

THE APPLICATION OF THAI FABRIC DESIGN TO THE PERSONALITY OF CONSUMERS

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ABSTRACT

Silk is a precious handicraft that is a heritage of Thai art and culture that has been passed down for a long time and is known worldwide for its natural beauty and can be owned. This study aimed to study and analyze Thai fabric designs to match consumers' personalities. It is qualitative research through in-depth interviews with experts in Thai textile production. Fifteen fashion designers, academics, and people involved and experienced in Thai textiles. The data analysis tool by Thematic Analysis on Thai textiles found that consumers' personality was related to the application of Designing Thai fabrics in both tones and patterns. People with stern and disciplined characters will suit bright colors with no printed patterns. People with cheerful personalities and good moods are easy to socialize with and suitable with bright colors and intricate designs. As for those with nature, they are virtuous, gentle, polite, and ideal for dressing that is simple, beautiful, bright colors, and harmonious with the surroundings.

Keywords: Thai Fabrics, Application of Design, Personality

INTRODUCTION

Thai weaving is the wisdom of the Thai people, a beautiful art that is a valuable heritage of Thailand that has been passed down from generation to generation for a long time. It is well known and popular domestically and internationally with exquisite craftsmanship that creates uniquely beautiful patterns before it becomes a fabric. Each piece must go through a tie-dye process. The delicate and delicate cycle with well-known weaving techniques can be categorized into six methods: 1 Mudmee weaving, 2 Jok weaving, 3 Polished weaving, 4 Khit weaving, 5 Weaving together, 6 Lifting weaving fabrics. Therefore, it is a cultural heritage that truly conveys the prosperity of Thai arts and culture. Moreover, Thai fabrics have different weaving charms that reflect each region's diverse arts and cultures. For example, Thai fabrics weaved in the North are traditional Thai fabrics with unique characteristics, namely Thai Yuan Cloth, Thai Lue Cloth, and Northeastern Thai fabrics, which are well-known Isan fabrics. There are two types of fabrics. Woven from cotton and silk fibers. Such as Mudmee Cloth, Squirrel tail Cloth, Central Thai fabrics such as Sarong Cloth, Teen Jok Ban Hat Siao Cloth, Teen Jok Ban Rai Cloth, Lap Lae

Cloth, Thai Yuan Jok Cloth, and southern Thai fabrics, including Mueang Nakhon Brocade, Na Muen Si Woven Cloth, Phum Rieng Cloth, Chuan Tapi Cloth, Palawing Cloth, Batik Cloth.

Due to the charm of Thai fabrics that attracts many people to wear Thai fabrics, the researcher is interested in applying Thai fabric design to the consumers' personalities. Since Thai fabric textile products are diverse in each region, where manufacturers have different arts and cultures to convey, Thai fabrics are brought to be designed and applied to suit people's personalities. It used to lead to a design suitable for a unique person that is fashionable, futuristic, elegant, and distinguished by the wearer's identity. Together with the selection of textures and colors of fabrics, the beauty of fabric patterns that are unique to each region to suit the wearer.

RESEARCH OBJECTIVE

To study and analyze Thai fabrics' design to match the wearer's personality and identity.

LITERATURE REVIEW

The concept of weaving wisdom

Weaving is one of the arts that should be preserved because Thai weaving has had a long history of success since the Lanna Thai Kingdom period. (19th-24th Buddhist century) and the Rattanakosin period (from 1782 to the present), in which the Lanna Thai kingdom historical evidence has shown that weaving is generally used. Weaving is considered an art that deserves to be preserved for family use and as a commodity for exchange. In the past, Thai women would make their household utensils, which is another essential task of Thai women in making clothes, Panung or Sarong, and blankets for use in the family. The hand-woven cloth is used in various rituals related to birth, ordination, marriage, and death. Woven fabrics are essential to the lives of Thai people.

The process and technique of weaving to create various patterns is the technique and ability of each person. The main principle of weaving is to combine cotton or silk threads to create designs by stretching a group of threads. Call it a warp yarn and use another one. It is called the weft yarn that inserts across the warp line. When weaving against each other, various patterns are created. (Cholpassorn Sitthiwarongchai 2017).

The weavers will figure out how to put threads and alternate colors for some fabrics. In some ways, it will be tied and bound intermittently or may lift the woven line periodically to create beautiful patterns. The weavers must be able to memorize their designs, even though each way is complex and diverse, but can be combined perfectly to show the wisdom and abilities of the rural people. Hand-woven fabrics, therefore weaving techniques and the most beautiful. The woven cloth of the villagers has patterns, rules, and patterns that indicate groups of Thai people of different lines. The worn sarong thread is woven differently. It can tell which woman is single and which woman is married. A married woman's sarong is made of three pieces of cloth joined together. Divided into upper parts, the middle and each part of the foot are woven into different patterns for all three elements. Mudmee is a beautifully patterned flower. Almost every piece of sarong has a way of making strange patterns. As may be interlaced with cotton in the form of weaving mixed with embroidery, but instead of using needles to embroider, he will use porcupine hair to make a pattern. This method is called Jok, each house has its way. The trendy Teen Jok cloth is the Tin Jok cloth of Hat Siao, Sukhothai Province. It is a folk art with beautiful patterns,

colors, and exquisite work. In addition to Jok cloth, Praewa cloth can be used as a shawl or blanket across the shoulders. Likhit cloth with the same pattern throughout is commonly used to make pillows, tablecloths, and bed covers. Brocade Yok Dok is another art of weaving similar to Khit cloth but is woven with silk and raised with silver or gold threads. Nakhon Si Thammarat province is famous for weaving called Pha Yok Mueang Nakhon. Basic fabrics and most other fabrics are woven fabrics used. General in everyday life, such as sarong and loincloth, are grid lines or straight lines.

Raw materials used in weaving

The popular materials used for weaving are silk, cotton, and wool, which scholars believe originated outside Thailand. Silk is believed to have originated in the People's Republic of China and was distributed in Japan. India, including other territories in Asia and Europe, while cotton is believed to have come from the Arabs and spread widely in India before coming to Thailand and neighboring countries later until it became a native plant in this area. Wool, a material suitable for cold weather, was believed to be used to make cloth in northern Europe first and then spread to other lands.

Indigenous traditional weaving in different regions

Many indigenous folk weaving still weaves original symbolic patterns, especially in communities with specific ethnic groups scattered in different parts of Thailand. The art of weaving of these groups is considered unique. Take the group to this day if we divide the local cloth of these groups according to different regions to make the picture clearer when divided briefly as follows:

1. Weaving in the northern part of Lanna Thai



2. Weaving in the central region in the upper central region



3. Weaving in the Northeast



Ban Poen Praewa Silk



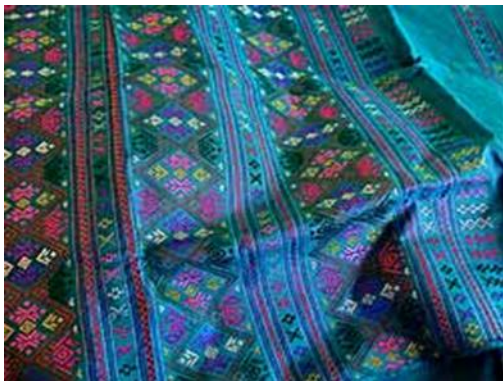
Ban Khwao Mudmee silk



Chonabut Mudmee Silk



Ban Poen Weaver



Praewa Silk from Ban Poen



Khwao Sinarin Silk Scarf



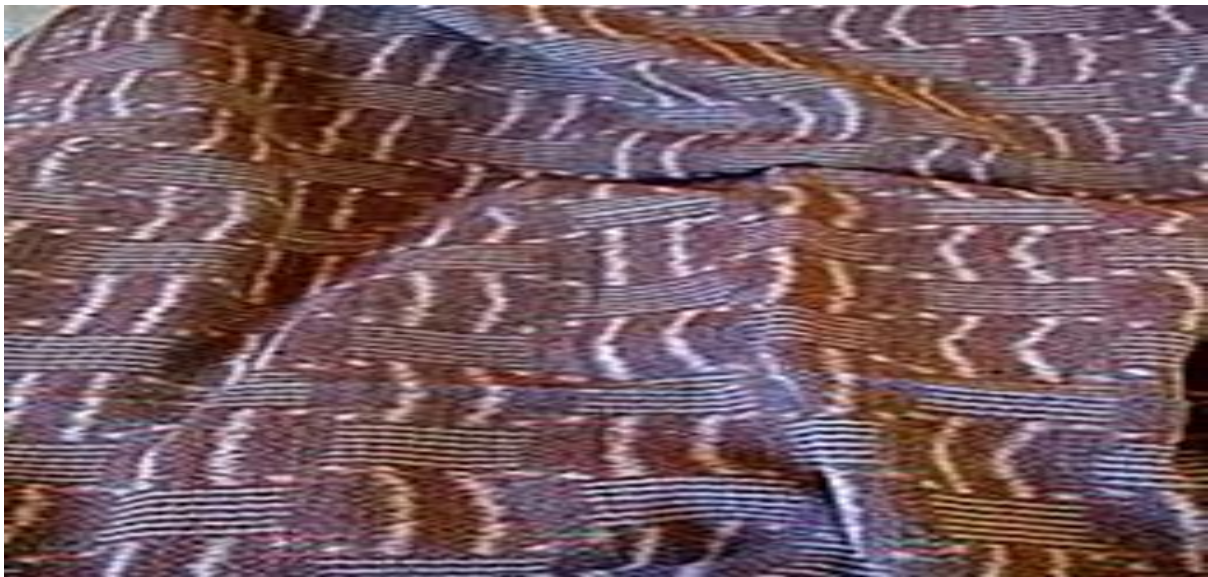
Thasawang Silk Village Weavers



Prae Pan Cotton Table Runner



Prae Pan Blanket



Udon Thani Fabric

Nakhon Phanom Cotton

4. Weaving in the South





Thai Silk, Batik and Textiles in Phuket

Patterns and special features of Thai silk

The identity of the Thai nation will be conveyed by appearing in various patterns such as Thai patterns, flowers, geometric shapes, animal figures, and different local symbols to be given by weaving onto the fabric the craftsmanship and wisdom of the villagers. Such patterns are delicately beautiful and delicate. The wearer feels comfortable, elegant, and charming and still retains the identity of Thailand. Another critical factor that makes Thai fabrics popular is the unique properties of fibers.

Kind of silk

Many types of silk are divided by region and tradition, each with a different pattern. The classification of silk will be classified according to the woven designs, which have many from the past to the present. I want to present some types of fabrics as a guideline for making decisions and buying to be suitable for my personality of users as follows:

Brocade is a silk fabric woven in a pattern using a particular weft line as a metallic gold metallic thread, widely woven in the northern region of Chiang Mai, Lamphun, and the southern part Surat Thani Province, popularly known as "Phum Rieng silk."

Chok cloth is a fabric that uses the same method of collecting and weaving as Khit cloth but has a pattern by adding unique weft lines at intervals that do not contact each other, making it possible to switch colors and patterns. The fabric, therefore, has more colors and patterns than the fabric obtained from Khit. Famous Jok production sources are Sukhothai, Chiang Mai, Ratchaburi, and Uttaradit. Kab Bua Cloth, which is a unique fabric of Ubon Ratchathani province.

Praewa Cloth is a woven fabric with a combination of patterns between Khit and Jok patterns on the fabric. Praewa is a cloth used in various ceremonies. According to Phu Thai culture, the original identity has a red base. At present, the characteristics of the fabric, both width and length, have been modified and used in fashionable colors.

Mudmee Cloth originated in the Northeast. However, Mudmee practice is widespread throughout the central and northern regions. Most of the Mudmee materials are tied only with silk threads. The famous Mudmee Cloth are Squirrel tail, Hol, and Poom. Mudmee Cloth can be divided into the 2-tako fabric and 3-tako fabric. The material is dense, and the front is shinier than the back.

Koh or Luang silk is a pattern of silk woven by Thai Lue people living in the north of the country, such as in Nan and Phayao provinces. The Pattern of the cloth is called Lai Nam Lai, which means it is the style of the flowing river. Simple but complicated patterns are made with special techniques passed down from generation—long-lived Pattern making with a narrow stripe in the center of the fabric.

Ground silk is woven with a polished pattern using warp and plain bush threads throughout the piece. The fabric that comes out will be a simple color cloth without marks, using warp and weft lines in the same color, or it can use different colors. It is a commonly used fabric, which is Thai silk that is exported abroad. Thai silk has a variety of patterns, making it easy to modify the design according to the era, which today has been used to create many works, including clothing and many decorative items, as well as being adapted into home decorations as well.

Personality refers to individual characteristics and certain internal traits that lead individuals to perform their activities. Human nature desires to satisfy one's happiness and has an innate aggression towards such needs. It is often not consistent with the acceptance of society. In general, humans must suppress that desire in the consciousness, which will be the power to drive the behavior of humans and humans themselves.

RESEARCH METHODOLOGY

It is a qualitative study with in-depth personal interviews with experts in Thai textile production. Fifteen fashion designers, academics, and people involved and experienced in Thai textiles. Tools used to analyze data using Thematic Analysis on Thai textiles.

RESEARCH RESULTS

According to the research on Thai fabric design and its application to the personality of consumers, it was found that the user's personality was related to the choice of fabric type, color tone, and design. The conclusions can be summarized as follows.

1. The dominant personality traits are mysterious, original, creative, imaginative, strong, disciplined, powerful, dignified, and respectful. Masculine such a personality, the design must focus on high-quality fabrics, showing leadership. The color scheme used for nature should be basic, simple, and clean, not using bright colors and not concentrating on using prints.

2. Personality style, the dominant characteristic is exquisite. A person has a strong temper and likes to socialize. A person is an artist, good-humored, cheerful, but challenging to understand, and often likes modern fashion. If you want luxury and to attract attention, this personality should use bright colors. Showy likes to lead the colorful new style. The design must not be simple, a character like this, and the design must be futuristic. The fabric must be unused, with intricate patterns and flashy and contrasting colors to make the dress look outstanding, exciting, and engaging.

3. Personality type, the dominant trait is warmth. A person who has good governance, has virtue, and knows merit. There is a femininity that indicates motherhood. Make people believe, be gentle, gentle, polite, humble, have good human relations have a positive attitude ready to assist the general public. Such people tend to choose products they are familiar with, so the style does not need to stand out. Focus on simplicity and comfortable wearing. I like to have some decorations but not too many. They tend to like prints that are easy to understand. Likes to dress up beautifully in a simple and uncomplicated way. Likes to use fabrics that are easy to maintain, do not want fabrics that are difficult to maintain, like bright colors, but must not be flashy, simple colors look friendly and blend in with the environment.

RECOMMENDATION

1. This research presents a picture of the different Thai fabrics of each region. It presents the concept of art and design according to the consumer's personality and whether it suits the fabric characteristics. The color tone or design will therefore match the consumer's character, which can be further developed from the research findings to achieve the goals of business operations.

2. Characteristics of Thai fabrics that are famous for production. There are four regions, each with its own identity. Most manufacturers are familiar with making arts and culture in a form passed down from generation to generation. If it is to be a business, it is necessary for entrepreneurs in fashion design to have access to manufacturers to have the same understanding to continue business together and achieve business goals.

3. Thai textiles have many advantages, including the beauty of the pattern. The uniqueness of the production sector weaving with exquisite and relying on highly professional skills, but there are some disadvantages in terms of maintenance. With us in an era where there is a need for convenience in care.

4. Nowadays, Thai woven fabrics have been supported and developed to add value and have developed community wisdom with the concept of community teaching the community that is well known now. Wichalai Nong Bua Lam Phu weaving fabric, Kwanta Learning Center

Campus Nong Bua Lamphu Province, which is supported by the Department of Community Development, Ministry of the Interior is famous for its knowledge of weaving, complete in every process from the beginning, midstream and downstream. That can apply the design of Thai weaving fabrics to have better quality. If every sector develops knowledge like this continuously, it will make Thai weaving fabrics create and become more and more valuable. Never stop until it can dominate the world market.

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