

Transmitting Cultural Capital Through Local Products 'Chanthaboon Reed Mat'

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Abstract : Chanthaburi Province is a province with people of many nationalities, such as Thai, Chinese, Vietnamese, Chong, and Khmer, resulting in a cultural mix in the past. What is a famous cultural transmission of Chanthaburi province is Chanthaburi reed mat weaving. Due to the suitability of both the climate and topography near the edge of the location, reeds have the qualities to be used to produce mats very well. There have been improvements in the methods of planting, dyeing, and weaving into various patterns that have been passed down as folk wisdom from generation to generation. Currently, there are brands of products belonging to the new generation that add creativity and add value through storytelling. Revive the value of reed mat products to increase in value until they can be exported to sell abroad. This research has therefore been conducted in order to decipher the success in transferring the Chanthaboon reed mat culture capital which has successfully advanced to being a creative economy so that it can be applied to other types of local wisdom or other local products.

Keywords : cultural capital, creative economy, communication, local product

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