

Research Title: Development of Process Teaching Model for Packaging Design: A Case Study of Palm-Sugar of Tambon Choomphon, Amphoe Sathing Phra, Songkhla Province.

Researchers: Assistant Professor Oythip Pholasri

Institution: Rajabhat Institute, Songkhla

Date of Completion: May 2003.

Abstract

The objective of this research is to study and develop a process teaching model for packaging design of palm-sugar product of Tambon Choomphon, Amphoe Sathing Phra, Songkhla Province. The sample for this experimental research consists of three groups: entrepreneurs, students in the post-diploma undergraduate arts program, and specialists by simple random sampling and purposive sampling. Data were collected through interviews, tests, and evaluation of packaging designs and assessment by specialists. The results of the study reveal the following:

1. The entrepreneurs, a farmer's group from Ban Khlong Chanuan, are those who have five or more years of experience in palm-sugar production. They still utilize the traditional method in packaging palm-sugar products, mostly with plastic bags with paste-on stickers specifying their trade logo, business address, and supporting agencies. Major problems faced by the entrepreneurs are the following: transactions made through middlemen; price cutting made by small entrepreneurs; and repayment of loan capital made annually. An analysis of the teaching model constructed by the researcher based on experience and field data on palm-sugar reveals structural components of three stages of teaching with focus on practical aspects: 1) analysis stage, 2) synthesis stage, and 3) assessment stage. For the teaching activities, a focus has been made on issues relevant to a case study, which leads to field work.

2. A pre-test and a post-test for understanding of packaging design process were carried out by the researcher who utilized the process teaching model to the students. The results revealed that the students acquired a higher score in the a post-test than they did in the pretest. From the evaluation of the packaging designs, overall, it was found that the students acquire the scores at the very high level in all dimensions, such as form, utility, and production.

3. Assessment by five specialists reveals that the process teaching model for packaging design presented by the researcher is appropriate. They commented that more time was needed for practice and that palm-sugar products should be also developed in other forms.