

THE COCOON AND SHALLOT FOR BEAUTY: INNOVATION OF THAI WISDOM IN COMMUNITY PRODUCT DEVELOPMENT THE SUFFICIENCY ECONOMY PHILOSOPHY

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ABSTRACT

The Development Beauty Set of Thai Wisdom from Cocoon and Shallot. It is research and development. Focus on research. Experiment to create new inventions with the community. purpose to create an innovation by combining wisdom, develop a beauty soap from cocoon mixed with shallots under the learning base with Baan Noon Kraseat. Kantharawichai District Mahasarakham province and the process of technology transfer to the community. The study group consisted of 35 people. It focuses on the prototype community used tools. It is a participant observation. Structured interview and the workshop to transfer knowledge. There is a study to create a common soap formula. The research found that the development of soap formula together with the Baan Noon Kraseat group had three formulas. Formula 1, Cocoon and Shallot soap. Formula 2, Thai dessert soap and Formula 3, cocoon and Shallot soap for children. The benefits of community innovation will affect the reduction of the problem of shallot prices and the development is based on the principle of sufficiency. Made to Self before order to sell. Reduce household income. And increase the revenue to the community. By utilizing local resources for maximum benefit.

Keywords: *Innovation, wisdom, product community, cocoon, shallot.*

INTRODUCTION

Development of herbal products for beauty from local resources It is a research study under sufficiency economy philosophy so the community can reduce expenditure. Monetize your household and community as strong can be grouped into community enterprises. Most of the community migrate have a base of belief. The local wisdom is a cognitive, inherited since the ancestors. The herb process is therefore not new, but the community has continually been developed and promoted. The introduction of local herbs that are cheap at all levels can be picked up to add value, but it is manufactured under the base of sufficiency (Ratanakom, 2011) is manufactured to the rest of its own, so it can be used by others. Good quality products are environmentally friendly, because Thais often believe that the products that are processed from the herb are in a form used as a remedy. Food, beverage, cosmetics and household are more secure than products manufactured by chemical ingredients. This is because the herb is causing toxic or adverse reactions that are less than the current synthetic chemicals (Karunamaiwong, 2003).

For Thai wisdom, herbal and health of the traditional the living way of Thai people from the past to the present. There are many different branches, but the popularity and development of the most widely known consumers are "health and beauty products." The market for health and beauty of the world is growing steadily and from the flow of health care that spreads to people of all ages. This makes the product of natural products more popular than those produced by synthetic goods, which is a great opportunity for Thai entrepreneurs to produce the products. Meet the needs of consumers appropriately (Public Relations Department, 2018).

The cosmetic and cosmetic industry Data Warehouse has predicted the value of the world's natural cosmetic market in 2017 years to be valued up to 47 million or baht 1,529 million. The average growth rate during the year of 2013-2017 is 8% Thai beauty business in Thailand, a Thai-Asian Cosmetics Center, Japan and South Korea. Total value 2.1 million baht the domestic market is 60% is 1.2 million and the international market 40% is a value of 9 billion baht. This is because Thailand has the world's top biological diversity and is the country where one of the world's largest natural resource bases (Srinakrinaraviroj University, 2018).

Thai silk extract is one of the most popular products from wisdom, which is known for its present beauty, which is used as an important raw material in the spa and beauty salon areas. The popularity to the Thai silk powder is used to remove the skin, as it is a vital part that can be maintained by the skin. Mulberry Department of the Queen Sirikit was researching the utilization of debris since the year 2005 by bringing the residual chips from the silk to the weaving. Research to bring out the rest of the silk route to the use (Khaosod, 2016).



Figure 1. Cocoon name nang noi srisakeat 1



Figure 2. Shallot name bang chang srisakeat

In addition to Srisakeat Province, there are varieties of beauty benefits, and there is also an important raw material that every household must have. It is a good place to develop a Thai beauty. The Shallot in addition to ancient Thai people are believed to help relieve the cold for children or the low immune. The firm helps to maintain the skin, but the problem is not rarely interested in bringing Shallot to develop as a general skin care product, or become widespread in the community, because it has been understood to have a pungent scent. The researchers invented a new formula in the smell to reduce the pungent of the Shallot, using Mook and Thai orchids. An interesting research example, which is used and actually distributed. The researchers have the idea to reveal the Heritage of the Beauty Set which is another Thai wisdom to the public. After the researchers have made research for integrated development in conjunction with Many University, the formula, which is a master product in the group. Baan noon krakeat district Kantarawichai, MahaSarakhm Province.

LITERATURE REVIEW

The researcher studied about the research and development of herbal soap processing products. The group has a new shape for the processed herb group.

1. The shape of the design concept is geometry and natural shapes. To attract attention from consumers including can be used as a deposit in another way and
2. In the form of processed herbal packaging the group has a new format in two forms: single cube and processed herbal soap set (Ratanakom, 2011).

And there are researchers who have studied about the processing of products from Acanthus leaf for health, beauty the study indicated that Local wisdom in the use of Acanthus leaf to develop that product Bang Tib community is a model community in education. Because the community believes that the conventional wisdom of the Acanthus leaf can be boiled and treated with flares Useful for both eating and bathing the community therefore continue to the development as a beauty product. Both in the form of soap, shampoo and conditioner (Wankaew, 2016). The

community in Thailand has started to focus on research on herbal soap. Because of the miracle study of herbal soap, it was found that soap is a type of cosmetics used to cleanse the body. Originally used for body cleaning only at present, the production of soap contains more ingredients, so that the soap has properties that have medicinal properties the needs of consumers. Such as having beautiful colors to use and fragrant which is different from using synthetic products that entrepreneurs try to make the product worth using the packaging is beautiful. But hidden with dangerous chemicals with toxic residues (Tepyaa, 2006).

At present, the use of cocoons containing sericin is a waste material from the production of silk fibers. Because the cocoon consists of fibroin fibers and sericin glue. Silk glue water be used to produce soap as well Basil has properties to help firm skin. From the study of properties, it was found that the silk glue helps reduce inflammation. Antimicrobial and release moisture well It also has special properties to store water well. good storage, affected by x-rays (UV) helps to inhibit the absorption of radiation that is harmful to the body. According to natural proteins from silk glue like used as an ingredient in cosmetics (Tanthane, 2018).

RESEARCH METHOD

This research is a mix method:

1. Experimental research

The development of a chemical precursor from chemistry A is acetate substance. The boiled water is extracted from the cocoon and chemical B. Extracted from the red onion and trial plan There are three plans: To create new product formal. Cocoon and Shallot Soap Create a new product formula. Thai Dessert Cocoon Soap and Create a new product Formula cocoon and Shallot liquid soap.

2. Qualitative research

- 2.1 Population in research: Group of women Education in MahaSarakham. Sample groups Select a specific number of 35 people divided into three groups: Community leader group six people, group operators 20 persons and group of experts and developing teachers from School outside Education Center five people, Academics from MahaSarakham University three people, Academic from and MahaSarakham Rajabhat University, one people total of nine people.
- 2.2 Collect this research data: Researchers use several ways to capture information to provide comprehensive and complete information. With a qualitative study method (qualitative Research) by performing data collection. The study will collect information be classified by the information you want to study and from related resources. The information collected is the collection of information you need to study and from a source of related resources. By storing the information from the document (documentary research) and the field information store (field research), it is a trial to find the right source formula for convey. The technology to the community then introduced the training kit to the successful completion of the group to the operators by focusing on participating practices.
- 2.3 Research tools: Work practice activities, create, develop, and three-phase soap products, to develop the original formula, in the form of soap, crystal and liquid soap for elderly adults and those with sensitive skin. Participating observation (participant observation) researchers keep track of the time of a member in the practice conference group. Observed the solution while practicing After that, there will be more advice after practicing the problem of suspicious group members to plan to work continuously and to learn with the qualified team to develop products to solve smell and continuous production quality. And the conclusion of the experimental results is the new invention, a combination of basic formulations, a mixture of soap, cocoon and a red onion soap for learning to be the community business.
- 2.4 Analysis of using explain the results of the experiment for experimental research and descriptive analysis for qualitative research.

RESEARCH RESULT

Research Center for the Herb Learning Centre of non-agriculture women's group baannoonkraseat, Kantharawichai-District Mahasarakham-province, is a traditional community of Mahasarakham Province. Develop a healthy herbal product for more than 20 years to be a learning center for people interested in Student. The student came to a long time until the anniversary celebrated 150 years "TAKASILA NAKRON" Education Center city of Thailand. The research and development of the community beauty products research. To help Thai farmers to bring local resources, create more value by enhancing local wisdom. "The beauty Set of Cocoon and Shallot" is a soap and Cocoon and Shallot of Thai desserts soap. This research aims to provide a suggested formula to a resource base area to become a future community business.

Formula 1 innovation "Cocoon and Shallot soap"

Preparation of device

1. Glycerin Grade A 1 kg.
2. Cocoon Nangnoi Sisakeat 0.5 kg.
3. Shallot 0.5 kg.
4. Pandan Leaf 1 handful
5. Sugar 1 Tea Spoon
6. Salt 0.5 teaspoon
7. White Fabric 1 Piece
8. The smell of Thai Fower 0.2 CC.
9. Alcohol 1 bottom
10. 1 Water Sprayer
11. 2 mould
12. 1 Pot of 1
13. 1 Wooden Paddle
14. Ladle 1 an
15. 1 Roll Wrap Film

The production process of red onion soap per 1 kilogram

1. Remove shallot and smoothie Put the tank 1 night in order to make shallot reduce the pungent scent
2. It is a shallot that decreases the scent. Bring a lot of water and waste
3. Take the cocoon Nangnoi Srisakeat to boil the pandan leaves for 30 minutes and then bring it very well with some white fabrics.
4. Bring the glycerin grade A to a stew with the middle light. Temperature 50-60 degrees Celsius
5. When the glycerin dissolves, fill the boiled substances from the cocoon and shallot 4 tablespoons
6. Add 1 teaspoon of sugar so that the glycerin is clear and solid.
7. Add salt 0.5 spoon to nourish your skin and be a preservative in natural products.
8. The scent of Mook or Orcid 2 CC.
9. Prepare the print by bringing the prepared alcohol into the sterilization before pouring the ingredients cooked down to
10. Pour the ingredients cooked, then spray the bubbles with alcohol again.
11. Let the mixture harden for about 1 hour
12. Remove the soap from the print and wrap it with the film.
13. To be branded Enter the beautiful packaging box
14. Released for distribution.



Figure 4. Working together with the community

By experimenting with the development of beauty products in Formula 1, it has been the remainder of the production, which is a waste of the Shallot, giving the research to a new formula in order to use the ingredients in the production process. There is no rest in the system and bring the rest to the value and add more value. At the time of trial, consider Mor-kang Thai dessert with a shallot, and when you see a cocoon that has not been boiled. To commemorate the Foy thong sweets and Pandan leaves, reminiscent of Jelly and Kha nom Zaan Thai Dessert. The research and the community have agreed to make Formula 2 as Soap Thai dessert as expected. Make the community more creative and excited to learn during the trial period. In the near New Year festival, a soap that has been tried to be made is a gift set for the community.



Figure 5. Thai dessert soap Set

Formula 2 Thai dessert soap set: the equipment and ingredients are prepared just like part 1, but there are more ingredients to be similar to Thai sweets using creativity. By filling from the shallot and fibers from the cocoon, including the cleansing of Thai natural herbs such as:

1. **Mor Kang Soap.** Cooking rice Soup The curry will have a shallot fragrance to boil the glycerin, bringing it to the second layer of aromatic soap in Formula 1 in front of
2. **Kha Nom Saan Soap.** The remaining Pandan leaves are boiled to the 1st floor, and the coconut milk blends with glycerin to the second floor with a wisdom that is believed to help nourish the skin moist.
3. **Foy Thong Soap.** The community has tried the silk line to remove the residual glycerin from the production. This small line is believed to be a very beautiful face and body scrub.
4. **Kha Noon Soap** The community has brought the remaining cocoon to the rolling and the glycerin of the residual. The pot has a beautiful golden jackfruit too distribute the seeds and five Baht, remove the body scrub. This product in the market has been a great interest from teenagers for all four Thai desserts Master, this is just a preliminary recipe from the production that requires the rest of the production process to use the resources that have the highest benefit. By using creativity, develop the product from local wisdom. Interested people can also develop a lot of Thai desserts.

DISCUSSION

Cocoon and Shallot soap when finished, there is a beautiful amber yellow color. The skin is soft and moisture-free. This is the result of the adhesive water from the water, which is extracted from the flavor of the plant. In accordance with the research of the National Mulberry Institute Ratchaphrisek (Meesil, 2009) to disclose the results of the research showed that water is glued there is a large quantity of Nangnoi Srisakeat 1 compared to another cocoon. In particular, amino acids in this quality protein are absorbed into the skin cells, helping to stimulate the skin's collagen, which is a protein fiber that helps to firm skin. In addition, antioxidants and antimicrobial in Thai varieties powder also help remove toxins in cells, reduce inflammation of the cells, and reduce the amount of germs on the skin, resulting in a faster wound. Reduce inflammation from healthy skin Wrinkles are always younger and more youthful. The traditional Thai wisdom will believe that the shallot helps to nourish the skin and cure the flu. Young children time Sick will be recommended to bring shallot pounded and hung on the cradle, or can bring a big shallot. Detox Fever When a shallot comes to experiment with the community to learn, it has been a huge interest in the community because it is believed to be the same capital. For the shallot, from the experiment when bringing the red

aroma water to boil the glycerin will also be yellow. It is close to the cocoon, helping skin to shine and reduce inflammation of the two skin, it is a relatively low-end ingredient, and there is a Thai flavor. Use Thai scents to reduce the scent of shallot. The results are consistent with the concept and international research for the shallot, and the beauty found that sulfur in the red onion keeps skin youthful. Help the skin cells to relieve the red pain from insect bites. A sting can be applied to a shallot that will cause Verrucas to fall away (Stylecraze, 2018). The shallot contains vitamin A, which is beneficial to the skin. Skin Care & Bronzers (body) The skin can be used to use a healthy body to remove dandruff and stimulate the hair growth (Nature and Garden, 2018).

The findings found that belief in the skin care of both Thai and foreign scents is consistent. In the future, a shallot should be developed as a more diverse beauty product. Thailand is one of the biggest shallot base product in ASEAN. By developing the foundation of creativity and innovation on the research base, together with educational institutes, it will lead to a wide variety of wisdom, products such as liquid soap for children and gentle skin. This concept is in line with the theory of hair removal, which is consistent with the theory 7 C development of the creative and innovative human capital. (Hongladarom & Pokaew, 2018). This Research Discover the development of human resources to be creative by stimulating the idea of thinking, as well as promoting the production of innovative products and services to create a society. Creative learning by keeping the same things as wisdom and enhancing the new things with continuous research and development. Learn together with community society When you get creative products, lead to creative and creative marketing communications. A new knowledge is spread to the public as well as the use of intellectual The power of wisdom community in order to accept new things together.

CONCLUSION

The research for the beauty of cocoon and shallot innovations sting Thai wisdom to develop community products from the cocoon and the shallot, as well as the sufficiency economic philosophy, has begun to develop a master of cocoon and shallot to develop the beauty formula. Thai Herbal soap is the remainder of the manufacturing process. Using creativity on the basis of sufficiency is the use of resources to maximize the benefit of the production process, it is a beauty formula that can be further capped into other products. Once you get the recipe and the product, the researchers want to publish this helpful basic formula to those interested in developing a career or a new business, especially the community. These two important resource bases can develop products from Thailand's wisdom to the international under the Community's good resource base to create value-added values from wisdom to Thai society. And the final goal is to develop Thai herbal business potential to be more strong from Thailand in the most potent country in the ASEAN market. It also has some interesting important information about Thailand's first alternative medical potential, which is ranked second in the world from China.

If Thailand and China have established relationships in developing herbal products for beauty, including more alternative medicine, Thailand and China will be continuing to be the world's top strength in herbs and traditional Thai medicine, and is more robust than ever. We have good relationships with both friendly and long-term relationship.

SUGGESTIONS

1. Encourage Baan Noon Kaset women group to be a learning center on herbal product processing. Continuing research results have been developed to lead to privatization for distribution. Will create a job, create a real career and publish useful information for the good health of community members. And the general public to realize the importance of Thai wisdom Beauty products that are processed from Thai herbs
2. When the research results indicate that Thai shallot Bang Chang Srisaket is a shallot that has the best quality in product development Research results should be extended to Technology transfer to the community in Srisaket Province for the farmers who grow shallot Will be a product development in the upstream source Help solve the problem of shallot with a low price Reduce processing costs and adding value to Thai shallots.
3. Extend results in developing other health products in more ways.

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