



Guideline development of Baba food PERANAKAN modernization in Phuket Province

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ABSTRACT

Guideline development of Baba food PERANAKAN modernization in Phuket Province aim to study development of culture tourism ; Baba food PERANAKAN in Phuket Province, which is a qualitative research. There should be contributions from the community. Local government and awareness, and are committed to ensuring the cleanliness, nutritional value of local food to the people.

KEYWORDS : BABA FOOD, MODERNIZATION, PERANAKAN

Statement of the problems

Phuket province is a selected Phuket city of Gastronomy. Phuket is multiculture such as BABA food and industrial food, Phuket food are secret by family to family and the material from Phuket. They are collaborations with the official and private sector to promote economic value. The BABA food is a wisdom culture with family to communities.

The BABA – PERANAKAN food in ANDAMAN Southern part in Thailand such as Phuket, Phgga, Ranong, Krabi, Trang to Satul and Street food. In Chinese New Year and other culture area including Wedding Caremony have include the baba peranakan authentic food. This food is an identities local name and good test good food and more nutrient such as HOKKIAN MEE (Thai coconut noodle), O-tao, Nam-Chub, Kao-Yum etc. Other baba food is Moo-Hong,

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AR-jad, Kang bang Kuan etc. The dessert food is Niewheab, Pangtongko, Knomhao and The drinking dessert is a Too-bao, Oao-oe etc.

The Peranakan culture should be promoted to people from local food. The research question is how to promote and development local food communities in Phuket province. This research is Guideline development to BABA modernization food in Phuket Province. To be manage sustainable culture to people.

Research Objective

1. To study promote of baba local food
2. To study development to modernization of baba local food

Research Methodology

Literature Review are synthesis document with consumerism and assimilation culture concept to culture management.

1. Consumerism

Consumerism are base on reproduce product capital to challenge the culture objective to commoditization consumers (Featherstone, 1992:14) to equality food. Although, consumerism are attraction people by products and rational choice to consumer. The consumer are satisfied the products and symbolic with consumerism or difference products. So, consumerism are satisfied emotional and soul.

The mode of production is a consumerism satisfied the product, otherwise neo-marxist are increase opportunity for management and control the consumer. So the expand of the mode of production for the new market and building the group consumer with propaganda (Ewen,1976) activity. The mode of production are commodification with culture industry and control value. Culture are had share value for new culture or new culture capital (Adorno, 1972)

The commodification to transfer new product more value by propaganda; News branding and attraction consumer such as healthy food brands.



The culture of consumerism with Baudrillard (1970) are discussion with consumer by symbolic management to branding with mode of reproduction to local food.

2. The assimilation culture

The assimilation culture are two level

2.1 social assimilation by behavior receptional assimilation

2.2 biological assimilation

The process for biological assimilation to change the identity culture.

So, assimilation biological to conserve peranakan culture.

Collected

Guideline development to modernization of baba food in Phuket Province. The process to collected is 1.) The researcher has been the letter from Research and Development Department, Phuket Rajabhat University to Indepth – Interview and Focus group. And 2.) The researcher has been the letter from Research and Development Department to Key Performance

The Process of Interview and Focus Group

- 1.) The researcher was welcome the participation and short talk.
- 2.) The researcher was introduction yourself.
- 3.) The researcher was describe the objective research about 2 hour for interview and record it. The researcher are talk to each question and non purposive sampling by individual.
- 4.) The researcher are talk guideline development to BABA PERANAKAN food modernization in Phuket Province. To participation observer for the member before main question.
- 5.) The researcher talk about main question and sub main question.
- 6.) When the member answer other question, The researcher are talk about the interview again.
- 7.) When the interview already, The researcher are thank you for Key performance.

Research Outcomes

The result for Focus Group is Guideline development BABA PERANAKAN Food modernization in Phuket.

The food development to commodification culture and sustainable should be collaboration with the official private sector and people. The attraction to commodification product development, clean, safety and more nutrition food and marketing branding. (Lupton, 1997: 121) To make propaganda for the customer satisfied and more value nutrition food.

The food branding are effected to communities tourism village and use wisdom to promote value and more nutrition food such as material herbal food and get food to medical.



Communities development in Phuket.; Interview on 8 October 2019.

So, The Handbook is a very important with the personal to promote and development local food, product, service.

Discussion

Guideline development of baba food in Phuket. The customer should be learned history about food including the original of material and the value of nutrition age such as The food is a safety. The customer are satisfies authentic of food. The quality of service and keep identities sustainable communities



We are promote the Phuket local food to tourism culture by entrepreneur to city of gastronomy and nutrition development for tourism, brands, and improve skill entrepreneur and collaboration network of city of gastronomy.

Suggestions

The communities are participate and management with local government. School are keep local culture such as food and promoted career to children for culture tourism with participation in communities.

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