



# The Logo Development of Liquid Borneo Camphor and Herbal Inhalant Products of Umong Piyamtr 1 Community, Betong District, Yala Province

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## Abstract

The objective of this research was to develop the logo of liquid Borneo camphor and herbal inhalant products of Umong Piyamtr 1 community, Betong District, Yala Province. This was a research and development study. Data were collected from related parties including groups of manufacturers, middlemen, customers, and logo design specialists. A mixed-method design was applied in this research: qualitatively, focus group discussion and development operation was used, and, quantitatively, data collection was conducted via questionnaires. Information derived from focus group discussions and development operations was brought into analysis, synthesis, comparison, and rational description. Data collected from questionnaires were analyzed to determine frequencies and percentages. Research results indicated that the logo development of liquid Borneo camphor and herbal inhalant products of the Umong Piyamtr 1 community was divided into three steps as follows. 1) Development Planning: the products were branded "Keeree 1987" of which "Keeree" referred to mountains whereas "1987" stated the year that members left mountains and were renominated as developing partners of Thailand. In an aspect of brand personality, it depicted high Chinese, determinedness, idealism, and nature adherence. For the aspect of logo image, it presented mixed graphic images of the mountain and Umong Piyamtr city gate. Concerning the logo color aspect, red and green colors were used in the designing task: red implied Chinese Thai beings, and green referred to military uniform, expressing determinedness, idealism, and also herbal products. 2) Development operation: development of three product logo designs as planned was accomplished. 3) Development Conclusion: satisfaction survey of the product logo designs developed indicated that customers' satisfaction was the highest with the first logo, accounting for 55 percent.

**Keywords:** Logo, Liquid Borneo Camphor, Herbal Inhalant, Umong Piyamtr 1 Community

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## Introduction

Umong Piyamtr 1 community is located at Ban Piyamit 1, Ta Noh Mae Ro Sub-district, Betong District, Yala Province. It is a village of people who used to move under the name of the "Malaya Communist Party"

whose history started with a group of Chinese Malays. They held arms against Japanese soldiers who occupied the area in 1943. After the end of World War II, the group refused to accept British colonial rule and had a conflict with the Malay government which was later



established causing the Malaya Communist Party to drop its weapons to rely on His Majesty the King. It changed its status to become "Partners in the development of the Thai nation", the Thai authorities have come to help develop the infrastructure, including roads, electricity, water supply, etc., and develop careers by creating tourism selling points for villages. There are five villages in Piyamitr, distributed in various areas as follows: 1) Piyamitr 1 is located at Umong Piyamitr, Betong District, Yala Province; 2) Piyamitr 2 is located at Suan Dok Mai Betong, Betong District, Yala Province; 3) Piyamitr 3 is located at Ayer Weng Sub-district, Betong District, Yala Province; 4) Piyamitr 4 is located at Tham Talu, Bannang Sata District, Yala Province; 5) Piyamitr 5 is located at Na Thawi District, Songkhla Province (Angsumalin Chaeshoen, interviewed on June 28, 2021).

The beginning of the local herbal business of the Piyamitr community 1 due to the Malaya communist period coming out to find food/medicinal supplies was very difficult, so Chinese healers there focused on medicinal plants in the forest to take care of themselves. Members also learned the science of local herbal medicine from China causing the group to specialize in medicinal plants when it was developed as a tourist place. Therefore, it has begun to produce herbal products for sale such as Lingzi mushroom, wild pepper root, Da Si Wang, wild Sato root, Wu-Zhao-Ma-Tee (or five-clawed dragons), etc., along with receiving support from the Betong Community Development Office. Therefore, it began to have beautiful screen bag packaging for organizing commercial distribution. It has also been registered as an OTOP product and received a community product standard mark (CPS) under the brand "Umong Piyamitr 1". However, the problems with herbal operations of the Umong Piyamitr 1 community found that the product must be washed and boiled before eating, making it difficult and inconvenient for modern lifestyles. In addition, the group cannot make tablets or capsules because the product contains herbal sediments. For this reason, the target market is specific customers

focusing on Chinese elderly people who love health and love drinking herbal tea (Lee-Er Sae- Wu, interviewed on June 28, 2021). The group has a desire to develop new products that are marketing enhancements.

The new products that the group wants to develop are liquid Borneo camphor and herbal inhalant products because they are the products that are easy to buy and sell quickly. The group uses local herbs from "Camphor root" and "Eighteen Zhen" as raw materials in production to create a unique identity from other places, focusing on the target market of tourists who visit the Umong Piyamitr 1 community. They want products used to inhale and relax from dizziness and such refreshing is the origin of this research project under the Center for Education, Research and Innovation towards Excellence Service Industry Activity 2 Develop a Center of Excellence in Health Tourism: Local Medicinal Plants with the objective of the research to develop the logo of liquid Borneo camphor and herbal inhalant products of Umong Piyamitr 1 community, Betong District, Yala Province.

### Research Hypothesis

How should the logo of liquid Borneo camphor and herbal inhalant products of Umong Piyamitr 1 community, Betong District, Yala Province be designed and developed?

### Literature Review

Brand means the name, word, symbol, design, or a combination thereof to identify products and services of a good brand should have the following characteristics (Kotler & Armstrong, 2018).

1. It can represent the benefit or quality of the product.
2. It should be short and easy to pronounce or memorize. If good, it should not exceed three syllables.
3. It has its characteristics and is different from its competitors.
4. It can be used to register a trademark for legal protection, such as not using obscene words, not using words that are redundant with other people who have already been registered, or using similar names of people in the royal family, etc.



The logo is part of the brand or altogether which is used for advertising by the principles of logo design as follows (Cahill, 2017).

1. Simple: a good logo should be simple and easy to read.
2. Memorable: a good logo must be memorized and can be remembered by consumers in their minds.
3. Timeless: a good logo must be contemporary... no matter how the era changes, but still can be remembered.
4. Versatile: a good logo must be able to be placed on various media and can be applied and versatile.
5. Appropriate: a good logo must be suitable for the target audience.

### Research Conceptual Framework

This is a research and development study. The researcher defines the research conceptual framework under the brand of Kotler & Armstrong and the good logo design concept of Cahill. It is defined as a conceptual framework for development in three parts as follows: 1) Development planning, which is a definition or direction of development of brand and logo both in the part of the brand name, brand personality, logo image, and logo color; 2) Development operation by designing three logos as planned; 3) Development Conclusion: satisfaction survey of the product logo designs developed indicated that customers are the most satisfied with. The research conceptual framework is shown in Figure 1:

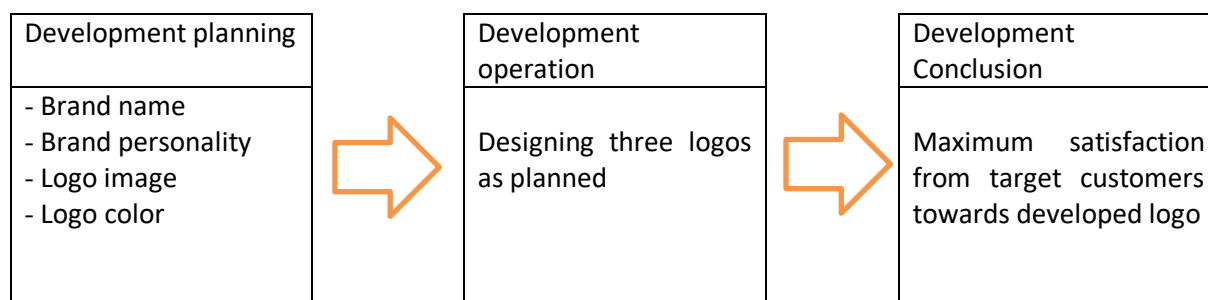


Figure 1: The research conceptual framework

### Research Methodology

This is a research and development study by collecting data from related parties including manufacturers, middlemen, customers, and logo design specialists. The research method was mixed-method, qualitative research uses focus groups and development action to collect research data. Quantitative Research uses questionnaires as a tool for collecting research data. In this regard, the development has defined a research model in three phases, consisting of development planning, implementation of development, and a summary of development results. The details are as follows.

1. Development Planning phase by discussion of relevant parties comprising a group of manufacturers, middlemen, customers, and logo design specialists, each group of three people, totaling twelve people to study the direction of liquid Borneo

camphor and herbal inhalant products of the Umong Piyamitr 1 community both in the brand name, brand personality, logo image, and logo color.

2. Development operation phase is the practice of developing logos for liquid Borneo camphor and herbal inhalant products of the Umong Piyamitr 1 community as planned, totaling three types.

3. Development Conclusion phase used a questionnaire on satisfaction survey in Logo designs developed by tourists who visited the Umong Piyamitr 1, but the study did not know the exact number of customers. Therefore, the researcher used a method to calculate the sample size using the formula for cases where the exact population is unknown which was a grouping formula of Corran's sample that was assigned a 95% confidence value. It was calculated to be a sample size of



384 samples, but to prevent errors, 400 samples were used as a sample.

For developing and testing the reliability of data, the researcher has studied documents, textbooks, and research on traditional herbal products in locality and logo development. Then the research tool was designed and brought to three marketing and art experts to check the Index of Item-Objective Congruence (IOC), suitability, and ability to communicate. It was try-out tested with a similar target group to the study target group of fifteen people, after that, to use the results to improve the tool to be more effective. Finally, the information obtained from group discussions and development practices. will be analyzed, synthesized, compared, and written a rational description. The data from the questionnaire will be processed for frequency and percentage values.

## Research Results

The development of logos for liquid Borneo camphor and herbal inhalant products of the Umong Piyamtr 1 community, Betong District, Yala Province showed the following results:

### 1. Development planning

From the discussion of the relevant parties among manufacturers, middlemen, customers, and logo design specialists regarding the direction of development of the logo in terms of brand name, brand personality, logo image, and logo color, the results were as follows:

1.1 Brand Name: the group discussion participants had proposed three alternatives to designate brand names for liquid Borneo camphor and herbal inhalant products as follows: 1) the brand "Umong Piyamtr" because it corresponds to the original herbal product brand that was sold; 2) the brand "Keeree 1987" of which "Keeree" referred to mountains whereas "1987" stated the year that members left the mountains and were renominated as developing partners of Thailand. 3) Brand "Keeree 428" referred to the month and date (April 28th) that members left the mountains to join the government and were renominated as

developing partners of Thailand. However, the group discussion participants made interesting comments about the brand name as follows:

"..... The group has always used the brand "Umong Piyamtr". If using a new brand, the customers will be confused, hesitant, or not sure because the name changed from the old one. Customers may think that it is a product of another brand or another community that is not belonging to the Umong Piyamtr 1 community directly..."

One of the middlemen

".....Umong Piyamtr Brand with a logo of five pigeons, I understood that at that time I wanted to communicate about Piyamtr which had five places, but....the fact that this brand has been around for a long time. Therefore, it has an old-fashioned and out-of-date fashioned image. Moreover, the brand name is duplicated with other Piyamtr community groups, so it is better to change the brand name. I want a new brand with a unique identity that is different from others....."

One of the manufacturers

When allowed group discussion participants to vote, it showed that the brand "Keeree 1987" received the most votes, accounting for 60 percent of all group discussion participants. By the meaning of the brand name, "Keeree" referred to mountains whereas "1987" stated the year that members left the mountains and were renominated as developing partners of Thailand.

1.2 Brand personality: the brand "Keeree 1987" has a history in the group of people who used to move on behalf of the "Malaya Communist Party" and later changed the status to become a co-developer of the Thai nation Participants. Most of the group's discussions had the similar opinion that the "Keeree 1987" brand has an image of the Malaya Communist group who are Thai-Chinese descents of ambitious personality, idealistic, and love for development, surrounded by mountains and nature. The group discussion participants have commented about the brand personality as follows:



“.....Brand “Keeree1987” has two dimensions. The first dimension, the name “Keeree” which means mountain, represents the natural personality and living with nature. The second dimension, “numbers 1987”, was the year when the Malayan communist group stepped down to join the government and changed the status to become a co-developer of the Thai nation. This indicates the image of determination and ideology. It is not natural, but simple, but it is nature, plus, determination.....”

One of the logo design specialists

“.....One of the personalities, I would like to offer is that there are Thai-Chinese descents almost 100% here we still live the Chinese way of life: speaking, writing, cooking: exercising, dressing, etc., in terms of logos. We want a font that is other than stable, has a vision, wants a font to have a more Chinese design, and wants to have a brand name in English as well to make it easier to communicate with foreign tourists.....”

One of the manufacturers

1.3 Logo Picture: The group discussion participants have expressed their comments that the logo should be a picture of a mountain because “Keeree” means mountain, and “1987” may be designed as a strong and stable font including being Chinese. While some of the group discussions have suggested having an Umong Piyamitr gate picture due to its different and unique signaling characteristics, so it was easier to communicate and connect with the Piyamitr 1 community, as the group discussion participants have made the following comments:

“.....if the logo is only a mountain image, I think it might be confused with another mountain. The highlight of the Piyamitr 1 community is having an Umong Piyamitr gate tourist place. In addition to the prominent tunnels, the gate of the Piyamitr

Tunnel is also considered outstanding because it has a unique and distinctive, if able to design a logo that blends the mountain and the gate of the Piyamitr Tunnel, I think it might help differentiate the mountain logo from other places.....

One of the customers

1.4 Logo Color: The group discussion participants have commented on the logo color by offering to choose from two colors as follows: 1) Red to communicate the identity of Thai -Chinese descent; 2) Green, which can communicate in two dimensions, the first dimension refers to the military uniform that indicates the determination and ideology, and the second dimension refers to being natural herbal products. However, the group discussion participants expressed interesting views about the colors used in logo design are as follows:

“..... Logo color, I would like to propose using two colors in brand communication, red and green. The red color reflects the identity of Thai-Chinese descent. The green part represents the military uniform that indicates the determination and ideology, and being natural herbal products, which are contrasting colors, if well designed will make the work more interesting.....”

One of the logo design specialists

## 2. Development Operation

From the results of the group discussion, the researcher has carried out the development of three logo designs under the brand name "Keeree 1987", which is a graphic image that combines both a mountain picture and the gate of the Umong Piyamitr using strong, heat, and stable font, including being Chinese. Red and green are used in the design to give the overall brand image focusing on communicating the Chinese identity of determination, ideology, and love for development, surrounded by mountains and nature by three developed logo designs as shown in the second figure.





Figure 2: The three developed logo designs

### 3. Development Conclusion

The satisfaction survey questionnaire about logo designs was developed from target customers who are tourists, a total of four hundred people who

visited Piyamit Tunnel to get the logo design that customers were most satisfied with, shown in the first table:

**Table 1** Results of customers' satisfaction survey with three developed logo designs

Developed logo designs	Numbers of customers' satisfaction	
	Frequency (Persons)	Percentage
The first design	220	55
The second design	60	15
The third design	120	30
<b>Total</b>	<b>400</b>	<b>100</b>

8066

From Table 1, it can be seen that the first logo design is the most satisfied customer accounting for 55 percent, followed by the third and the second logo designs with the customer satisfaction accounting for 30 percent and 15 percent, respectively.

After using the first logo for commercial use by designing a sticker label for liquid Borneo camphor and herbal inhalant products, the results are as shown in the third figure:



Figure 3: The use of the first logo for commercial use

### Discussions

The research on the development of logos for liquid Borneo camphor and herbal

inhalant products of the Umong Piyamitr 1 community, Betong District, Yala Province can be discussed as follows:



1. The logo developed design by the brand “Keeree 1987 is a graphic image of the mountain and the gate of the Piyamitr Tunnel because it corresponds to the name “Keeree” which means mountain. The gate of the Piyamitr Tunnel is the identity that communicates the attraction of the Piyamitr 1 community, it can be explained that one of the attributes of good brand design is that it indicates or exhibits certain attributes related to the product (Kotler & Armstrong, 2018, p. 251). This is consistent with the research on brand design and packaging to promote unique foods in the southern border provinces with a design of snack products, Dao Rai brand, in the shape of stars and mountains, sesamin crispy roti from watercress in the shape of watercress, fish crackers from Serene brand, in the shape of fish and so on (Boonsawang, 2016, pp. 33-34). In addition, it is consistent with the research and development of products in the coconut shell group at Ban Tha Sap, Yala Province, the design of the brand logo “KALA-U” is a graphic image, of a half-shelled shell. There are both the edges of the brown shell and colored coconut meat, along with another brand in the middle of the shell with an “L” font design that made a graphic coconut tree (E-sor et al., 2012, p. 420).

2. The meaning of the developed logo design by the brand logo “Keeree1987, name, image, line, and color, everything has a symbolic meaning, communicating the identity of Thai-Chinese descent with determination, ideology, love for development, and living amid mountains and nature. It can be discussed as it is a development under the creative economy which is classified as a concept of creating growth and driving economic development by using creativity to add value to products or services under the principle of finding a distinctive identity and synthesizing as a component and used as inspiration for creativity and development (Institute for Small and Medium Enterprises Development, 2012. p. 4). This is in line with Julukul's research (2018, p. 37) who studied the “development of the brand of banana and charcoal from Palmyra Palm.” It found that

the brand design concept was derived from the nature and way of life of the Ban Ram Daeng community by bringing to design the logo and packaging to look modern and indicate the identity of Baan Ram Daeng. It is also consistent with the research of Chesamæ & Gadmeang (2021, pp. 85-89) that uses community identities such as temples, churches, rivers, and Lai Kanok, presented through Puranawat community products and packaging. This allows the product to tell the story of the community which can lead to creating value-added for the product. It also connects to the cultural tourism of the Puranawat community in the end.

However, the logo design developed in this research is a combination of designs that are natural shapes and object shapes (pictures of mountains and gates of the Piyamitr Tunnel), which from research on the analysis of the design of the Thai logo that won the contest found that there are still other shapes that can be used in the design of logos or emblems, such as Thai style shapes, geometric shapes, respected shapes, free forms, etc. In addition, this research indicates better the design of a logo or logo is unique to each individual. Although the same design guidelines apply, the creative work has differences depending on the skill, ability, and imagination of the designer (Chuenta 2012. p. 5).

### Recommendations

This research has made important findings that development should be developed in line with the creative economy which is classified as the concept of creating growth and driving economic development by using creativity to add value to products or services. Under the principle that must find a distinctive identity and synthesize as a component and use it as inspiration for creativity and development. This will help Logo design work has meaning, value, and difference from competitors.

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### Interviewees

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Angsumalin Sae-chen ( Interviewee), Apsorn E-sor (interviewer), at the establishment 293 Moo 2, Tano Maero Subdistrict, Betong District, Yala Province on June 28, 2021.