



## Preserving cultural heritage through instruction and digital innovation: A Mixed-methods approach to marketing community products inspired by mural art in Suphanburi province, Thailand

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### ABSTRACT

This study employs a mixed-methods approach, incorporating both qualitative and quantitative research methodologies. This research aims to combine research and instructional practices to improve the preservation of arts and culture in community product marketing communications by leveraging digital technology. The research utilizes findings from a study of mural paintings in Suphanburi Province to develop creative products that support tourism within the community economy. The initiative has resulted in the creation of innovative products derived from mural paintings, including paper stencil frames from Wat Pratoosan and Wat No Buddhangkun, as well as twelve zodiac-themed shirt designs from Wat Chi Pa Khao in Suphanburi Province. We have implemented instructional integration to foster the preservation of arts and culture within a business promotion platform context. The sample specifically comprised 32 students from the Information Technology program who registered for the Business Promotion Platform course in the first semester of the academic year 2023. The purpose of this sample group was purposive sampling, which facilitated the development of promotional video clips to enhance marketing communication for community products utilizing digital technology. We used two instruments for data collection: 1) creative products from mural paintings, which we developed into PR video clips, and 2) a questionnaire from Suan Dusit University's e-assessment system to gather opinions on instruction. This approach encourages students to engage in academic service to the community, thereby providing a channel for marketing and

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communicating community products inspired by mural paintings. The outcomes of this research have facilitated the development of creative products, such as postcards, cloth bag designs, magnet pins, and the twelve zodiac shirt designs. We have also created and disseminated 32 promotional video clips via YouTube, and shared students' work through a single Metaverse system. The level of satisfaction regarding the integration of research and instruction has been notably high, with satisfaction in theory at 80.57 percent and in practice at 81.8 percent. The community has gained enhanced avenues for disseminating and promoting community products through digital technology.

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## **Introduction**

To transform higher education institutions, the Office of the Permanent Secretary for Higher Education, Science, Research, and Innovation (O.S.M.Ed.) has initiated the Re-inventing University project. This initiative seeks to reform management systems, modernize curricula and teaching methodologies, enhance the nation's competitiveness through research and innovation, and cultivate a skilled workforce of high quality. The Office pledges to promote, support, and allocate financial resources to higher education institutions, fostering excellence that aligns with their unique strengths and the country's overarching development goals. This approach encourages differentiation based on institutional capabilities and diversity in accordance with their respective missions and areas of expertise.

The ministerial regulation on the classification of higher education institutions established in 2021 designates institutions under Group 3 as local community development entities or similar communities. They center their primary mission and strategic focus on advancing local communities and shared objectives, acting as hubs for learning, knowledge transfer, and technology dissemination to empower communities. Furthermore, these institutions are responsible for offering individuals opportunities for lifelong learning, which in turn contributes to sustainable development. Consequently, higher education institutions within Group 3 are expected to fulfill the following critical roles: Emphasis on local community development and capacity building for educational institutions and communities to be strong, jointly developing education, economy, and society in the community, to produce graduates and be a source for developing human potential, conducting research, and creating innovations to apply the knowledge gained to community development, continuing and preserving arts, culture and local wisdom, applying and developing arts, culture and local wisdom to keep up with the times to increase value and worth, and developing knowledge of arts, culture, and local wisdom (Office of Higher Education, Science, Research and Innovation Promotion and Development, 2022).

Suan Dusit University, a Group 3 higher education institution, has started a research project that aims to explore mural studies in Suphanburi Province for innovative products that can boost tourism through the community economy. The initiative aligns with the objectives of local community development groups and other communities by conducting research and creating innovative products that leverage local resources, thereby adding value to the community and promoting community-based tourism. The project integrates knowledge and insights gained from the study of mural paintings, pattern reproductions, and other relevant elements into the design of creative products. This approach seeks to improve the quality of life within the community while fostering products that reflect the community's identity. Additionally, it emphasizes the conservation of the environment and cultural heritage to facilitate the development of creative

products and empower both local and tourism communities. Furthermore, this initiative aims to preserve the mural paintings, ensuring they serve as cultural capital that enhances tourism. It also provides an alternative means of generating income for community members through the development of creative products (Pijitkamnerd, Khrouthongkhieo, & Netwong, 2022).

Group 3 educational institutions in Thailand play a significant role in cultivating graduates who possess awareness, knowledge, and skills essential for driving development and facilitating change at the local level. Consequently, the integration of research findings with instructional processes, academic services, and cultural preservation efforts enhances this development. This integration positively impacts learners by providing them with practical experiences, fostering a learning network, enhancing their work skills to meet professional standards, and enabling them to comprehend the connection between theoretical knowledge and practical application (Chaisang et al., 2021). Nithedsilp & Kodsiri (2017) conducted research on integrated instruction involving art and cultural preservation within the Lanna community, which revealed that students take pride in their role in preserving Lanna culture and exhibit keen interest in furthering theirAll educational levels, including formal, non-formal, education, and education, provide these students with opportunities to create, design, and produce works that they can incorporate into their instructional practices. g learning. In alignment with real-world applications, the new generation of youth develops a genuine sense of identity, recognizing the value and significance of local treasures, which they subsequently contribute to both themselves and the nation, thereby fostering valuable human resources in Thailand. Therefore, we can assert that the integration of instruction not only improves student learning but also fosters the growth of local communities. It strengthens the capacity of educational institutions, community organizations, and citizens to effectively advance education, the economy, and societal well-being within the community, aligning with the primary mission and strategic objectives aimed at local community development. These issues align with the study framework, which involves conducting research, innovating to apply knowledge to community development, producing graduates, and preserving local arts, culture, and wisdom.

The creative outputs from the mural paintings, such as the paper stencil frames from Wat Pratoosan and Wat No Bhuddhangkun and the twelve zodiac shirt designs from Wat Chi Pakhao in Suphanburi Province, were the result of community participation in meetings, brainstorming, and reflecting the community's identity. These products were created to create creative community products that can generate income for the community and promote tourism based on the community economy. Consequently, it is essential to cultivate product awareness among consumers and tourists interested in these offerings. Marketing promotion is therefore crucial in fostering awareness and publicizing these community products (Yousukkee & Nuancharoen, 2022). The integration of digital technology in marketing serves as a vital component in enhancing an organization's competitiveness, expanding market reach, and establishing a consumer base (Fayvishenko et al., 2023). The rapid advancement of information technology and the ensuing global cultural exchanges have profoundly influenced the world, leading to ongoing interactions and conflicts among diverse cultures. While this phenomenon facilitates the incorporation of foreign cultures, it simultaneously presents significant challenges to the preservation and evolution of local and regional cultures. This is particularly evident within the education sector, where the integration of regional cultures into the curriculum is paramount (Peng, 2023). Thus, the education sector faces the challenge of fostering community development, producing well-rounded graduates, providing community services, and creating innovations that apply acquired knowledge to community advancement while also ensuring the continuity, preservation, and development of local arts, culture, and wisdom. Therefore, relying on the advancement of digital

technology, various platforms can promote awareness of community products, such as YouTube, social media, and the metaverse, which will increase access channels to various products for the community. According to Roshom et al.'s (2024) research, the digital era necessitates the promotion of community products through online media. This includes modern marketing, which emphasizes the use of digital media for business public relations as a potent communication tool that can effortlessly reach diverse target groups (Srikalsin & Phaomanacharoen, 2021). Therefore, it was an opportunity for students to apply their knowledge in media development to support the community by creating awareness of the community's creative products and marketing communication for the community. It was another way of providing academic services and preserving cultural heritage and local wisdom.

Therefore, advancing community-focused research requires the integration of research and instruction to promote the preservation of arts and culture in community product marketing communications through digital technology. This approach encompasses the incorporation of teaching and learning management strategies that enable students to provide academic services to the community, thereby enhancing awareness of community products through effective marketing communications. Furthermore, it seeks to expand public relations channels utilizing digital technology, ultimately fostering the promotion of arts and culture within the marketing communications of community products and augmenting the value of creative offerings from the community. This research not only enriches the existing body of knowledge but also serves as a valuable reference for other educational institutions aspiring to integrate research, instruction, and community culture into their curricula. The objective is to incorporate research and educational initiatives aimed at fostering the preservation of arts and culture into the marketing communications of community products through the utilization of digital technology. Such integration will contribute to a diverse educational environment while safeguarding local heritage and aligning with current educational standards to promote a sustainable future.

## **Objective**

The objective is to integrate research and instruction into marketing communications for community products, using digital technology to foster the preservation and appreciation of arts and culture while promoting local economic development and cultural identity.

## **Literature review**

### **1. The integration of research and instruction to promote the preservation of arts and culture.**

Chaisang et al. (2021) articulated that integrated instruction involving arts and culture conservation entails the amalgamation of educational practices with the missions of preserving arts and culture. This approach fosters the sustainability and perpetuation of both local and national artistic and cultural heritage. The integration process encompasses instructional methodologies alongside research initiatives, academic services, and cultural conservation efforts, thereby positively influencing student development through experiential learning. Such an approach equips students with practical experience, facilitates the establishment of a learning network, and enhances their professional competencies to meet industry standards. This enables students to comprehend the interconnections between academic subjects and real-world applications, thereby fostering a cohesive understanding of the material. This perspective aligns with the assertions of

Sarae et al. (2017), who posited that integrated instruction in the preservation of arts and culture serves to merge the objectives of cultural conservation with educational practices. This methodology not only supports the ongoing maintenance of local and national arts and culture but also serves as a means to enhance learning capabilities. It involves the synthesis of diverse knowledge areas, harmoniously blending them to create a comprehensive learning experience that encompasses cognitive, psychomotor, and affective domains. This approach is consistent with the educational management principles outlined in the National Education Act of 1999, Section 23, which underscores the significance of knowledge, ethical values, learning processes, and appropriate integration in alignment with societal realities. Furthermore, Qian (2024) emphasized that incorporating traditional culture into contemporary education can effectively facilitate the preservation and innovation of cultural heritage. The traditional arts and culture of local communities represent the foundational essence of a nation. Thus, the preservation and promotion of culture are vital for the continuity and advancement of a nation.

The curriculum designed to foster the preservation of arts and culture should prioritize engagement and interactivity, aiming to generate interest and enthusiasm for participation. This may include organizing creative competitions or exhibitions to showcase students' artistic endeavors. Furthermore, the curriculum should emphasize the development of practical skills through a diverse range of creative activities, allowing learners to appreciate the allure and enjoyment of traditional culture through hands-on experiences. Such an approach will enhance learners' aesthetic appreciation and promote cultural preservation. The curriculum will also support the inheritance and innovation of traditional culture, thereby establishing a robust foundation for nurturing a new generation equipped with both a global perspective and a strong sense of national identity. Ultimately, this initiative aims to ensure the sustainable prominence of local arts and culture in the contemporary era. (Qian, 2024)

Nithedsilp & Kodsiri's (2017) research on "An Integrated Instruction with Art and Cultural Preservation for Lanna Community" found that the integrated local arts and culture preservation teaching and learning has an effect on the students' pride in being a part of the culture preservation. Jeon et al.'s (2022) research on the "Integrated Arts and Culture Education Model for Public Schools in Indonesia: The Case Study of 'Made in Cirebon' as a Cooperation Project with an Artist Community" found that the model of integrating education with arts and culture already exists in communities benefiting from conservation with stakeholders, creating a new educational ecosystem. Peng's (2023) research on "The Practice of Integration of Art Education and Regional Culture Towards Pedagogy Enhancement" found that integrating collaboration between local communities and content experts can increase the effectiveness of integration projects, greatly support the curriculum development process, and provide valuable perspectives on the implementation of teaching strategies that yield positive results.

Therefore, it can be said that the integration of research and instruction to promote the preservation of arts and culture is beneficial for educational institutions in producing graduates who are proud to be a part of the preservation of arts and culture. Communities benefit from the preservation of community identity. Educational institutions provide academic services. All relevant parties contribute to the new educational ecosystem by applying teaching strategies to produce positive results and new media platforms from the integration of various professions to further develop digital culture.

## **2. Marketing communication of community of products with digital technology**

Marketing Communication encompasses the integration of various communication and marketing processes aimed at disseminating information, conveying organizational and product

content, fostering awareness and understanding, promoting acceptance, cultivating relationships, and attracting consumers and target demographics as defined by the manufacturer. The instruments employed in marketing communication include: 1) Advertising: This involves the dissemination of promotional information regarding products and services, with the objective of informing, persuading, and reminding consumers about the offers. 2) Public Relations: This function is dedicated to establishing and maintaining positive relationships with consumers through strategic planning, monitoring, and evaluation. 3) Sales Promotion: This activity is directed towards consumers and may include initiatives such as price reductions on products. 4) Direct Marketing: This approach entails the direct transmission of information or offers to the target audience, providing immediate channels for customer response. And 5) Personal Selling: This involves sales representatives who provide detailed product information and encourage customers to make purchases directly (Kotler & Keller, 2016; Yousukkee & Nuancharoen, 2022). In contemporary practice, marketing communication increasingly leverages digital technology, focusing on creating experiences for the target audience with the product or service. This engagement fosters consumer interest and desire to try the offerings, which can lead to word-of-mouth promotion, social sharing, and invitations for others to participate. Such interactions not only enhance consumer involvement but also influence decision-making through metrics such as comments, likes, and shares (Seedapeng & Kasetiam, 2022). The intricacies of the communication strategy pertaining to brand management and internet marketing of digital products are crucial to the commercial operations of an organization and its positioning within the information landscape. No sector is exempt from the effects of digital transformation. Social media has empowered individuals globally, facilitating equitable and personalized access that contrasts sharply with the top-down communication model characteristic of traditional mass media during the early stages of globalization. The COVID-19 pandemic has further accelerated the adoption of social media, social sharing, and social business practices. To regard digital platforms merely as an additional media channel fails to recognize the significant shift in consumer power and the necessity to engage with narratives that reflect community identities. This approach can enhance marketing strategies by addressing the values that resonate with consumers, ultimately leading to improved outcomes in the cultivation and preservation of brand value in the contemporary digital landscape. Advances in information technology, particularly in social media, necessitate innovative management of marketing messages tailored to user needs. Research has demonstrated that social media is effective in fostering communication and engagement in relationships with users across various applications (Beaumont et al., 2022; Fayvishenko et al., 2023; Mulyanaa et al., 2020).

Establishing awareness of branding and marketing is not a process that can be accomplished in a short timeframe; rather, it is the culmination of meticulously planning business operations within the market, identifying target demographics, developing a distinct identity, and effectively communicating marketing messages through various channels. Public relations efforts should be distinctive, possess a clear value proposition, and employ attention-grabbing techniques to successfully cultivate awareness and favorable perceptions among consumers (Yousukkee & Nuancharoen, 2022). The selection of marketing communication tools is a critical factor in enhancing product popularity among consumers. However, this can present challenges for community business operators and product manufacturers. Utilizing platforms such as YouTube to convey diverse narratives and employing various communication channels to inform consumers about product specifics can be highly effective. Each medium has the potential to reach or convey information to the target audience in unique ways. The strategies adopted by each business including the choice of media, the nature of the content, and the frequency of consumer

engagement are all vital components in successfully generating awareness among the intended customer base (Khanaraksombut & Yaree, 2023; Lemon & Verhoef, 2016).

Fayvishenko et al. (2023) conducted a study on “Communication Strategies of Brand Management and Online Marketing of Digital Products,” which found that communication strategies of brand management and online marketing of digital products involve the use of digital marketing tools applied in the information environment to conduct sales and branding. The use of web resources and social networks will be the key to marketing digital products. Beaumont et al.'s (2022) research on “Technology Has Empowered the Consumer, but Marketing Communications Need to Catch-Up: An Approach to Fast-Forward the Future” found that the use of social media to deliver community products from community identity, community storytelling will be the power of the media. The driver of emotional power that affects new behaviors is consistent with the study of Fawzee et al. (2019) who studied “The Role of Technology Marketing Micro Business, Small And Medium Enterprises (SMEs) Agents For Repurchase Intention And Its Impact On The Community Satisfaction (Case In Indonesia).” found that community products enable consumers to search and receive information about products through the virtual world must make the search process easier.

Therefore, it can be said that marketing communication of community products with digital technology is beneficial to the community with communication strategies of brand management and online marketing to increase the channels for awareness of community products. The power of social media can deliver community identity from creative products of the community.

## **Conceptual framework**

The literature review identifies key concepts, including the independent variable, which pertains to the integration of research on mural paintings in Suphanburi Province into creative products aimed at enhancing tourism in alignment with the community economy. This integration is accompanied by educational initiatives designed to promote the preservation of arts and culture. (Chaisang et al. (2021); Jeon et al. (2022); Peng (2023); Qian (2024); Sarae et al. (2017) The dependent variable is represented by the marketing communication of community products utilizing digital technology, which encompasses promotional video clips and exhibitions of artworks presented through the metaverse. This framework facilitates an exploration of perspectives regarding the integration of research and educational efforts to foster the preservation of arts and culture within the marketing communication of community products through digital technology, particularly for students. (Beaumont et al., 2022; Fawzee et al. (2019); Fayvishenko et al., 2023; Khanaraksombut & Yaree, 2023; Lemon & Verhoef, 2016; Mulyana et al., 2020) The conceptual framework of the research is illustrated in Figure 1.

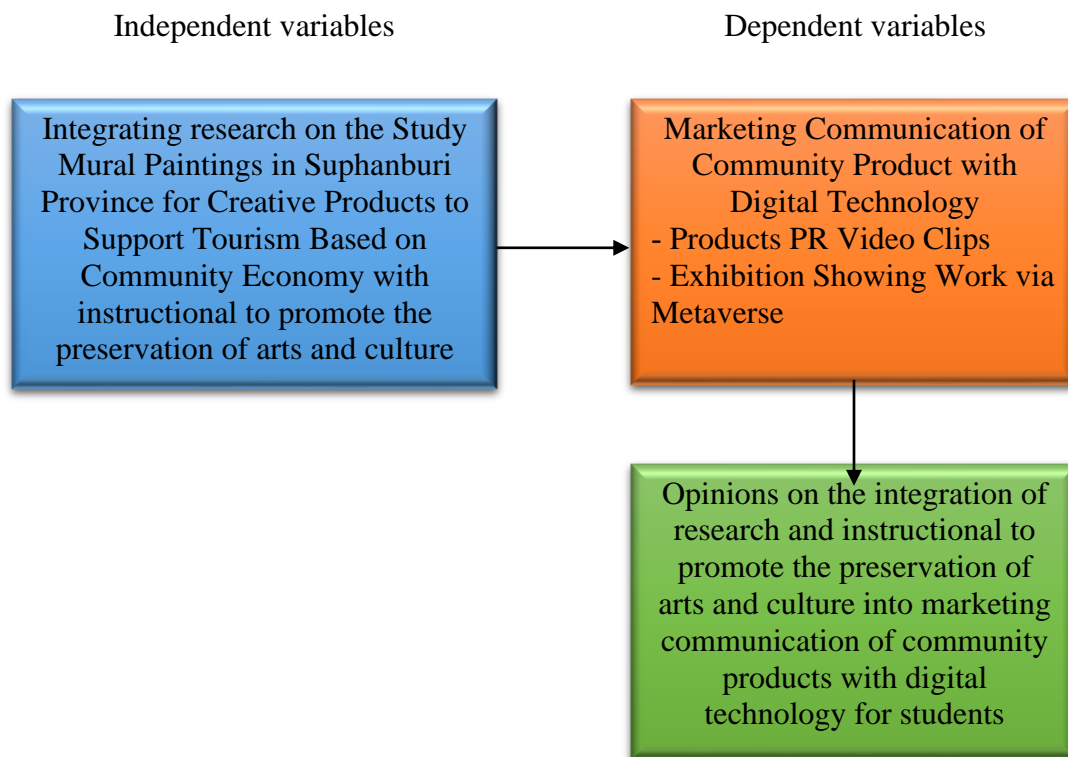


Figure 1. Conceptual framework of the research

**Methods**

Prior to initiating the research, the research team sought a certificate of ethics pertaining to human subjects, specifically the Documentary Proof of Exemption from the Ethical Review Subcommittee for Human Research, with the Certificate of Approval Number: SDU-RDI-SHS 2021-014 and Protocol Number: SHS029/2021.

**Population and sample**

The target population for this study consisted of students enrolled at Suan Dusit University during the first semester of the academic year 2023. The sample specifically comprised 32 students from the Information Technology program who registered for the Business Promotion Platform course in the same semester. This particular sample group was a purposive sampling to facilitate the development of promotional video clips aimed at enhancing marketing communication for community products utilizing digital technology.

**Research instruments**

The objective is to integrate research and instruction into marketing communications for community products, using digital technology to foster the preservation and appreciation of arts and culture while promoting local economic development and cultural identity. The research instruments were as follows:

1. The creative outputs include mural paintings, paper stencil frames derived from Wat Pratoosan and Wat No Bhuddhangkun, as well as twelve zodiac-themed shirt designs from Wat



Chi Pa Khao in Suphanburi Province.

2. The platform for product promotion and publishing of works has chosen YouTube and Metaverse because they are popular platforms, easy to access convenient, and free software.

3. A survey has been conducted to gather opinions regarding the instructional methods utilized in the e-assessment system at Suan Dusit University.

#### **Data collection**

The research team has considered such ethics and protected the human rights of the research participants by explaining the objectives of the research project, research methods, the human rights of the research participants, including the freedom to decide to participate in the research. The researchers will keep the collected information confidential and will not disclose the information of individual research participants. However, they will only present the results of the overall data analysis. The data collection process was as follows:

1. The integration of research and instructional methodologies aimed at fostering the preservation of arts and culture.

1.1 Equip students with knowledge regarding business promotion platforms, the principles of local wisdom as they pertain to community business operations, academic services in conjunction with marketing communications for community products, and the application of digital technology in the marketing communications of these products. This approach is anticipated to positively influence the preservation of arts and culture as well as enhance community marketing efforts.

1.2 Showcase innovative products, including mural paintings, creative paper stencil frames from Wat Pratoosan and Wat No Buddhangkun, as well as twelve zodiac-themed shirt designs from Wat Chi Pa Khao in Suphanburi Province.

1.3 Students engaged in brainstorming sessions utilizing design thinking principles, as outlined by Netwong (2021). The process included the following steps:

1) Empathize: This phase involved gaining a comprehensive understanding of the target demographic and the challenges they face. Specifically, it focused on recognizing the community's expertise in creating innovative products, such as murals, while also acknowledging the existing gap in consumer and tourist awareness of these offerings.

2) Define & Ideate: In this stage, students identified specific needs and generated ideas aimed at enhancing product awareness. They proposed the development of marketing communication strategies for community products. A significant outcome of their discussions was the suggestion to produce promotional video clips for these products and disseminate them via YouTube. Furthermore, they explored the possibility of showcasing their exhibition results within Metaverse.

3) Prototype: Students proceeded to create a prototype video clip designed to promote both the products and the exhibition within the Metaverse environment.

4) Evaluate: The prototype was then assessed by the target audience to determine its accessibility on both YouTube and the Metaverse platform.

5) Critical Reflection: The final phase involved critical analysis and reflection based on feedback collected through a questionnaire regarding instructional perspectives from the e-assessment system at Suan Dusit University.

2. The marketing communication strategy for community products, utilizing digital technology, included an evaluation of 32 promotional video clips and an exhibition of works presented through a single Metaverse system.

### Data analysis and statistics

1. The effectiveness of promotional videos, views, likes or comments on YouTube, schedule exhibition visits in the metaverse and provide real-time comments.
2. Analysis of instructional opinions based on percentage distribution and average values.
3. The information is opinionated, suggestions, and data is analyzed using content analysis.

### Results

The objective of this research was to integrate research and instruction into marketing communications for community products, using digital technology to foster the preservation and appreciation of arts and culture while promoting local economic development and cultural identity. The presentation included products created, digital distribution methods, and student feedback, with details as follows:

#### 1. Integration of research and instruction to promote the preservation of arts and culture.

Community products have been created based on the reproduction of paintings from the ordination halls of both Wat Pratoosan and Wat No Bhuddhangkun, which feature the principal Buddha images located within these halls. Additionally, the mural paintings at Wat No Phutthakun depict the narrative of the Mahajanaka, specifically the moment when Nang Mani Khemala rescues the Mahajanaka from the water. Consequently, it is essential that the frames are crafted with aesthetic appeal while effectively preserving the storytelling elements inherent in the mural paintings. Illustrative examples of the patterns utilized in the development of prototype products are presented in Figures 2 and 3. The prototypes of the creative paper-cutting products framed from Wat Pratoosan and Wat No Bhuddhangkun are depicted in Figure 4. All products were the result of community participation in brainstorming and reflecting the community identity to jointly create community products.

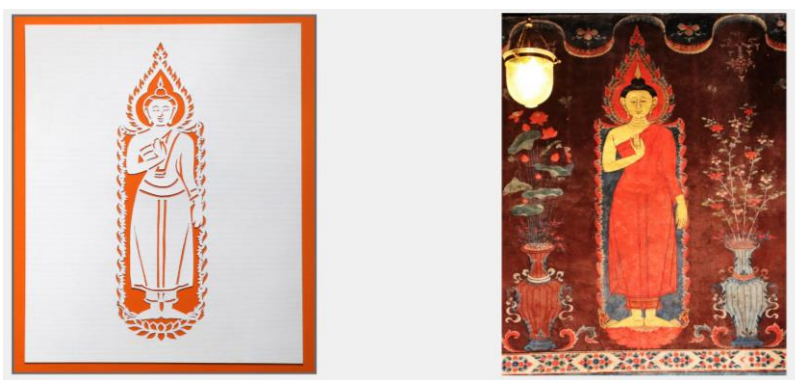


Figure 2. An example of a product prototype from Wat Pratoosan.

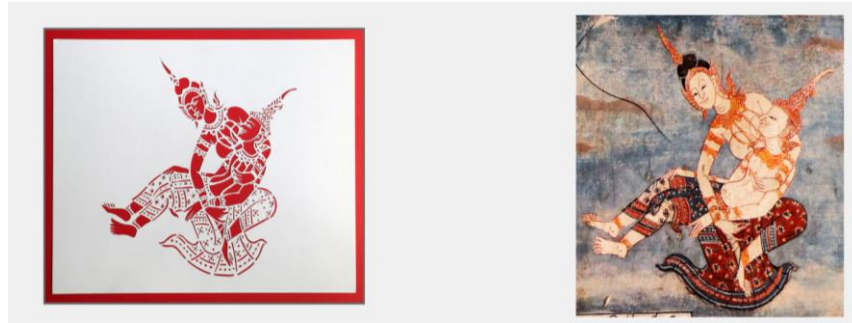


Figure 3. An example of a product prototype from Wat No Buddhangkun.



Figure 4. Prototype of creative product, paper stencil work from Pratoosan temple and No Buddhangkun temple.

The product was inspired by the mural paintings depicting the twelve zodiac animals located on the ceiling of Wat Chi Pa Khao in the Bang Pla Ma District of Suphanburi Province. These designs can be adapted for use in shirt designs, bag designs, and fabric bags. The artist conveys a captivating narrative that aims to sustain and preserve this artistic heritage. Additionally,

the community has the potential to enhance and promote tourism, thereby contributing to the local economy, as illustrated in Figures 5 and 6.



Figure 5. Wall paintings of the 12 zodiac and the reproduction from Wat Chi Pa Khao.



Figure 6. Prototype of creative product, featuring the 12 zodiac signs from Wat Chi Pa Khao design a print on a T-Shirt.

Creative merchandise derived from mural paintings encompasses items such as paper stencils, frames, and shirts featuring the twelve zodiac signs. In Suphanburi Province, innovative products inspired by these mural paintings have been promoted through the production of public relations video clips, which have been disseminated on the social media platform YouTube. Additionally, an exhibition showcasing these works has been presented in the Metaverse, as illustrated in Figures 7 and 8.

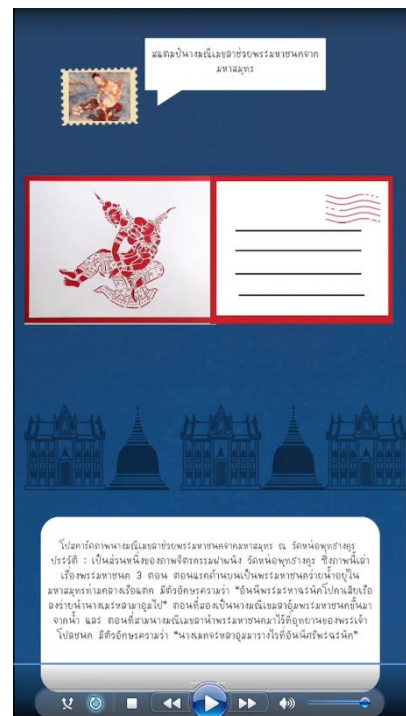




Figure 7. Example of a products PR video clips from mural paintings in Suphanburi Province.

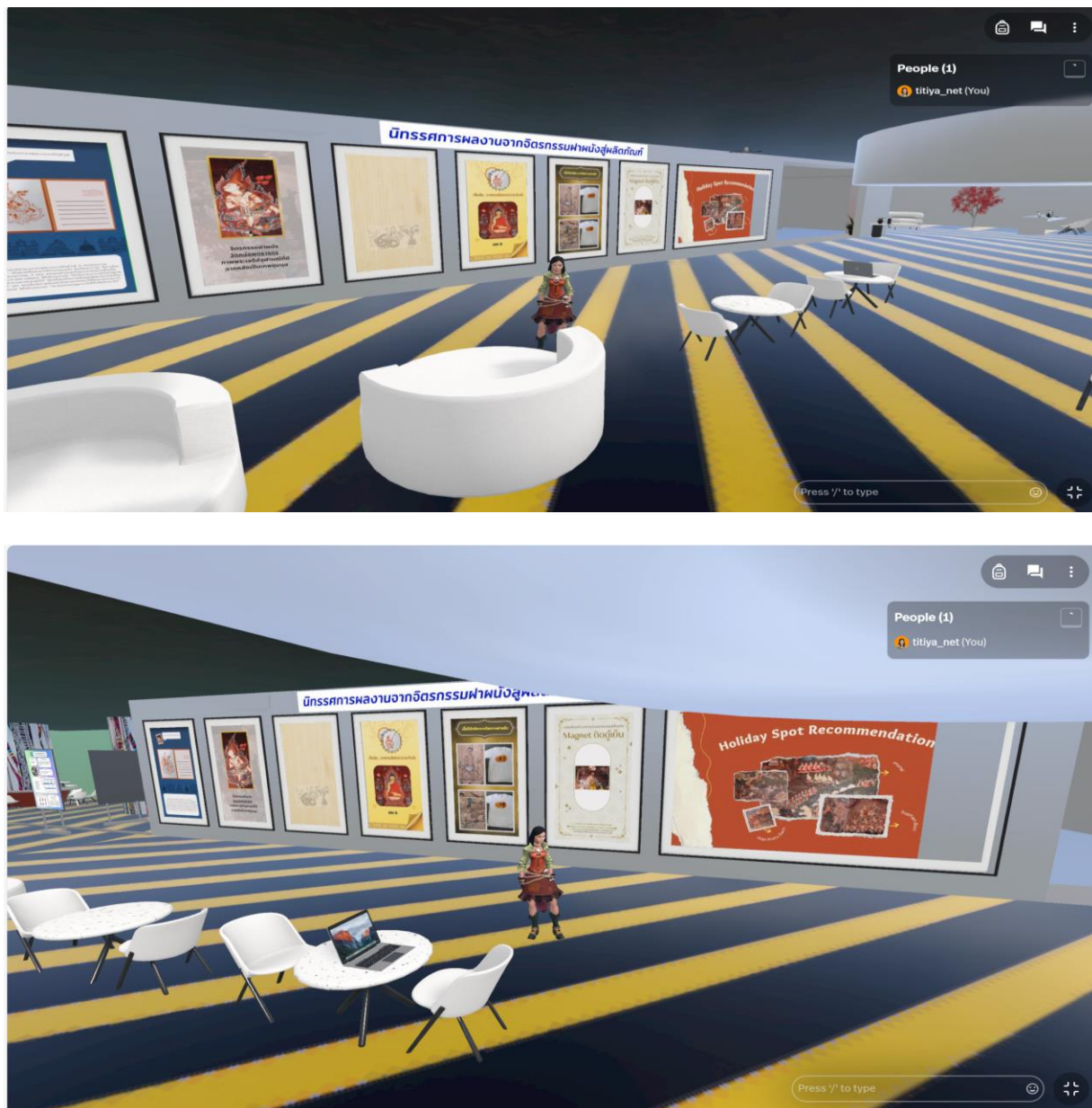


Figure 8. Presentation of student exhibition works through Metaverse.

Upon the completion of the instructional activities, students assessed the theoretical instruction using the platform <http://e-assessment.dusit.ac.th>. The findings indicated an overall evaluation score of 80.57 percent, reflecting a high level of satisfaction ( $\bar{X} = 4.03$ ) regarding the objectives of instruction, the organization of instructional activities, the measurement and evaluation of instruction, and the attributes of the instructor. In the practical component, the overall evaluation score was 81.8 percent, demonstrating a notable level of approval ( $\bar{X} = 4.09$ ). Students commented that the instruction made it practical and supported the development of community products, increasing public relations channels through video clips, but the time for the operation was limited. If the operation time was increased, the results could be more beautiful and creative.

**2. Marketing communication of community products with digital technology**

Promotional video clips for community products have been disseminated on YouTube as part of a marketing strategy that leverages digital technology. This initiative aims to enhance communication channels for marketing community products and to facilitate distribution through the metaverse, thereby expanding access to these products. Additionally, it seeks to preserve local knowledge and promote community arts and culture through the use of digital technology, as illustrated in Figures 9 and 10.



Figure 9. Example of community product marketing communication via YouTube Short

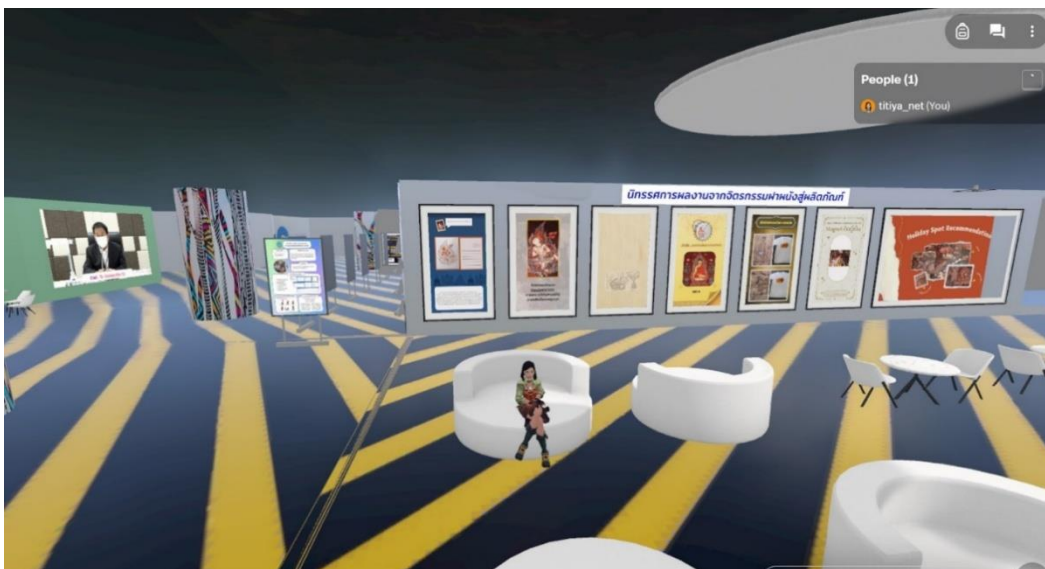




Figure 10. Metaverse distribution to increase access to community products.

As illustrated in Figure 9, there exists an instance of marketing communication for community products through YouTube Shorts, derived from a public relations video featuring community products. This initiative encompasses a total of 32 video clips that have been distributed via Metaverse to enhance accessibility to community products, as depicted in Figure 10. The evaluation is based on the number of likes, shares and comments. For visiting the exhibition in Metaverse, schedule a day to visit online without limiting the location. Visitors participate in the exhibition in real time.

## **Discussion**

### **1. Integration of research and instructional to promote the preservation of arts and culture.**

The evaluation of theoretical instruction yielded an overall score of 80.57 percent, with feedback indicating a high level of satisfaction across various dimensions, including teaching objectives, organization of instructional activities, assessment methods, and instructor characteristics. In the practical component, the overall evaluation score was 81.8 percent, reflecting similarly positive opinions. Consequently, the integration of research in the domain of arts and culture preservation with instructional practices is deemed feasible. This aligns with the findings of Nithedsilp & Kodsiri (2017), who explored an integrated instructional approach to art and cultural preservation within the Lanna community. Their research indicated that the organization of integrated local arts and cultural preservation instruction significantly enhances learners' pride in their cultural heritage. The extraction of lessons pertaining to integrated local arts and cultural preservation can be categorized into three key areas: 1) Learning Resources: Cultural sites that facilitate the learning and preservation of integrated arts and culture; 2) Local Wisdom: The necessity of creatively preserving traditions and customs within educational curricula at all levels to ensure the continuity of wisdom, arts, and culture; and 3) Future Considerations: The critical role of educational institutions at all levels in fostering integration within formal, non-formal, and informal educational systems. Qian (2024) posits that the development of an integrated curriculum should encompass curriculum design, teaching methodologies, and teacher development, thereby effectively embedding traditional cultural elements into education. This approach aims to cultivate a new generation equipped with both an international perspective and a strong sense of national identity, contributing to a sustainable future. The importance of sustainability is underscored by the need to incorporate local issues and leverage existing cultural assets within beneficiary communities, thereby encouraging participation from community members, educational institutions, and various stakeholders in the creation of innovative educational ecosystems (Jeon et al., 2022). Guidelines for promoting the integration of arts and culture conservation within educational frameworks are essential, Peng (2023) advocated for the enhancement of integrated projects through collaboration with local community organizations and subject matter experts. This approach aims to improve the curriculum development process and offers valuable insights into the implementation of effective teaching strategies that yield favorable outcomes. To foster inclusive learning environments, it is essential to design classrooms and educational spaces that facilitate the integration of research, education, and community culture, while also promoting collaboration among educators from diverse disciplines. The integration of arts and culture should extend beyond a singular focus, encompassing a broad spectrum of academic fields. Interdisciplinary collaboration among instructors can lead to the creation of

integrated curricula, thereby enriching the overall educational experience and providing a variety of academic services that align with the missions of educational institutions in serving the community. This perspective aligns with the views of Hasanah et al. (2021), who posited that community service initiatives can enhance the self-reliance of communities through the establishment of community businesses and enterprises, supported by technology and knowledge transfer from educational institutions. This integration of information resources between communities and the education sector, as articulated by Yang (2021), has the potential to generate new media platforms that arise from the collaboration of various professions, further advancing digital culture.

## **2. Marketing communication of community products using digital technology.**

The findings of the research have facilitated the transformation of mural paintings into innovative products, including postcards, cloth bag designs, magnet pins, and twelve zodiac-themed shirt designs. This initiative has been further enhanced through the creation of promotional video clips disseminated via YouTube Shorts, as well as the showcasing of students' work within the Metaverse. The community now possesses additional avenues for the promotion and distribution of its products through the utilization of digital technology.

In alignment with the work of Dongsongkram (2024), a study was conducted focusing on the advancement of digital media to promote community products in Khaen Subdistrict, Wapi Pathum District, Mahasarakham Province. This research emphasized the enhancement of community product sales through digital media, which was presented on online platforms such as Facebook and YouTube. The results indicated a significant level of overall satisfaction among both the product group and the general customer base. Consequently, it can be concluded that contemporary marketing channels predominantly rely on digital media for public relations, corroborating the findings of Roshom et al. (2024), who highlighted the necessity of utilizing online media for the promotion of community products.

Furthermore, the research conducted by Srikalsin & Phaomanacharoen (2021) on the development of digital media for marketing public relations in community business enterprises, specifically in the Hin Tang - Ban Dong Community of Muang District, Nakhon Nayok Province, revealed that modern marketing increasingly prioritizes digital media as an effective communication tool capable of reaching diverse target audiences, including specific demographics. The integration of digital media as a marketing communication instrument, alongside traditional direct marketing methods, empowers producers of goods and services to engage in and compete within the contemporary trade economy.

The utilization of advanced digital media constitutes a fundamental marketing strategy for products and services, serving as a mechanism for campaigning and public relations, as well as a principal medium of exchange in the contemporary market landscape. Seedapeng and Kasetiam (2022) have identified four essential elements—advertising, public relations, sales promotion, and direct marketing—that can facilitate career advancement within the community and generate income for its members. The promotion of digital marketing empowers community members to attain self-sufficiency and enhance their quality of life by implementing digital marketing strategies to optimize the distribution of various community products through online marketing platforms.

Fayvishenko et al. (2023) conducted a comprehensive study on the communication strategies employed in brand management and online marketing of digital products. Their findings indicate that these strategies leverage digital marketing tools within the information environment to facilitate sales and enhance branding efforts. The utilization of web resources and social media

platforms is identified as crucial for promoting an organization's digital products, as it significantly contributes to increasing brand awareness. Consequently, this research highlights the importance of social networks, which foster interaction among users, promote community products through shared identity, and utilize community storytelling as a powerful medium. This approach serves as a catalyst for emotional engagement, influencing new consumer behaviors (Beaumont et al., 2022). Furthermore, this aligns with the research conducted by Fawzee et al. (2019), which examined the role of technology in marketing for micro, small, and medium enterprises (SMEs) in Indonesia. Their study emphasized the importance of communication and information technology in enabling consumers to access comprehensive product information, thereby streamlining the search process in the virtual realm and enhancing overall community satisfaction.

### Body of knowledge

The integration of research and instruction aimed at fostering the preservation of arts and culture into the marketing communications of community products, utilizing digital technology, demonstrates both originality and a substantial body of knowledge. This is exemplified through the use of infographics, as illustrated in Figure 11.



Figure 11. Originality and body of knowledge

This research represents a collaborative effort between educational institutions and local communities. The contributions received by educational institutions encompassed local community development research, instructional methodologies, advancements in digital technology, and innovations derived from research. Additionally, the application and development of arts, culture, and local wisdom, along with an integrated curriculum, have positively impacted the communities benefiting from academic services. These initiatives have fostered the creation of innovative and knowledge-based products that leverage the community's economy, serving as a valuable resource for learning local wisdom through digital technology. This approach also serves as a means of preserving the cultural capital of the community. The mutual benefits derived from this collaboration between educational institutions and local communities facilitate the achievement of sustainable development, the promotion of lifelong learning, the generation of innovation, and the enhancement of community enterprises. Furthermore, initiatives such as mural paintings and the cultivation of cultural capital contribute to economic growth and the establishment of partnerships aimed at achieving shared objectives.

## Suggestions

### 1. Suggestions for applying research results

1.1 This research encompasses various disciplines, including research methodologies, instructional practices, academic services, marketing strategies, and digital technologies. Consequently, it is imperative to take into account the collaboration and requirements of stakeholders, such as educators, students, and community members, as well as the preparedness of educational institutions and communities. The effective application of research findings will yield the greatest benefits.

1.2 The organization of instructional activities must be thoughtfully tailored to align with the cultural contexts and variances of learners, as well as the diverse cultural backgrounds of the community and the various professional fields involved.

1.3 It is essential to prioritize teaching and learning resources, alongside digital technologies that are both appropriate and adequate for educational institutions. Additionally, community readiness necessitates the establishment of infrastructure and facilities that foster collaborative integration.

### 2. Suggestions for future research

2.1 It is recommended that a comprehensive study be conducted on branding strategies for creative community product brands, with a focus on enhancing community product recognition through the utilization of digital technology and artificial intelligence.

2.2 It is advisable to undertake a study on various learning space formats that foster integration, aimed at designing environments that encourage creativity and collaboration between educational institutions and their surrounding communities.

2.3 Use other digital platforms besides YouTube and Metaverse, such as Instagram, Spotify, etc., to promote community products.

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