thai bands, 2) "Klui Kieng Or flute," utilized for country music performances, 3) "Klui Pieng Or flute," utilized in educational institutions, 4) "Klui Rong Or flute," integral to the Mon Pi Phat orchestra, 5) "Klui Ou flute," contributing to the lower tonal spectrum. At present, 5 adept successors entrepreneurs who continue the flute production include Uncle Jarin, Mongkol flute, Chalit Mai Ruak flute, Prasong flute, and Ban Lao Pa Nid flute.

From the situation conducted on Wad Bang Sai Kai community cultural products, it was found that there was an absence of a successor among the flute manufacturers. This gap reflected the preservation of the traditional flute-making. Moreover, the costs of the flute production materials further exacerbated the situation. However, entrepreneurs of craft flutes using plastic pipe materials which have lower cost, more affordable selling price and sound closely emulated of traditional flute materials. Furthermore, the methods for flute pattern-making skill and practice was inefficient in the production process. This was compounded by the utilization of the lead pouring technique, which resulted in the accumulation of hazardous lead residues, causing health risks in production process. Consequently, this situation had impact on the continuity of traditional production and the loss of this distinctive cultural heritage of the Wad Bang Sai Kai community. The flute products enjoyed renown among aficionados of Thai music and cultural artifacts. For their distribution, these flutes product reached the hands of people who had engaged in trade relationships over an extended period. Each entrepreneur had their own different client that lacking a cohesive distribution.

B. *The results of digital media involving active community participation to enhancing the visibility and promotion of the cultural products from Wad Bang Sai Kai community*

The results of digital media involving active community participation to enhancing the visibility and promotion of the cultural products from Wad Bang Sai Kai community. The entrepreneurs engaged actively with researchers to contributing information and collaborating in digital media development. Their involvement encompassed offering insights, shaping content, and addressing challenges to digital media creation. This entailed information and content related to the historical context of the Ban Lao community, Wad Bang Sai Kai. Additionally, they highlighted the distinctive attributes, variety, and designs of flutes originating from Wad Bang Sai Kai community. Also, the cultural significance that the Wad Bang Sai Kai community's flutes held within Thai society. The entrepreneurs played a pivotal role in promoting and publicizing the flute products of Wad Bang Sai Kai community.

The result of digital media creation as an innovative motion graphics. This motion graphics media had duration of 4.44 minute, dimensions of 1,280 x 720 pixels in Full HD format. The results of motion graphics media show in figure 1 to 5.

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Figure 2. Character design of "Hanuman"

ออกแบบฉากหลัง



Figure 3. Background design.

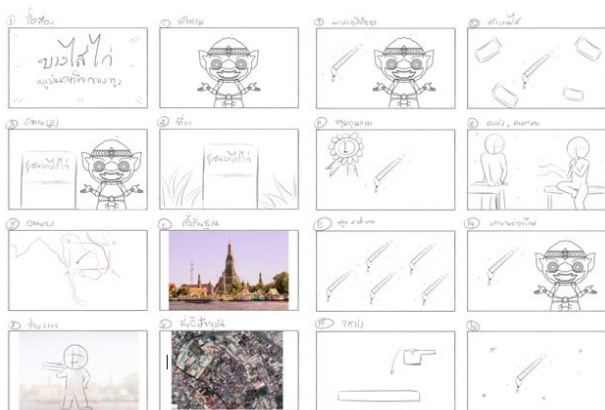


Figure 4. Storyboard.

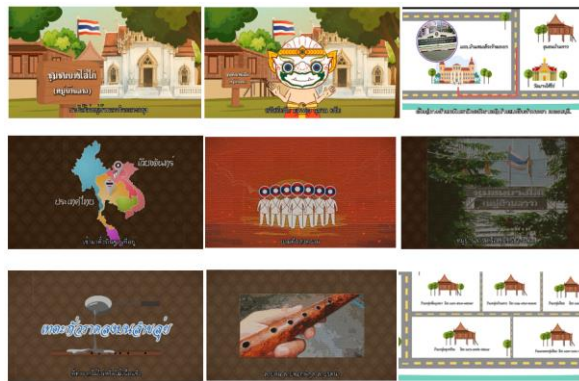


Figure 5. Storyboard that run the storytelling

C. The evaluation results of the efficacy of the of the digital media and validation of their impact.

The evaluation results of the efficacy of the of the digital media and validation of their impact was consisting of 5 entrepreneurs specializing in community flute products and 5 digital media experts selected by purposive sampling method. The result as shown in table 1 to 2.

TABLE I. THE EFFICACY OF THE OF THE DIGITAL MEDIA BY 5 ENTREPRENEURS SPECIALIZING AND 5 DIGITAL MEDIA EXPERTS.

Topics	Media experts		Entrepreneurs		x	S.D.	Interpret
	x	S.D.	x	S.D.			
Media content							
1. The content is aligned with the objectives.	4.20	0.45	4.00	0.71	4.10	0.57	High
2. The volume of content is suitable.	4.60	0.55	4.20	0.45	4.40	0.52	High
3. The clarity of the presented content is evident.	4.00	0.00	4.00	0.71	4.00	0.47	High
4. Digital media corresponds effectively to the learning process.	4.40	0.89	4.60	0.89	4.50	0.85	Highest
5. The content is engaging and beneficial.	4.80	0.45	4.60	0.89	4.70	0.67	Highest
6. The storytelling captures the viewers' attention.	4.00	0.00	4.00	0.00	4.00	0.00	High
7. Adhering to the principle of community engagement is essential.	4.20	0.45	4.00	0.71	4.10	0.57	High
8. The content delivers information about cultural products.	4.00	0.00	4.20	0.45	4.10	0.32	High
Average	4.28	0.35	4.20	0.60	4.24	0.50	High
Design							
9. Character design	4.00	0.00	4.00	0.00	4.00	0.00	High
10. The characters exhibit distinctiveness with the community's identity.	4.60	0.55	4.20	0.84	4.40	0.70	High
11. The design of the background maintains consistency with the community's essence.	4.60	0.55	4.00	1.00	4.30	0.82	High
12. The scene details are comprehensive.	4.00	0.00	4.00	0.00	4.00	0.00	High
13. The animation design has been executed comprehensively.	4.20	0.45	3.80	0.45	4.00	0.47	High
14. The color scheme design appropriately complements	4.00	0.00	3.80	0.84	3.90	0.57	High

Topics	Media experts		Entrepreneurs		x	S.D.	Interpret
	x	S.D.	x	S.D.			
the mood and tone.							
Average	4.23	0.26	3.97	0.52	4.10	0.43	High
Public relation							
15. The community information is being presented in its entirety.	4.20	0.45	4.00	0.00	4.10	0.32	High
16. Provide comprehensive information about the cultural products.	4.40	0.55	4.20	0.45	4.30	0.48	High
17. Highlighting the avenues and methods for contacting shops within the community.	4.00	0.00	4.00	0.71	4.00	0.47	High
Average	4.20	0.33	4.07	0.39	4.13	0.42	High
Overall media usage							
18. Engaging with participatory digital media can serve as a positive incentive for viewers.	4.20	0.45	3.80	0.45	4.00	0.47	High
19. Participatory digital media fulfills its intended purpose.	4.00	0.00	4.40	0.55	4.20	0.42	High
20. Participatory digital media serves to promote products from the cultural community.	4.60	0.55	4.00	0.71	4.30	0.67	High
Average	4.27	0.33	4.07	0.57	4.17	0.52	High
Average all	4.23	0.29	4.23	0.57	4.23	0.46	High

From table 1 shown the evaluation results of the efficacy of the of the digital media and validation of their impact by 5 entrepreneurs specializing in community flute products in Wad Bang Sai Kai community and 5 digital media experts. The efficacy result was at high level ($\bar{x} = 4.23, S.D. = 0.46$). For individual consideration within each topic, it has been observed that the media content topic was at high level ($\bar{x} = 4.24, S.D. = 0.50$), the design topic was at high level ($\bar{x} = 4.10, S.D. = 0.43$) and overall media usage was at high level ($\bar{x} = 4.17, S.D. = 0.52$).

TABLE II. THE DIGITAL MEDIA RESULTS AND VALIDATION BY 5 ENTREPRENEURS SPECIALIZING IN TERM OF APPROPRIATENESS AND UTILITY.

Topics	appropriateness		usage	
Concept and theme				
1. Innovative concept.	80.00	suitable	80.00	suitable
2. Arrangement of creative media.	80.00	suitable	100.00	suitable
3. Conveying emotions and sentiments.	80.00	suitable	100.00	suitable
Average	80.00	suitable	93.33	suitable
Character design				
4. Design of appearance.	100.00	suitable	100.00	suitable
5. Design of character characteristic.	100.00	suitable	100.00	suitable
6. Unique abilities of the characters.	80.00	suitable	80.00	suitable
7. Movement	100.00	suitable	100.00	suitable
Average	95.00	suitable	95.00	suitable

Background design				
8. Background environment.	100.00	suitable	100.00	suitable
9. Mood and tone of background	80.00	suitable	100.00	suitable
10. Background detail	80.00	suitable	100.00	suitable
Average	86.67	suitable	100.00	suitable
Content				
11. The content is aligned with the objectives.	100.00	suitable	100.00	suitable
12. The volume of content is suitable.	100.00	suitable	100.00	suitable
13. The clarity of the presented content is evident.	100.00	suitable	100.00	suitable
14. The content delivers information about cultural products.	100.00	suitable	100.00	suitable
Average	100.00	suitable	100.00	suitable
Media production techniques				
15. Camera angle	80.00	suitable	80.00	suitable
16. Visual design	100.00	suitable	100.00	suitable
17. Character voiceover	100.00	suitable	100.00	suitable
18. Sound effects	80.00	suitable	100.00	suitable
19. The color scheme design appropriately complements the mood and tone.	100.00	suitable	100.00	suitable
Average	92.00	suitable	96.00	suitable
Average all	91.60	suitable	96.80	suitable

From table 2, it was determined that the outcomes of digital media certification, exhibited a overall suitability rate of 91.60 percent. For individual assessment, it was discovered that the concept and theme's suitability yielded a certification score of 80.00 percent. The character design's appropriateness achieved a certification of 95.00%. The content's suitability garnered a certification score of 100.00%. Furthermore, the appropriateness of creative media production techniques attained a certification score of 92.00 percent.

The certification outcomes of digital media had overall rate of 96.80%. For individual assessment, it was observed that the implementation of the concept and theme gain approval score of 93.33%. The character design received a approval rating of 95.00 percent. The content achieved a certification score of 100.00 percent. Lastly, the creative media production techniques secured a certification score of 96.00 percent.

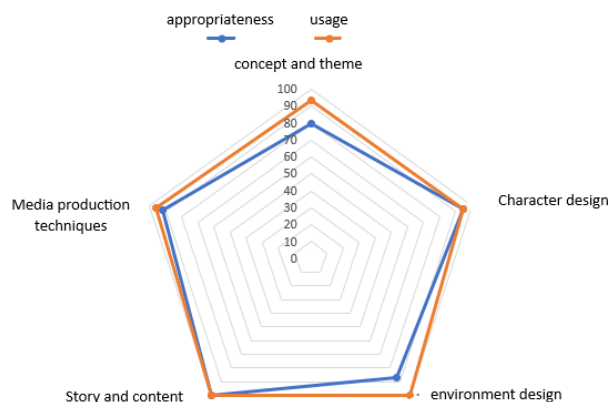


Figure 6. Diagram illustrating the comparison of suitability and digital media certifications.

VII. DISCUSSION

1. The contemporary status of cultural products, cultural product operators, and other related aspects in Wad Bang Sai Kai community was characterized by two primary concerns that are the aspects of flute manufacturing heritage and marketing strategies. First, the flute production succession was demanding requisites of expertise and experience to flute craftsmanship. Moreover, diverse entrepreneurs were engaging in the creation of their own distinct designs. Furthermore, a noticeable shift in societal dynamics has transpired, leading to a decreased inclination among successors to undertake the mantle of flute production. The concerted effort collaboration with governmental and comprehensive partnerships aimed at the adept management of flute production knowledge. This approach could make the community's evolution into a collective of learning and knowledge [3]. The sustained production of flutes had educational advancement, hinges on the amalgamation of wisdom. However, the application of information technology stands as an enabler to transformation of knowledge into digital media for knowledge dissemination. Second, in the context of marketing, it was observed that the customer base primarily consisted of individuals who had established long-standing connections. A lack of collaboration and the resultant diminished bargaining power among customers became apparent. However, collaborative are acknowledged as an efficacious approach that yields good outcomes. This method could development of trust and unity, pivotal in cultivating self-reliance [4]. Using the information technology could bolster marketing efforts through online platforms and thereby enhancing the community's outreach and visibility [5]. Small and medium-sized enterprises demonstrated a keen interest in leveraging e-commerce channels for distribution. Furthermore, the utilization of social media platforms for public relations efforts consumers to access information encompassing the community's historical backgrounds.

2. The results of digital media involving active community participation to enhancing the visibility and

promotion of the cultural products from Wad Bang Sai Kai community was directed towards engaging community entrepreneurs in production process. The in-depth analysis of challenges related to digital media content and surrounding media utilization for the promotion of cultural products [6], it was found that the development of digital media with a community that focus on the community itself and executed in collaboration with researchers. The researcher diligently delineated the focal concerns in accordance with the community of flute product entrepreneurs and proceeded with a mission to effectively address the needs of these entrepreneurs. This endeavor involved affording the flute product entrepreneurs to the media creation process, engaging intimately with the media of their eventual shared ownership of the digital media [7].

3. The evaluation results of the efficacy of the of the digital media and validation of their impact. Consisting of 5 entrepreneurs specializing in community flute products in Wad Bang Sai Kai community and 5 digital media experts was at high level. The digital media development consisted of comprehensive 3P approach which were pre-production, production, and post-production stages. This approach ensured a systematic and incremental advancement, marked by the practice and seeking guidance from digital media development experts at each stage. This achievement extended to both the accuracy of content information and the design of pictogram and other elements. The significance of ensuring excellence at each phase of production to make the result of digital media to had a high standard of quality [8]. Also, the involvement of entrepreneurs played a pivotal role in this process. Having meticulous content analysis, the screenplay was created [9]. The inherently accessible to the audience. This approach, in turn, fostered the audience's retention and effective communication of the media. This process was particularly significant due to the connection between perception and stimulating the audience's interest. Therefore, the digital media was to effectively showcase the cultural products was accomplished by a narrative through the historical background of production and provided insights into engaging with the community's entrepreneurs. The objective was to cultivate within the audience an acute cognizance of the indispensability of adept public relations strategies [10]. Also, evaluated the quality of motion graphic media in the context of the Phra That Kham Kaen legend found the media content to be captivating and viewer-friendly. Moreover, the suggestions from experts was instrumental in elevating the motion graphics media's quality that impacting the certification of the digital media. The content was rooted in the understanding that human perception thrives on the establishment of a coherent between stimuli and the subsequent response. Consequently, the developed participatory digital media proved efficacious and well-suited as a promotional tool for the cultural products.

VIII. SUGGESTIONS

Suggestions for implementing the research findings were the digital media requires careful consideration of the digital media's dimensions and resolution across various learning platforms. This is essential to ensure the optimal quality of the media.

Suggestions for future research were as to investigate the factors that influenced the sales and cultural product awareness within Wad Bang Sai Kai community. And employed as a guideline for developing digital media in collaboration with other communities, aiming to promote the products of the communities.

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