

Analysis and Creation of the Lingnan Cultural Identity Handbook for Product Design

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Abstract

The primary languages used in this region are Cantonese, Hokkienese, and Hakka Dialect, each with distinct dialects and local vocabulary, reflecting the local lifestyle and culture. This study had three main objectives: 1) To Scope on important characteristic of Lingnan identity, 2) To create Identity of Lingnan to products and 3) To complete the design Handbook and product design. The study involved a sample group consisting of experts in Lingnan cultural identity, product designers, and entrepreneurs, and the overall research population included 400 individuals interested in these products. Based on insights from the Handbook for Designing Cultural Products, the study developed the Lingnan cultural identity Handbook for Product Design (e-book). The study utilized an experimental research design and employed interviews and a satisfaction questionnaire as research instruments. This study synthesized, analyzed, and translated the collected data into Lingnan symbols, then compiled descriptive interpretations. The statistical methods used. The research findings revealed prominent elements of Lingnan cultural identity, including Chen Clan Temple, Wo'er House, Manchuria Window, Dragon Boat, Suixi Lion Dance, and Guangdong Opera. The region's geography and history deeply ingrain these cultural elements, showcasing the adaptability and wisdom of the local population. The product design concept focused on the creative process, emphasizing the development of products that meet market demands while considering utility, beauty, and value for product users. The evaluation of the Handbook indicated a high level of overall satisfaction ($\bar{x}=3.53$). Among the three forms of cultural products, the first had the highest level of overall satisfaction ($\bar{x}=4.06$), followed by the second with a high level of overall satisfaction ($\bar{x}=3.83$), and the last with a high level of overall satisfaction ($\bar{x}=3.73$).

Keywords: Handbook, Lingnan cultural identity, Cultural product.

1. Introduction

Lingnan culture is an important cultural heritage of southern China, covering Guangdong, Guangxi, and Hainan provinces, with a history of more than 2,000 years. The Lingnan region is vast, boasting complex and diverse cultures, with researchers delving into every conceivable location. Guangdong serves as the most apt representation of Lingnan's culture and economy. Its main characteristics include: 1) Language: The primary languages used in this region are Cantonese, Hokkienese, and Hakka Dialect, each possessing unique dialects and local vocabulary that differ significantly from Mandarin. These languages are not only a means of communication but also reflect the lifestyle, thinking, and culture of the people in this region. 2) Food is another essential characteristic of Lingnan culture. Cantonian cuisine is known and preferred worldwide, focusing on fresh ingredients and mellow flavors. Lingnan cooking reflects a life philosophy that emphasizes balance and harmony with nature. 3) Performing arts: Lingnan culture is characterized by Cantonese opera, Chaozhou opera, Han opera, and Lei opera, folk music, each of which has its own unique characteristics, reflecting the history, legends, and values of the people in this region. 4) The architecture of Lingnan boasts captivating features. Lingnan houses often have swallow-shaped roofs and use bricks and stones as primary construction materials. These designs are beautiful and adaptable to the region's hot and humid climate. 5) Lingnan culture is also famous for its handicrafts, especially embroidery, ceramics, wood carving, and jade carving, which show the delicacy and skill of local artisans. 6) Beliefs and religions: Lingnan culture combines Confucianism, Buddhism, and local beliefs, all of which have influenced the lifestyle and values of the people in this region. People in this region strictly inherit and practice festivals and traditions, such as the Dragon Boat Festival and the Ancestor Worship Ceremony. 7) The essential traditions are the Spring Festival, Mid-Autumn Festival, the Dragon Boat Festival, and the Ancestor Worship Ceremony, such as Dragon Boat Racing, Lion Dance, Yingge Dance, etc. With a long history as a center of trade, especially maritime trade, Lingnan culture is open and influenced by other cultures, which has led to developments and innovations in many areas. Integrating Lingnan culture into product design helps spread Lingnan culture to various professions and increases the added value of cultural products. Reflecting on the characteristics of Lingnan culture necessitates a deep understanding of its essence, as well as the integration of its unique elements and values into product design.

Therefore, the guidebook inspires the analysis and construction of the Lingnan cultural identity manual for product design, establishing a connection between the guidebook's concept and the design of cultural products. The critical points of Lingnan culture are the distinctive customs, beliefs, symbols, and cultural identities that represent southern China's important cultural heritage, which has a long history and unique identity. Applying Lingnan cultural identity to product design can help preserve cultural heritage and create added value. This research aims to analyze Lingnan cultural identity and create a guide for its application in product design. The steps are: 1) study and collect data on Lingnan culture; 2) examine Lingnan cultural identity in various aspects, such as architecture, arts, crafts, and traditions; 3) synthesize data to determine the critical elements of Lingnan cultural identity; 4) develop a Lingnan cultural identity guide for product design; and 5) create design products inspired by the Lingnan cultural identity guide. The Lingnan cultural identity guidebook for product design (E-book) aims to guide the creation

of products with Lingnan cultural identity, thereby promoting cultural conservation and enhancing the market value of products.

Research Objectives

- 1) To Scope on important characteristic of Lingnan identity
- 2) To create Identity of Lingnan to products
- 3) To complete the design Handbook and product design

2. Literature Review

Culture originates from patterns of human activities and symbolic structures that make those activities prominent and essential. Humans create ways of life by learning from the behaviors of others in a society, and these behaviors can change depending on the era, the social context, and the appropriateness of these changes in relation to human growth and continuity. Sociologists define culture as having two characteristics: 1) Culture is a human way of life that comes from learning and teaching, and 2) It is everything that humans create.

Lingnan is a region in southern China with a unique history and culture (Chen, 2018). Both traditional Chinese culture and local culture influence Lingnan culture, blending to form a unique identity (Li & Wang, 2020).

Cultural identity is important in product design because it helps to create product differentiation and add value to products (Zhang, 2019). It also helps to preserve and inherit cultural heritage through contemporary design (Liu et al., 2021). Cultural and creative products have become a medium for disseminating people's beloved culture and enhancing the inheritance of traditional culture. Zhang (2012) and Wei (2010) analyzed the current development situation and the functional value of culturally creative products. Cultural creative products play a significant role in promoting the inheritance of traditional culture and can stimulate market popularity. The critical point is that creative works play a role in reflecting cultural values. The development of cultural creative products reflects beauty and practicality and links them to the history, values, and dissemination of culture's origin.

According to Lu (2018) and Hou (2020), the design principles of creative cultural products involve extracting creative design elements from cultural and spiritual values, combining them with new technologies and advanced production methods, and meeting the aesthetic tastes of modern people. The above principles play a guiding role in integrating Lingnan culture into the design of cultural products.

Analysis of Lingnan Cultural Identity Yang and Zhou's (2017) study examined the essential components of Lingnan culture, such as architecture, performing arts, food, and handicrafts, to inform product design.

The creation of a Lingnan cultural identity manual prototype for product design began with the analysis and synthesis of Lingnan identity from the focus group, which revealed that Lingnan identity consists of language, customs, culture, clothing, food, performing arts, handicrafts, and

architecture. Lingnan residents are very proud of their unique identity as Lingnan people. They are also proud of the cultural heritage they want to present to tourists, which is a guideline for creating a cultural identity manual. The process of creating a prototype for the Lingnan cultural identity manual through community participation aligns the manual with the community's requirements for information presentation and dissemination. This aligns with the theories of Cohen and Uphoff (1981, cited in Suthiworapraphit, 2011) and Aphinya Kangsanarak (2001), which emphasize the importance of community members' involvement in decision-making, requirement and need prioritization, planning, development, and evaluation. Here, the community has defined its identity and what it wants to present, and has actively participated in making suggestions, improving, and evaluating the manual to ensure it meets the community's needs to the greatest extent possible. Huang (2022) presented a conceptual framework for developing a cultural identity manual for designers, focusing on data collection, analysis, and presentation in an easily understandable and practical format.

In the modern world, Lingnan cultural products face multiple challenges in terms of relevance and survival. The most critical challenge is maintaining the products' original identity amid rapid social and economic changes. As the popularity of mass-produced and low-cost products increases, traditional handicrafts need help to maintain their market share. There is also a need for more young artisans interested in inheriting these ancient techniques. The study should guide the development and adaptation approaches to ensure the survival of Lingnan cultural products. First, integrating technology and innovation with traditional handicrafts can improve production efficiency and create new product forms that retain their original charm. Cultural identity finds its way into product design. Many studies have investigated the application of cultural identity in product design, such as Chen et al. (2020), who studied furniture designs inspired by Lingnan architecture, and Wu and Li (2021), who analyzed the application of Lingnan artistic motifs in packaging design.

Creating cultural products that meet contemporary needs while preserving the essence of Lingnan culture will help these products remain relevant in modern people's daily lives. By creatively addressing these challenges and intelligently adapting, Lingnan cultural products have a chance to survive, grow, and flourish in the 21st century, remaining a vibrant symbol of the region's precious cultural heritage. Challenges and Future Development Directions Wang (2023) analyzed the challenges in incorporating cultural identity into contemporary product design. They proposed future development directions, such as using digital technology to preserve and disseminate culture.

Lingnan culture has unique characteristics that result from combining traditional Chinese culture with local culture. Applying cultural identity to product design is essential for both value-added creation and cultural heritage conservation. Researchers in the past have analyzed the key elements of Lingnan culture, providing a guideline for designers to develop a cultural identity guide. Additionally, researchers have conducted studies on the application of cultural identity in the design of various product types, including furniture and packaging.

However, incorporating cultural identity into contemporary product design still presents challenges, necessitating further research to find appropriate development approaches, particularly when using digital technology to preserve and disseminate culture. Therefore, this

research is of major significance in analyzing and developing a Lingnan cultural identity guide for product design, which will help fill the gaps in existing knowledge and support the practical and sustainable application of cultural identity in product design.

3. Research Methodology

Research Design

The study, titled 'Analysis and Creation of the Lingnan Cultural Identity Handbook for Product Design', used a mixed research method involving both qualitative and quantitative approaches to collect comprehensive and in-depth data. The qualitative research involved a thorough literature review on Lingnan history and culture, analysis of documents related to the design of cultural identity products, and in-depth interviews with Lingnan cultural experts and experienced product designers. On the other hand, the quantitative research involved the use of a questionnaire to survey consumers' opinions on Lingnan cultural identity products and the factors influencing their purchasing decisions. This study statistically analyzed the gathered data to identify trends and relationships. Additionally, the researcher used participatory observation in the Lingnan cultural area to gather in-depth information on the social and cultural context. This study analyzed and synthesized all the collected data using content analysis and inductive analysis to develop a product design guideline that accurately reflects Lingnan cultural identity. The results of this research have led to the creation of a practical guide for designers and manufacturers, providing them with a solid contemporary foundation in Lingnan culture for their product development.

This study employs a mixed-methods research approach, utilizing both qualitative and quantitative methods, and falls under the explanatory sequential design category. This design combines the strengths of qualitative and quantitative research to achieve a deeper and more comprehensive understanding of the research. The research objectives summarize the conceptual framework, while a diagram (Figure 1) explains the details.

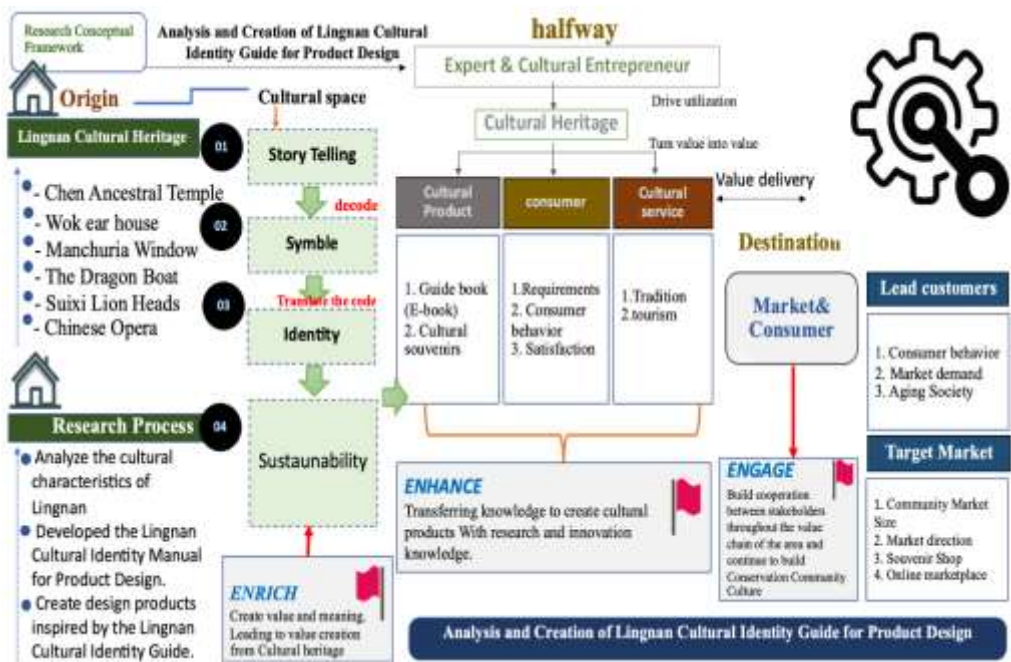


Figure 1. Research Conceptual Framework

Source: Xiuxia Lao, Chomchan Daoduean, Krisada Daoruang (2024)

Research Procedure

Stage 1: Determining the key elements of Lingnan identity This research process begins with a thorough literature review, studying the history and culture of the Lingnan region, and collecting data on the distinctive cultural identity of Lingnan from experts in Lingnan culture. The next step is to collect field data, which includes interviewing Lingnan cultural experts, surveying and recording local architecture, arts, and crafts, and studying local museums and cultural sites. The researcher analyzes the data in detail, identifying and categorizing important Lingnan cultural elements such as 1) Chen Clan Temple, 2) Wo'er House, 3) Manchuria Window, 4) Dragon Boat, 5) Suixi Lion Dance, and 6) Guangdong Opera. We also analyze the unique styles, colors, materials, and techniques of Lingnan culture. The researchers then combine the data to formulate a design guideline that captures the essence of Lingnan identity, enabling the development of products that align with relevant design principles. The study will test the guidelines developed in real product design. 1、Lingnan Cultural Identity Guide for Product Design (presented as an e-book) 2、Lingnan Cultural Products The guidebook served as inspiration, and designers and entrepreneurs provided feedback to enhance the guidelines' comprehensiveness. 3、 In the final step, the researcher summarizes the research results and creates a report, presenting the product design guidelines developed from the concept of using Lingnan symbols to extract the identity

derived from Chinese cultural heritage and presenting examples of application in product design. This research will be of immense benefit to designers and those interested in applying Lingnan cultural identity in product design, adding value, creating selling points, and presenting intriguing cultural stories. It is also a way to preserve and pass on cultural heritage to future generations, as explained in Figure 3's image format.

4. Results of Lingnan Cultural Identity Analysis

Scope of Research

- Location: Guangdong, Guangxi, Hainan, Hongkong and Macao
- Content: Lingnan identity
- Core: Guidebook for Product Design

A comprehensive study of Lingnan identity in product design

- Lingnan identity
- Lingnan characteristics in product design
- Use cultural capital to create Lingnan product designs



The Lingnan region is huge and has a complex cultural legacy, hence it is impossible to summarize Lingnan culture. As a result, with Guangdong as the focal point and Guangzhou cultural components at its foundation

Figure 2. Lingnan Geographic Map (Modern)

Source: Xiuxia Lao, Chomchan Daoduean, Krisada Daoruang (2024)

Scope of Design

Analysis of Lingnan Cultural

Color of Design



Illustration



Design composition

Refer to the use of the Golden Ratio idea in



Outline



Low Polygon



Low Polygon

Icon Style

Figure 3. Analysis of Lingnan Cultural Identity

Source: Xiuxia Lao, Chomchan Daoduean, Krisada Daoruang (2024)

The analysis of Lingnan cultural identity is summarized. The researcher analyzed the Lingnan cultural identity from the local experts and selected the prominent cultures and important information about Lingnan, including 1) Chen Clan Temple, 2) Wo'er House, 3) Manchuria Window, 4) Dragon Boat, 5) Suixi Lion Dance, and 6) Guangdong Opera. To decode the Lingnan cultural identity, the symbols can be summarized as follows:

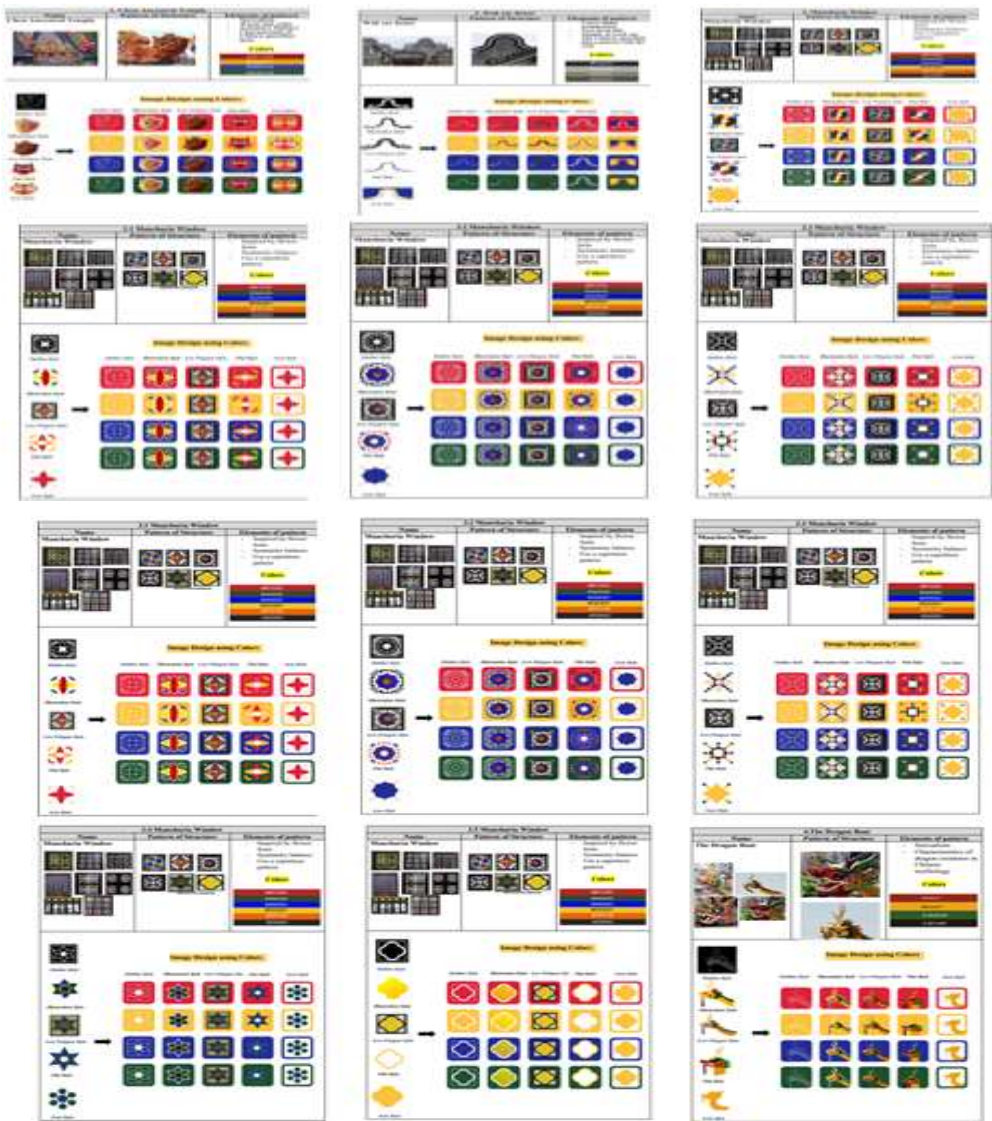




Figure 4. Results of Lingnan Cultural Identity Analysis

Source: Xiuxia Lao, Chomchan Daoduean, Krisada Daoruang (2024)

The study has linked the research methodological analysis results to the implementation of the specified objectives, and we have analyzed and synthesized the data to showcase this region's unique and vital culture. Six essential cultural elements were selected: Chen Clan Temple, which reflects respect for ancestors and filial piety; traditional architecture in Guangdong, also known as Wo'er House, which reflects unique local architecture; Manchuria Window, which displays exquisite patterns and designs; Dragon Boat, which symbolizes tradition and belief; Suixi Lion Dance used in noteworthy performances and festivals; and Guangdong Opera, which is a valuable performing art. Together, these elements reflect the diversity and depth of Lingnan culture, which is important to the design of unique products in the region.

Stage 2: To create Identity of Lingnan to product

The researcher started by reviewing the literature on Lingnan history and culture, followed by field data collection, including expert interviews, surveys of important cultural sites, and studies of local handicrafts. This study analyzed and synthesized the data to identify the key elements of Lingnan identity, summarize the content of the Lingnan Cultural Identity Handbook for Product Design (E-book), and then develop a draft of the Handbook for testing and evaluation by designers and experts. After receiving feedback from experts, the Handbook will be further improved, and application examples of product design will be added. The final step is to develop a complete handbook and present the research results according to the process. This study created a questionnaire instrument with feedback to encourage Lingnan cultural experts, designers, and entrepreneurs to creatively and appropriately apply Lingnan cultural identity in product design. The research methodology provides a summary of the design concept.

The researcher submitted the guidebook's main content to experts for information verification. It consists of four main parts: Part 1, Introduction, which explains the significance of Lingnan culture and the purpose of the guidebook; Part 2, presents the history and background of Lingnan culture; Part 3, the main part of the guidebook, details prominent cultural elements such as architecture, arts, traditions, and crafts, with explanations and illustrations; and Part 4, presents the application of these identities in product design with examples and case studies. The study

created this table of contents to facilitate effective information access and creative application in designers' work. Figure 5 illustrates it through a diagram.

The main contents of the Lingnan Cultural Identity Handbook for Product Design (E-book) include:



Figure 5. Catalog of the guidebook

Source: Xiuxia Lao, Chomchan Daoduean, Krisada Daoruang (2024)

Lingnan Cultural Identity Handbook Design Concept and Layout for Product Design (E-book)



Figure 6. Layout level of the guidebook

Source: Xiuxia Lao, Chomchan Daoduean, Krisada Daoruang (2024)

Lingnan Cultural Identity Handbook Cover Design Concept for Product Design (E-book)
Cultural experts, design professionals, and entrepreneurs provided feedback and selected the book's content and cover layout. They commented on the overall layout of the book and emphasized the importance of preserving and passing on Lingnan cultural heritage. They gathered insights into the region's history, traditions, and folk arts, as well as added social context and changes in Lingnan culture in the modern era. The guidebook's design strives to showcase cultural elements for practical application in real-world design. For example, the guidebook links cultural identity to contemporary products by explaining design techniques that blend traditional identity with modernity. This guidebook, which includes case studies of successful businesses that have applied Lingnan identity to their products, is useful for creating added value for products by leveraging cultural identity to meet market demands and consumer trends.



Figure 7. Guidebook cover

Source: Xiuxia Lao, Chomchan Daoduean, Krisada Daoruang (2024)

Data Analysis

This is a summary of the satisfaction evaluation conducted by the Lingnan cultural identity guidebook for product design. The following are the mean and standard deviation evaluations from the group of product enthusiasts ($n = 400$).

Table 1. Satisfaction with the Lingnan Cultural Identity Handbook for Product Design

Interested Persons' Satisfaction with the Lingnan Cultural Identity Handbook For product design,	X	S.D.	satisfaction
1.the content in the book covers about Lingnan culture	4.21	0.75	High
2.presentation style of the book is interesting, easy to understand and attractive	4.02	0.85	High
3.provide guidance and inspiration for applying Lingnan culture to product design	4.11	0.87	High
4.the illustrations and presentations in the manual book help you understand the content more easily	3.81	0.84	High
5.the size of this manual book is appropriate	4.01	0.88	High
6.Convenience of carrying the Handbook.	3.85	0.95	High
7. In terms of the color of the manual's cover,	2.52	1.37	moderate
8. The color side of the font and the background color in the content make it simple to read.	2.36	1.07	little
9. How useful is this Handbook for product design?	3.13	1.60	moderate
10. After reading this manual, you can apply the knowledge you've gained to the distinctive Lingnan culture in product design.	2.58	1.64	moderate
Overall Average	3.53	1.33	High

Table 1 presents the analysis of the satisfaction level of the Lingnan Cultural Identity Handbook for Product Design, as reported by 400 product-interested individuals. The overall satisfaction level was high, with an average score of 3.53.

Stage 3: To complete design Handbook and product design

The first step of the research process is to conduct an in-depth analysis of the Lingnan cultural identity Handbook, using a content synthesis method to understand the key elements of Lingnan culture, including the region's unique artistic, architectural, and handicraft characteristics. The research then uses in-depth interviews with Lingnan cultural experts, product designers, and entrepreneurs to collect data on the interpretation and application of cultural identity in contemporary design. In addition, asking for feedback from interested parties can help understand market needs and preferences.

In the design stage, the research uses an experimental design method, creating a variety of product prototypes inspired by Lingnan identity. This study then evaluates experts and product enthusiasts to gather their opinions and improve the design. The data analysis uses both qualitative methods, such as content analysis, for interview and questionnaire data and quantitative methods, such as statistical analysis, for satisfaction evaluation of Lingnan cultural products. This study develops all the findings into final products that creatively and contemporarily reflect Lingnan cultural identity, leading to the creation of products that not only inspire Lingnan culture but also meet the needs of today's consumers. The researchers analyze and synthesize concepts and identity models, then create new works. They bring them to cultural experts, product designers, and entrepreneurs to interview and ask for their opinions, along with product models. Experts summarize their design results and apply them to the creation of cultural products through the subsequent design stages:

Selected Graphic Design Style

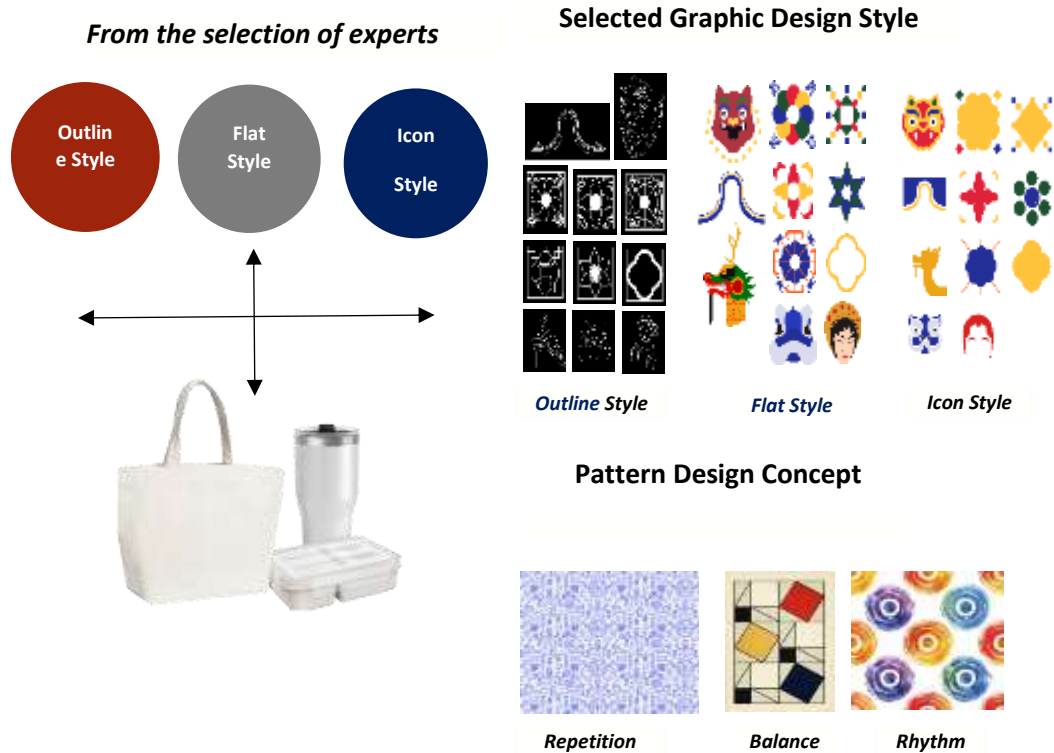


Figure 8. Product design concept

Source: Xiuxia Lao, Chomchan Daoduean, Krisada Daoruang (2024)

Selected Pattern Design Set: Final

By respondents from the target population






Figure 9. Those who are interested in Lingnan cultural products have chosen the product model.

Source: Xiuxia Lao, Chomchan Daoduean, Krisada Daoruang (2024)

Data Analysis

This study summarized the satisfaction assessment results for the three Lingnan cultural identity products by analyzing the mean and standard deviation among the 400 product-interested individuals. The analysis shows the frequency distribution and percentage of those interested in the three types of Lingnan cultural identity products.

Table 2 The satisfaction with the 3 types of Lingnan cultural products

The satisfaction of those who are interested in Lingnan cultural identity products is evident.	Pattern 1		Pattern 2		Pattern 3		satisfaction
							
	X	S.D.	X	S.D.	X	S.D.	
1. Consumer value	3.96	0.86	3.75	0.86	3.66	0.86	High
2. How convenient and usable is the product?	3.97	0.86	3.73	0.86	3.62	0.84	High

3. Artistic and design appeal	4.18	0.85	3.80	0.84	3.64	0.84	High
4. Product quality and durability	3.85	0.95	3.82	0.82	3.80	0.84	High
5. Communication	4.14	0.83	4.01	0.88	3.92	0.90	High
6. Innovation and uniqueness	4.21	0.91	3.86	0.92	3.81	0.95	High
7. Usability and Performance	4.08	0.75	3.82	0.92	3.64	0.90	High
Overall Average	4.06	0.87	3.83	0.88	3.73	0.88	High

Table 2 presents an analysis of the satisfaction level of individuals interested in Lingnan cultural identity products. From those interested in 3 types of products, it was found that the group of people interested in products were most satisfied with product type 1, with the highest mean value being ($\bar{x} = 4.06$) (S.D. = 0.87). Next came the product type 2 ($\bar{x}=3.83$) (S.D.= 0.88) and finally the product type 3 ($\bar{x}=3.73$) (S.D.= 0.88), respectively.

5. Discussion

Product design can effectively incorporate the distinctive characteristics of Lingnan culture. Key elements such as patterns, colors, and shapes inspired by the local area can differentiate and add value to the product. Applying Lingnan cultural identity can not only promote the local economy but also help preserve and spread the culture around the world, creating fashionable products that perfectly reflect cultural roots.

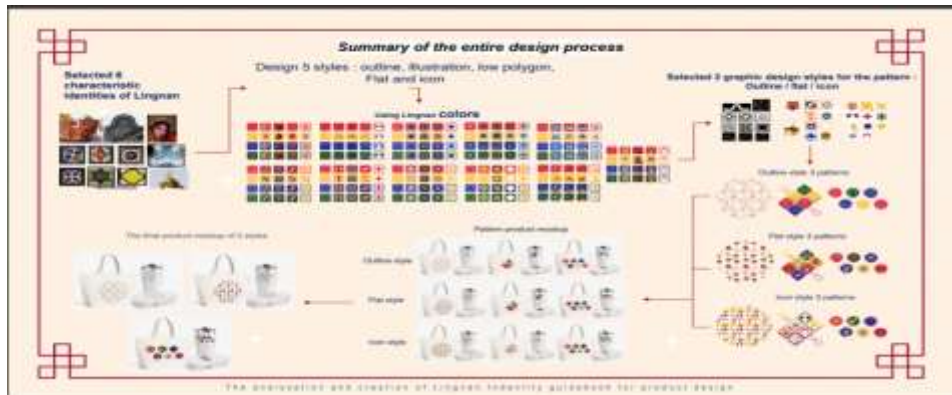


Figure 10. Summary of Lingnan product design process

Source: Xiuxia Lao, Chomchan Daoduean, Krisada Daoruang (2024)

The research results of "Analysis and Construction of Lingnan Cultural Identity Handbook in Product Design", the researcher carried out the following objectives: 1) analyze Lingnan cultural characteristics in product design, 2) develop Lingnan cultural identity Handbook for product design, and 3) create design products inspired by Lingnan cultural identity Handbook. During the preliminary discussion, the researcher analyzed and synthesized the data to gain knowledge

in research and design. The discussion concludes with the following steps, which align with the objectives:

Step 1: To Scope on important characteristic of Lingnan identity

In the preliminary discussion, the researchers analyzed and synthesized the data to obtain knowledge for research and design, which led to the achievement of the three objectives. The research results show the importance of applying Lingnan cultural identity in the development and design of Lingnan cultural guidebooks and products. This study can use the developed approach as a tool to create products that effectively reflect cultural identity. This study makes an important contribution to promoting the conservation and dissemination of Lingnan culture through contemporary product design, which not only preserves cultural heritage but also creates economic value and promotes cultural tourism in the region.

The results of the data analysis and synthesis to obtain knowledge from the researcher's field study of Lingnan cultural identity data, the researcher found interesting differences in art, culture, traditions, architecture, and food of each region of Lingnan. Lingnan's cultural identity is defined by six characteristics: 1) Chen Clan Temple is a source of information on sculptures. Chen Clan Temple's color holds a significant place in Chinese art history. It shows the unique style of Guangdong architecture and the exquisite craftsmanship of traditional Chinese architectural decoration. 2) Wo'er House has a prominent identity in terms of cultural value, reflecting the wisdom and way of life of local people. It draws tourists because it is a unique architectural attraction. 3) Manchuria Window is exceptional at adding beauty dimensions to products. It also conveys diverse cultures and stories. 4) Dragon Boat, a drum boat or long boat race or dragon boat sailing, is one of the traditional sports activities in China and is loved by people of all ethnic groups. The shape of the long boat imitates the image of a dragon, which is a unique national-style creation. Not only is it a sporting activity, but it also has cultural significance and national feelings. 5) Suixi Lion Dance excels in preserving the lion dance, upholding traditions and beliefs, and contributing to the development of local identity, making it a distinctive aspect of Lingnan culture that sets it apart from other regions. 6) Guangdong Opera is outstanding in hair patterns and shows the uniqueness of the characters, which is consistent with the theory of (Thailand and the World Decade for Cultural Development, 1990: 59-60) that culture is an important factor in national development. Development and culture are inseparable processes that require coexistence. Culture has three basic dimensions: material culture (economy), intellectual culture (spirit), and social culture (way of life). Using Lingnan cultural symbols to extract identity is an intriguing way to understand and present this unique culture. Lingnan is a region in southern China, covering Guangdong, Guangxi, and Hainan provinces. Lingnan culture has a long history and unique identity, which is different from Chinese culture. Important cultural symbols of Lingnan include: 1) architecture, such as Lingnan's four famous gardens (Qinghuiyuan, Keyuan, Liangyuan, Yuyinshanfang), Guangzhou arcade, Wo'er House, Xiguangdawu, Diaolou, Chaoshanguwu, and Hakka walled house. 2) Lingnan's performing arts, such as Guangdong Opera, Guangdong Lion Dance, and Yingge Dance, are also significant cultural symbols. 3) food (such as dim sum and seafood); 4) handicrafts (such as pottery, silk, and carvings); 5) language (such as Cantonese and other dialects); and 6) nature (such as river and mountain landscapes). The study can decode the identities from these symbols by analyzing elements such as shape, color, materials, and symbolic meanings. For example, 1) the curved

shape of a building's roof may convey softness and flow; 2) the color red, commonly found in art and architecture, may represent prosperity and positive fortune; and 3) the use of natural materials may reflect harmony with the environment. This decoding can be applied to modern design, branding, or presenting Lingnan culture in a contemporary context while still preserving the essence and spirit of the traditional culture.

The extraction of identity from Lingnan cultural symbols not only helps to preserve cultural heritage but also builds a bridge between the past and the present, allowing the new generation to understand and appreciate their cultural roots more, which is consistent with the idea of (Phdungchit, 2008: 36) who stated that communication is a symbolic system. The ability of humans to create symbols facilitates the use of these symbols in interactions, thereby enabling the transmission of culture from one generation to the next. In terms of culture, the symbols used depend on the individual's subjective nature and the cultural context. Although every culture uses symbols, they define different meanings and purposes.

Step 2: To create Identity of Lingnan to product

The creation of a Lingnan cultural identity guidebook for product design is a valuable concept for preserving and promoting the region's cultural heritage while creating economic opportunities through unique product design. The guidebook begins by collecting and analyzing the key elements of Lingnan culture, which include six Lingnan cultural identities: 1) Chen Ancestral Temple, 2) Wok ear house, 3) Manchuria Window, 4) Dragon Boat, 5) Suixi Lion Dance, and 6) Guangdong Opera. The researcher studies each element's history and background to comprehend its true significance and meaning. In terms of applying the guidebook, the researcher proposes guidelines for integrating these elements into contemporary design, taking into account the balance between preserving traditional identity and meeting the needs of the current market. It introduces product design techniques that can integrate Lingnan's cultural identity harmoniously and attractively. Furthermore, the guidebook emphasizes sustainability and design ethics, promoting the use of local materials and environmentally friendly production processes, as well as supporting local communities and traditional craftsmen.

The development of this Handbook is a participatory process involving many sectors, including designers, historians, cultural experts, and local communities, in order to gain diverse and comprehensive perspectives. This Handbook should not only be a design guideline, but also a tool to create awareness and pride in Lingnan culture, encourage younger generations to appreciate the value of cultural heritage, and stimulate innovation rooted in traditional wisdom. The Lingnan Cultural Identity Handbook for Product Design is a research project with the potential to create positive impacts in culture, economy, and society by meaningfully connecting the past with the present and the future, which is consistent with the theory and concept of Smith, L. (2006). It states that cultural heritage management can be a tool to strengthen communities and promote social justice by connecting the past with the present and making cultural heritage relevant to people's daily lives. Smith's concept is also very consistent with the development of a cultural identity handbook for product design, particularly in Lingnan culture. The process of developing such a handbook should involve the community at every stage, from identifying key cultural elements and interpreting their meanings to incorporating them into product design and development. This approach not only fosters a sense of pride in the community, but also

encourages participation in the conservation and sustainable development of the community's cultural heritage. The Brundtland Commission (World Commission on Environment and Development, 1987) has proposed the concept of sustainable development in its report "Our Common Future", laying a crucial foundation for global development. It defines sustainable development as "development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs." This concept underscores the integration of three development dimensions: economy, society, and environment, acknowledging their interconnectedness and mutual influence. The development of a cultural identity guide for product design that promotes the conservation and development of cultural heritage as well as the creation of economic value greatly relies on the concept of sustainable development. Developing products with a cultural identity based on sustainable development principles will help to create a balance between cultural heritage conservation and community income generation, which will lead to truly sustainable development.

In creating the Lingnan cultural identity guidebook for product design (E-book), the researcher has added cutting-edge innovations linked to the presentation of these innovations in the book, making learning about Lingnan culture and applying it to product design more efficient and enjoyable, which will help promote the preservation and dissemination of Lingnan culture to a wider range of people. It is one way to promote and preserve local culture, as well as add value to products through unique designs that reflect the beauty of Lingnan culture.

Step 3 To complete design Handbook and product design

Summary of the design results. The researcher envisioned using the Lingnan cultural identity to design cultural products that are elegant, unique, practical, and responsive to human usage. The workpiece's form, pattern, and color incorporate the story of Lingnan cultural products, creating a distinctive Lingnan feel. Using Lingnan cultural identity in the design of cultural products is a process that creates uniqueness and adds value to the product. The design process employs cultural traits and significant artistic elements. 1) Patterns and symbols Handicrafts and art often incorporate unique patterns and symbols from Lingnan, such as flower patterns, birds, and mythical animals. 2) Colors: Bright colors, such as red, symbolize positive fortune and happiness, while green represents nature and prosperity. 3) Materials used in Lingnan culture are often natural materials, such as wood, silk, and pottery, which is consistent with the idea of Zhang (2021), who stated that using Lingnan cultural identity in product design creates uniqueness and adds value to the product. By using patterns, symbols, colors, and local materials with specific meanings, the application of local culture in the product design process can help promote and maintain local culture, as well as create a connection between culture and trade.

6. Conclusions

Following the established research methodology, we summarized the research results from the "Analysis and Construction of Lingnan Cultural Identity Handbook for Product Design" through data analysis and synthesis. The research processes and conclusions have been summarized as follows:

Analysis of Lingnan Cultural Characteristics The researcher analyzed and synthesized data on the cultural identity of Lingnan, a region in southern China with cultural diversity. It consists of six major characteristics, such as Chen Clan Temple, Wo'er House, Manchuria Window, Dragon Boat, Suixi Lion Dance, and Guangdong Opera. These reflect Lingnan's beauty, symbolic significance, and unique way of life.

The Lingnan Cultural Identity Handbook has been developed. The researcher crafted a handbook that gathers and scrutinizes the crucial components of Lingnan culture, facilitating the creation of modern products while considering the preservation of traditional identity and market demand. The Handbook also promotes the use of local materials and sustainable production processes to support the local community and traditional craftsmen.

Creation of Lingnan Cultural Products The researcher took inspiration from reading the Handbook to design products that incorporate Lingnan cultural elements, such as architectural patterns and bright colors. These works not only reflect Lingnan's identity, but also add value and uniqueness to the products.

This research plays an important role in promoting the conservation and dissemination of Lingnan culture through the design of contemporary products. This not only preserves cultural heritage but also creates added economic value and promotes cultural tourism in the region.

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