

**CREATION OF CONTENT FOR INFOGRAPHIC VIDEOS ON TIKTOK TO
PROMOTE PRODUCTS OF PAK THO ORGANIC COMMUNITY ENTERPRISE**

SUMITRA KLINKASORN

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF ENGLISH
FOR CAREER DEVELOPMENT PROGRAM**

FACULTY OF LIBERAL ARTS

RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI

ACADEMIC YEAR 2025

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Independent Study Title	Creation of Content for Infographic Videos on TikTok to Promote Products of Pak Tho Organic Community Enterprise
Name – Surname	Miss Sumitra Klinkasorn
Program	English for Career Development
Independent Study Advisor	Assistant Professor Sarochrus Tarapond, Ph.D.
Academic Year	2025

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27 October 2024

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ABSTRACT

Organic agricultural community enterprise groups in Thailand that produce chemical-free vegetables, fruits, and food products often struggle to publicize their products to consumers. Therefore, developing media to promote and publicize such products is crucial. The objectives of this study on the development of infographic video media are to: 1) create content for infographic video media to publicize the products of Pak Tho organic community enterprise, and 2) evaluate satisfaction with the created infographic video.

The research instrument used was a questionnaire to collect data from a sample group using the accidental sampling method and asking for their voluntary consent to answer the questionnaire. The sample group consisted of 30 participants. Data analysis was employed to calculate the mean and standard deviation of the statistics. The results are: 1) the perception of the information about the products of Pak Tho organic community enterprise, which was disseminated through an infographic video, was at a high level, with an average score ($\bar{x} = 4.1$, $SD = 0.31$). 2) The sample group showed high satisfaction with the infographic video, with a mean of 3.9 and a standard deviation of 0.3 ($\bar{x} = 3.9$, $SD = 0.3$).

The research concluded that the designed and created infographic video played a significant role in publicizing and promoting the Pak Tho organic community enterprise products, making them well-known.

Keywords: infographic video, TikTok application, organic products, Pak Tho community enterprise

Acknowledgments

I would like to express my gratefulness and heartfelt thanks to several people. Without them, this research study would not have succeeded.

First, I would like to express my heartfelt gratitude to my advisor, Asst.Prof. Dr. Sarochrus Tarapond, who tirelessly gave not only invaluable, constructive, and insightful suggestions but also warm encouragement.

My deepest appreciation is extended to the participants who willingly participated in this study.

Lastly, my sincerest thanks go to my beloved family, who always supported and encouraged me to overcome all the difficulties I encountered in completing this study.

Sumitra Klinkasorn

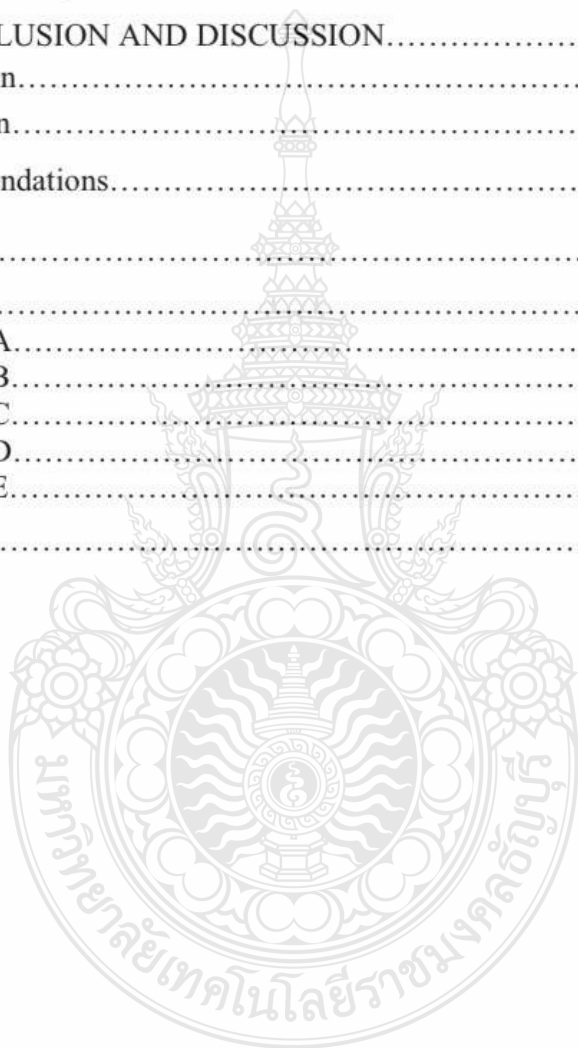


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INTRODUCTION

CHAPTER 1

1.1 Background of the study

Pak Tho organic agriculture enterprise group was founded by a group of farmers committed to using organic farming practices instead of relying on chemicals commonly used in conventional agriculture. These farmers know the potential health risks associated with chemicals used in fruits, vegetables, and livestock feed. While chemical farming may not immediately impact health, it could have long-term effects. Human exposure through pesticide residue in food leads to chronic health effects such as immune suppression, hormone disturbance, reproductive defects, and cancers even at low exposure dose (Crisp et al., 1998). As a result, these farmers encourage people to choose organic products instead of consuming those produced with chemicals.

Currently, the Pak Tho Organic Farming Community Enterprise relies primarily on word-of-mouth to attract customers, and its customer base is relatively small and unknown due to a lack of marketing efforts. To address this issue, farmers need to acquire skills in digital marketing to promote their products and expand their customer base to be more interested in organic farming and health care. According to (Van Scheers, L., 2011), the problems he encountered were a lack of marketing and SMEs not having enough capital to sustain themselves until their businesses became profitable because marketing efforts were ineffective.

In today's dynamic world of social media, we are witnessing the emergence of an incredibly powerful form of communication known as "new media." This innovative medium allows for two-way communication through a variety of devices like computers. All these devices are not just portable; they empower users to stay connected anytime, anywhere, providing unparalleled convenience, speed, and ease of use while responding almost instantaneously. As new technologies continue to evolve, the needs and behaviors of information consumers are undergoing a remarkable transformation. With the increasing significance of online media, we are also witnessing a clear indication of its

popularity. The radio, television, or print, all traditional forms of media are experiencing a decline because they simply cannot disseminate news as swiftly as online platforms. This inefficiency arises from the often-cumbersome production processes of mainstream media. Their content frequently falls behind the times, and crucially, they are unable to publish information promptly to satisfy the ever-growing demand. Online channels represent an incredible opportunity for organizations to their advantage. To proficiently market products to consumers within the context of the contemporary digital, entrepreneurs are necessitated to modify their marketing methodologies in accordance with the lifestyles of these consumers by diversifying and judiciously selecting communication channels that are congruent with the tenets of digital marketing. Digital marketing is characterized by its accessibility and its efficacy in engaging consumers, predominantly through various social media platforms.

TikTok is known as a platform that can provide information, public relations to promote entrepreneurs' products, as well as the speed of creating participation and interaction with customers. Unlike other platforms that rely on text and images, TikTok's video-centric approach offers a dynamic and immersive experience. It also costs little and can reach many people at the same time. This is consistent with the report on the collection of statistics and behaviors of internet and social media usage worldwide called Digital 2024 by We Are Social, an agency in Singapore, which found that 63.21 million "Thais" use social media. It also found that in one day, it is used for about 2 hours and 31 minutes. When looking at the number of users in each application, it was found that in 2024, Thailand had more than 49 million TikTok users, an increase of 10% from 2023, surpassing YouTube, which had 44.2 million Thai users. This indicates the rapid growth of TikTok, which began doing business in Thailand in 2017 (Revealing statistics of Thai social media users in 2024, watching TikTok grow rapidly this year, surpassing YouTube, 2024).

A significant factor influencing the adoption of English in marketing and advertising of Pak Tho organic community enterprise is English is the global lingua franca. English is articulated by over 1.3 billion individuals globally, either as a primary language or as a secondary one. This extensive reach affords marketers a singular

opportunity to engage with a diverse audience. English frequently serves as the language of choice in international commerce, with numerous multinational corporations utilizing it as their principal medium of communication. This omnipresence implies that the incorporation of English in your marketing initiatives can substantially elevate your brand's visibility on the international platform. Additionally, proficiency in English is often correlated with educational attainment and professionalism, which can positively affect consumer perceptions of your brand.

Another significant dimension is the internet's predominance in the English language. A considerable proportion of online content, encompassing websites, social media platforms, and e-commerce portals, is presented in English. By employing English in your digital marketing endeavors, you engage with an expansive, interconnected marketplace. The preeminence of this language in the digital realm guarantees a wider reach and enhanced search engine optimization (SEO), potentially leading to increased traffic to your promotional materials. Moreover, English facilitates strategic alliances and collaborations. Numerous influential media organizations, advertising firms, and content creators primarily operate in English. By aligning marketing strategies with these entities, magnify the effectiveness and reach of campaigns.

In conclusion, leveraging English in global marketing is not merely advantageous but frequently essential for establishing a formidable presence in the international marketplace. Recognizing its significance will lay the groundwork for the formulation of effective and impactful marketing strategies.

Infographics represent the methodology of deconstructing complex data into visual representations, thereby facilitating comprehension. This practice constitutes a highly esteemed form of data management internationally. Consequently, infographics assume a significant role and are poised to be the future of digital marketing due to the following reasons: 1) We currently reside in an epoch characterized by an overwhelming abundance of data, which renders the consumption of all such information impractical within the confines of time. Infographics assist in the more efficient and expedited assimilation of data. 2) Infographics encompass both artistry and the principles of communication. This entails the transformation of intricate data into more

comprehensible formats through the utilization of aesthetically pleasing graphics as supplementary tools. 3) Effective infographics ought to exhibit three essential attributes: simplicity, interest, and aesthetic appeal. 4) Human cognition can be categorized into four modalities: watching (Visual), listening (Auditory), touching (Kinesthetic) and reading and writing (Read/write). It is notable that over 65 percent of individuals exhibit a proclivity for learning through observation. 5) Eighty percent of cerebral functionality is associated with the perception and transformation of information into visual formats. 6) Individuals are capable of processing information derived from visual stimuli at a rate 60,000 times swifter than through textual reading. 7) The creation of infographics necessitates consideration of three fundamental elements: 1) content 2) storytelling and 3) design.

This research study, 'Creation of Content for Infographic Videos on TikTok to Promote Products of Pak Tho Organic Community Enterprise,' aimed to help farmers distribute their products among modern, typical consumers who prefer organic products to preserve their long lives and healthy lifestyles.

Infographic video that could be accessed through the TikTok application would be an appropriate channel to promote organic products from Pak Tho Organic Community Enterprise, the main concept of the study.

1.2 Objective of the study

1.2.1 To create marketing content in English for an infographic video to publicize the products of Pak Tho Organic Community Enterprise on TikTok.

1.2.2 To investigate satisfaction with the created infographic video.

1.3 Research question

What are the customer satisfaction levels after watching infographic videos?

1.4 Research hypothesis

The customers have a high level of perception of the product promotion of Pak Tho Organic Agriculture Community Enterprise on TikTok.

1.5 Significance of the Study

1.5.1 It is a guideline for media production for those who study or are interested in producing media for product public relations.

1.5.2 Producing video infographic media can create product perception appropriately.

1.5.3 It makes customers know more about the Pak Tho organic community enterprise group.

1.5.4 The development of infographic videos has further improved media production skills.

1.6 Scope of the study

Population and Participant Selection

The population in this research is about 900 customers a day at Top supermarket, Future Park Rangsit.

Sample

The samples in this research are 30 customers in Top supermarket at Future Park Rangsit chosen by accidental sampling method.

1.7 Definition of terms

1.7.1 Infographic videos refer to a form of video content that displays various information for viewers to understand through text and animations. Most videos in this format use animation, images, and distinctive color schemes to capture viewers' attention. The strengths of this form of infographic video are that it is easy to understand in a short time and the images are clear. It can communicate the meaning of almost all the information to the learners in a short period of time.

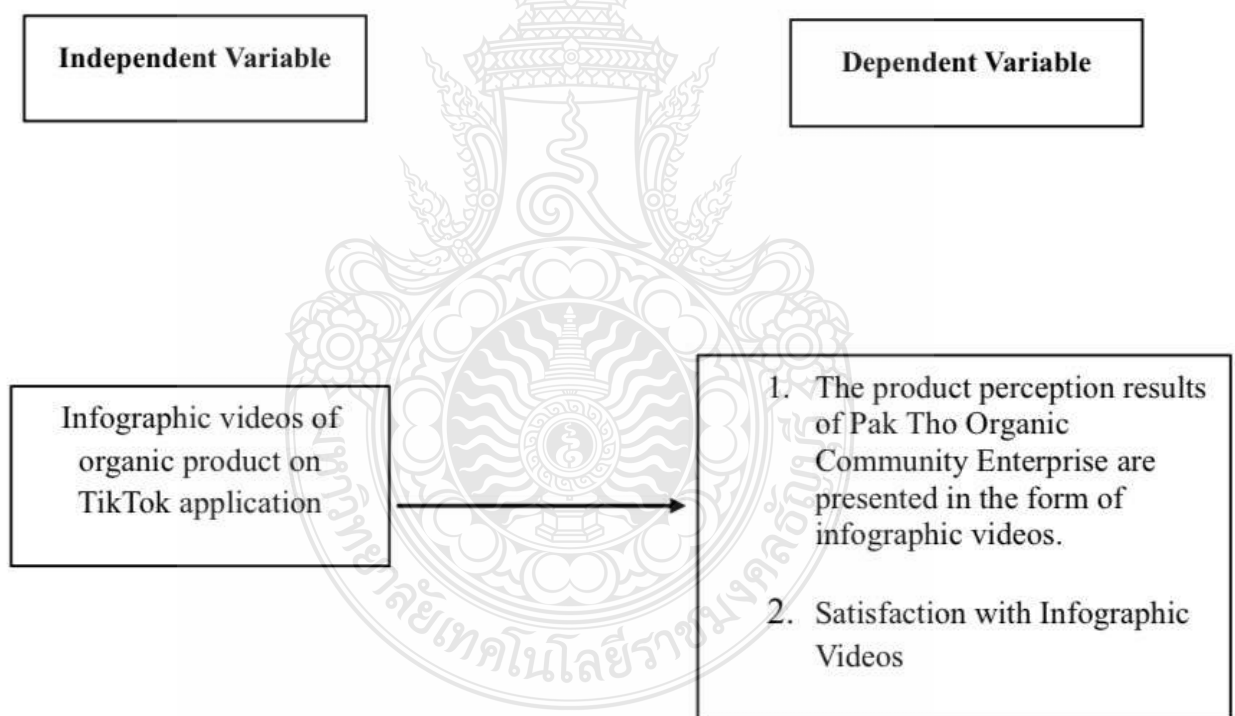
1.7.2 TikTok refers to the social networking site where short films may be made, shared and found. Young people use the app to express themselves through lip-syncing,

dancing, singing, and comedy. Users may also make films and share them with others in the community.

1.7.3 Pak Tho organic farming community enterprises refers to a group of farmers who use organic vegetable and fruit growing methods in Pa Kai Sub District, Pak Tho District, Ratchaburi Province.

1.7.4 Perception refers to the process by which individuals select, organize, and interpret sensory information from their surroundings. It involves the integration of sensory data, such as sight, hearing, touch, taste, and smell, with pre-existing knowledge and experiences to create perceptions.

1.8 Conceptual Framework



CHAPTER 2

Review of Related Literature

This chapter presents the findings of relevant literature to this research. The literature review provides background on the key concepts studied in this research, which can be categorized as follows:

2.1 PAK THO Organic Community Enterprise

2.2 TikTok application

2.3 Development of video

2.4 Content marketing

2.5 Perception theory

2.6 Related research

2.1 PAK THO Organic Community Enterprise

2.1.1 Background of PAK THO Organic Community Enterprise

It arises from the gathering of agriculturists who practice organic farming instead of using chemicals that farmers currently use. Agriculturists encountered the dangers of chemicals in vegetables, fruits, and catalysts used in livestock. Farming using chemicals may not have a negative effect on health soon, but it will affect health in the future. Agriculturists want people in this era to turn to organic agricultural products instead of consuming agricultural products using chemicals.

2.1.2 Products

1) Coffee Blossom Tea

Coffee Blossom tea is a kind of flower tea group. The part being brewed as a drink is the coffee flower. Compared to other types of tea, such as green tea, black tea, or yellow tea, which contain high amounts of caffeine and tannins, coffee flower tea contains neither tannin nor caffeine. People who are allergic to caffeine can drink it.

2) Robusta Coffee, Yang Hak, Ratchaburi

Robusta coffee contains more caffeine than arabica coffee, so it has a more bitter taste and is notable for its concentration. However, it has less coffee aroma than Arabica varieties. Robusta coffee is a popular variety that is used as raw material for the processing of instant coffee.

3) TT garden and Goat farm

Goat Milk

Our goat milk is fresh. The farm is used for various disinfection processes. It will then be released for sale to consumers in safe packaging.

Goat's milk, 1 cup (224 grams), may cause adverse reactions.

- Calcium
- Protein
- Vitamin A
- Vitamin B6

Processed Products

- Goat's Milk Bakery
- Ice cream
- Pasteurized Goat Milk
- Yoghurt

For interested tourists

- Ice cream making
- Soap making
- Yogurt making

4) Payakphan Garden

Riceberry

Riceberry is nutritious; its most noticeable benefit is its good antioxidant properties. It is also rich in other nutrients, including high amounts of folate, providing many health benefits.

Jasmine rice

Rice is a type of grain indigenous to Thailand that has a fragrance resembling that of pandan leaves, making Thai rice a well-known export around the globe.

Black Glutinous Rice

Black glutinous rice is nearly black in hue and dark purple by nature. Compared to white rice, it is reported to have more fiber and be higher in antioxidants. Desserts from Southeast Asia frequently contain this ingredient.

5) PP Organic Garden

- Basil
- Cantonese baby
- Chinese morning glory
- Eggplant
- Lemongrass
- Morning glory
- Pea sprout
- Sunflower sprout

6) Mae Sa-nga Garden

- Banana
- Banana cake
- Baby coconut
- Coconut juice
- Coconut ripe
- Hungary oyster mushroom

- Papaya
- Organic vegetables
- White grapefruit

7) Choksomboon Garden

- Banana
- Coconut
- Guava
- Honey white grapefruit seedless
- Jackfruit
- Lettuce
- Mango
- Organic egg
- Papaya
- Pomelo
- Sapodilla
- White grapefruit

2.1.3 Organic farming

The production of crops and cattle through organic farming eschews the use of growth hormones, pesticides, fertilizers, genetically modified organisms, and antibiotics. It is an all-encompassing system designed to maximize the health and production of different groups within the agroecosystem, such as humans, plants, animals, and soil organisms. The creation of ecologically friendly and sustainable businesses is the primary objective of organic farming (Edenaorchards, 2022). The goal is "to create integrated, humane, environmentally and economically sustainable production systems, which maximize reliance on farm-derived renewable resources and the management of ecological and biological processes and interactions, so as to provide acceptable levels of crop, livestock, and human nutrition, protection from pests and disease, and an appropriate return to the human and other resources," according to a modern definition of organic farming given by (Lampkin, 1994), an authoritative source. The general principles of organic production include the following:

- Protect the environment, reduce soil deterioration and erosion, cut pollution, boost biological productivity, and promote good health.
- Maintain long-term soil fertility by optimizing soil biological activity.
- Maintain biological variety across the system.
- Recycle materials and resources as much as feasible inside the business.
- Use renewable resources in locally organized agricultural systems.

Organic farming supports crop rotation and covers crops and balanced host interactions. Organic leftovers and nutrients created on the farm are recycled back into the soil. Cover crops and composted manure are utilized to stabilize soil organic matter and fertility. Organic standards usually restrict the use of genetically engineered and synthetic pesticides, synthetic fertilizers, sewage sludge, synthetic pharmaceuticals, synthetic food processing aids and components, and ionizing radiation. Prohibited items and methods must be avoided on certified organic farms for at least three years before the harvest of certified organic products. Livestock must be grown organically and fed with organic feed components. Organic farming presents many challenges. Some crops are more challenging than others to grow organically; however, nearly every commodity can be produced organically. (Edenaorchards, 2022). Organic farming is a sustainable and eco-friendly agricultural method since it reduces pollution, improves soil health, conserves biodiversity, and slows down climate change. These advantages highlight how crucial it is to encourage and grow organic farming in order to maintain ecological balance and long-term sustainability (Lotter, D. W., 2003). Organic farming greatly lowers the health risks for farmers by using organic inputs and natural pest control techniques. The health advantages of organic farming are significant, and it not only enhances their quality of life but also encourages safer working conditions in the agricultural industry. Organic farming is a healthier option for both customers and those engaged in food production because of the higher nutritional value of organic produce, the increased food safety brought about by less pesticide and antibiotic residues, and the improved health results for farmers and agricultural workers. These advantages highlight how crucial it is to promote organic agricultural methods in order to guarantee a better food system for everybody. (Axel, Mie, and others, 2017).

2.2 TikTok application

2.2.1 History of the TikTok application

The application allows users to create songs or short videos to generate content and exchange and share information with other users. It is an application for creative people who want to create videos with music as the main soundtrack, resulting in videos with various content (Matsakis, 2019). In China, the Douyin application is known as TikTok, an online social network video service owned by ByteDance, a Chinese startup technology company founded in 2012. It was launched in China in September 2016 as a social network application. Later, the management of the TikTok application merged with the Musically company, a startup that developed an application with similar features, such as video editing and music addition. The Chinese company emphasizes marketing in America, and after acquiring Musically, TikTok was able to increase its membership base in the United States, as well as incorporate various features of the Musically application, such as creating lip-sync videos and funny videos, resulting in a larger user base (Fu & Wakabayashi, 2024).

The standout feature of the TikTok app in its early days was the display of full-screen video content with an automatic playback system, allowing users to swipe through videos without any control buttons continuously. Douyin later marketed the app internationally, including in Thailand, by changing its name to "TikTok" for easier pronunciation. It became a popular app in many countries and has evolved into a social media platform that allows users to create short videos of various types, including dancing, comedy, and educational content. For some users, these videos typically range from three seconds to one minute or up to three minutes.

The current number of TikTok users is up to one billion people per month. Compared to the average number of users per month in 2020, which was only around 689 million people, TikTok's user base has increased by 45 percent and is expected to continue to grow. According to a report by (Yagumo, 2023) the influence of TikTok has led to changes in the music listening behavior of younger generations. Young people aged between 16- and 24-years old access music through online streaming by an average of 90

percent, which has resulted in the growth of YouTube and Spotify and has had a positive impact on TikTok's popularity as well. TikTok helps to bring new songs that are not yet well-known or forgotten old songs back into the spotlight. Users often discover new songs while watching videos. TikTok has become very popular in current times, including during the COVID-19 pandemic, which has led to increased usage and revenue of up to 176.9 million dollars in 2019. TikTok's current revenue has increased to 247.6 million dollars (Williams, 2020).

2.2.2 Benefits of using TikTok for Digital Marketing

Technology is a key component of digital marketing, which helps business owners sell their goods and services in the global chemical age. An entrepreneur must capitalize on advances in several sectors due to the speed at which technology and global perspectives are evolving. One digital tool that may be used to promote items both online and offline is digital business marketing. Although digital marketing was originally developed in the 1990s, it was already in use in the 1980s. In the 2000s, digital marketing gained a lot of popularity due to its ability to be used in business management at any time and from any location. (Asmita and Mudaliar, 2018, p. 16)

TikTok's benefits for digital marketing the advantages of employing digital marketing in marketing initiatives are as follows: (Maulana & Sandyawati, 2023).

1. Clear information about products and services
2. Simple product upgrades that allow users to make the next change right away.
3. It is simple to compare their goods and services.
4. Less expensive

2.3 Development of infographic video

2.3.1 Meaning of Infographic

Infographic is an acronym for Information Graphic. It refers to a graphic design technique. Visualize data and thoughts that explain difficult data to the intended audience in an easy-to-consume or understandable format. Visual communication or visuals that represent data, such as statistical data, expertise, commercial communications, and public relations. Infographics are diagrams that represent summary data or information. That is, transforming words into visual pictures by defining the scope, regulating the design process, and encouraging communication using symbols in conjunction with textual data so that the receiver understands the info immediately. Using an understandable and logical format. It is now popular among social network users. Infographic communication is therefore appropriate for communication in the digital era, when complicated information must be accessed quickly, because it is simple to grasp, making complex content simpler to retain, and may capture attention with attractive colors and drawings (Smiciklas, 2012).

A concise and visual depiction of facts and information is called an infographic. Using visual aids like charts, graphs, symbols, and pictures, an infographic may simplify difficult concepts. An infographic's basic purpose is to use visuals to communicate a story. This implies that they may be either a static image or a video infographic, based on what you think will work best for your topic and engage your audience. Infographics are now widely used in classrooms and workplaces to convey information in an understandable and timely manner. They can help you see patterns in meanings and condense a lot of complex material into a cleanly presented product (Adobe Express, 2023).

Infographics as images or graphics that indicate information, whether it is statistics, knowledge, numbers, etc. It is called a summary of information for easy processing, just by looking at it. It is suitable for people in the IT era who want to access a huge amount of complex information in a limited time (the reason is that humans like and remember beautiful images more than reading). Because with these beautiful diagrams, ordinary people can access and understand a large amount of information with just one diagram. With well-selected information, it makes it easy for readers to

understand. It is a creative way of presenting information, in which we can pick up small stories to big stories and present them in a unique, modern perspective that keeps up with current events in the world (Rider, 2013).

2.3.2 Designing Effective Infographics

Infographics are widely popular on the internet because they can convey information from truly artistic designs. It is a universal language that can tell stories even if you only look at the images presented. We can say that infographics have no boundaries and limitations in telling stories through images. Using graphics helps to add beauty to things, making the information impressive and meaningful in order to disseminate it to the public (Tessana, 2014).

2.3.2.1 Focus on a single topic: The main topic to consider is the main topic of creating an infographic. It is an effective work to eliminate the difficulty for readers and viewers and to define specific questions that need to be answered in the infographic.

2.3.2.2 Keep it Simple: Start designing information. Information should not be too dense, complicated, or confusing. It should be easy to understand and not make readers and viewers uncomfortable. Complex images will cause misinterpretation and ineffectiveness.

2.3.2.3 Data is Important: In creating an infographic, it is important to consider the information related to the topic. The design must not go beyond the scope of the topic, which will destroy the necessary information. Make sure that the design focuses on the information and the format of the infographic.

2.3.2.4 Be Sure Facts are Correct: It is important to make the information correct. If it is incorrect, it will reduce the credibility of the infographic. Therefore, before creating an infographic, make sure that the information is correct. Research and find the facts and use the correct information. Do not forget to read the work and check the facts correctly.

2.3.2.5 Let it Tell a Story: An effective infographic can tell a story through drawings or graphics, which can tell something and can convey information even if the viewer has not read the information first.

2.3.2.6 Good Design is Effective: A well-designed visual narrative will attract viewers. The important thing is to design an infographic that is easy to understand. Use creativity to design it to be interesting. Images, graphics, colors, types, styles and spaces.

2.3.2.7 Choose Attractive Colors: Using colors is essential. Choose colors that stimulate and attract the attention of viewers. Study the theory of color use, using colors appropriately and correctly for the topic to be designed, and it is not necessary to make it colorful. Some infographics can be effective with only a few colors.

2.3.2.8 Use Short Texts: The design of images used in the presentation must summarize the text briefly and directly to the intended purpose. Signs or short information may be used to support the image. To make the story interesting, numbers may be used to summarize and compare the data. The text should be easy to read.

2.3.2.9 Check your Numbers: If presenting data with numbers, graphs and diagrams, check the accuracy of the numbers and drawings and know which numbers should and should not be included. This method will make the infographic more effective.

2.3.2.10 Make the File Size Small: To make it easy for viewers to access and download information, and to use it well for the intended purpose. It downloads quickly and takes less time to transfer data to a flash drive. You can attach files to send emails to others, but the quality of the images should not be reduced. High-quality files should be used to attract viewers. Things not to do in infographic design.

2.3.3 Infographic Video

The meaning of Infographic Video is a visual representation of information that combines the power of video and traditional infographics to present complex information in an engaging and accessible way. It uses a combination of animations, text, graphics,

and voiceovers to communicate essential data points, making it easier for viewers to understand the information while keeping them visually engaged (Mandal, 2023).

An infographic video is a kind of visual representation of information that combines the effectiveness of standard infographics with video to make difficult information interesting and easy to understand. In order to convey important information, it combines animations, text, visuals, and voiceovers. This keeps viewers visually interested while also making it simpler for them to absorb the content. Infographic videos may greatly expand the reach of your material on social media platforms since they are very shareable. They are frequently employed to tell tales, explain intricate procedures, and offer data-driven insights in marketing and instructional situations (Antony, 2023).

2.4 Content Marketing

As the Internet and technology have developed over the past few years, content marketing has become an increasingly popular marketing strategy. As the antiquated online marketing formats lost their appeal, a new approach to marketing emerged that uses content to inform, entertain, and assist Internet users. A well-thought-out content strategy is the foundation of successful content marketing. Selecting the appropriate content types is a crucial component of the plan. Companies frequently utilize it to accomplish the following objectives: draw in more customers, create or boost online sales, extend their client base, build brand awareness or reputation, and interact with a user community online. By producing and disseminating good free material, content marketing brings in new clients. It helps businesses build long-lasting brand loyalty, gives customers useful information, and increases their propensity to buy from the business again (Gajanova, 2018).

2.4.1 Creation of Content

1) Content writing style

There exist four primary writing styles: expository, descriptive, narrative, and persuasive (Morris, 2020).

2) Expository

Expository writing is the most prevalent type of writing. This approach conveys information, clarifies a concept, or informs the reader about a topic. Expository writing typically contains facts, figures, statistics, quotes, citations, graphs, charts, tables, illustrations, or various other evidence that supports the claim. This style frequently follows a logical arrangement and progression. Here are a few illustrations of expository writing:

- Textbooks
- Cookbooks
- News articles
- Instruction manual
- Scientific and medical research
- Business and technical writing

3) Descriptive

There are a lot of details in descriptive writing. The reader is given descriptions of places, people, events, circumstances, items, and locations in this manner. By employing all five senses and providing a visual representation of the subject, descriptive writing makes words come to life. Though it may also be used in creative nonfiction, it is mostly employed in fiction. The descriptive style is fundamentally poetic.

Check out these examples of descriptive writing:

- Plays
- Songs
- Poetry
- Diary entries
- Nature writing
- Fiction

When you want to be particular about details and create a mental image for the reader, you must utilize descriptive writing. For example, if you need to explain how something looks, tastes, feels, sounds, or smells, that's descriptive writing.

Descriptive writing is excellent for explaining characteristics and outlining the advantages of a product or service in content marketing and copywriting.

4) Narrative

A story is told in a narrative writing style. Usually, it has a narrative with conversation and characters. The tale has a beginning, middle, and finish. Compared to other writing styles, narrative writing typically lasts longer and leaves the reader wondering, "Then what happened?" Conflict is introduced in this manner, and it is resolved in the conclusion. Examine these narrative writing samples:

- Novels
- Screenplays
- Short stories
- Anecdotes
- Mythology
- Biographies and autobiographies

When writing a story, you want to adopt a narrative writing style. When discussing people, locations, and objects, descriptive writing can also be used in a narrative fashion. Generally speaking, however, a narrative is about telling stories. Copywriters who create testimonials and content marketers might benefit from narrative writing. By the end of the story, the customer's quarrel or problem has been handled.

5) Persuasive

The goal of persuasive writing is to influence the reader to agree with the author's viewpoint. It includes arguments, justifications, and explanations for why the reader ought to act or think in a specific manner. The reader is asked to support a stance or belief in a persuasive writing style. The author is attempting to persuade the reader to support them. Some examples of persuasive writing include:

- Editorial writing
- Product reviews
- Advertising copy
- Academic papers
- Cover letters
- Letters of recommendation

Using persuasive writing is crucial to persuading someone to adopt a particular point of view. You are using a persuasive writing technique whether you are writing a letter for publication, a political address, or an advertising for a commodity or service. Persuasive writing is frequently employed by copywriters and content marketers, particularly towards the conclusion of their work. Persuasive writing at its best is a call to action to download an eBook, complete a contact form, or purchase a product.

2.4.2 The concept about how to present content on social networks

Data communication between information and communication technology is a two-way communication with important characteristics: it has an online working format and can be used to create content or add content to disseminate information between each other (Phongput, 2013), which is a part of Web 2.0 technology that works on the Internet and mobile phone networks, allowing one person to access information, exchange knowledge, create content, share and communicate content with others, including participating in various online social networks. Currently, it is popularly used in interpersonal communication, business communication, or communication of government agencies and organizations (Williamson & Parolin, 2013).

Social networking websites have different features depending on the service provider, but the main components that are the same are profiles, connections, and messaging. With the characteristics of creating a culture of online communities, it creates a language for communicating with each other that creates mutual understanding and uses symbols to represent emotions, which can create satisfaction and entertainment for the recipients (Khongthiam, 2014).

In addition, social networks are also a channel for business communication, which is considered a new form of communication that businesses can easily use to create new connections. By creating a network of friends, it creates a power of word-of-mouth, such as, Like and Share. Companies can provide marketing information, publicize products and services, and use it as a channel to create interactions with consumers, allowing them to know the needs of consumers immediately (Mangold & Faulds, 2009).

Due to the important characteristic of social networks, which is the interaction between each other in the network system, it is the reason why the number of people in the network is so large that it may lead to the creation of real changes in society.

2.4.2.1 The goal of using social networks

The goal of using social networks is something that organizations must give importance to and plan in advance in order to achieve the set objectives (Chainirun, 2012). The goals of social networks are as follows:

- 1) Increase sales. Increasing sales through social networks requires planning operations and setting marketing communication strategies, such as sales promotion.
- 2) Increase brand awareness: This is to create brand awareness by attracting consumers to participate in marketing activities or talking to consumers in a friendly manner, trying to make them see the brand as a friend.
- 3) To promote public relations. Social networks used for public relations have a similar format to traditional media communication, which is direct marketing communication, but can create more efficiency.
- 4) To learn about consumer needs through social media channels and consumer opinions more widely because providing feedback from consumers will be talked about in a long time. Therefore, consumer feedback and problem solving are important. In addition, demands and criticisms are also beneficial to consumers.
- 5) Increase the number of website visitors. Social media communication is a tool that helps push consumers to use the organization's website. It also helps push the website name search in search engines more easily.

2.4.2.2 Types of social networks

Types of social networks (Cavazza, 2015) summarized the types of social networks worldwide by categorizing them into the following overviews:

1) **Publishing or Blogging:** Content management systems that allow users to publish and share their own content. It is an online social network that requires ideas, knowledge, and development from experts to provide knowledge that is continuously improved and developed, resulting in benefits to society, such as WordPress, Blogger, Live Journal, TypePad, Tumblr, Over-Blog, Medium, Svbtile, SquareSpace, Wikipedia, Wikia, etc.

2) **Sharing:** For users who want to express and present their work, which can be published worldwide. It is like a gallery of their own work, such as videos, images, songs, etc., with the intention of sharing content between users of websites that use it to store or share, such as Flickr, Imgur, 500px, Pinteres, YouTube, Vimeo, Dailymotion, Spotify, Deezer, SoundCloud, MySpace, Sideshare, Instagram, TheFangy, Polyvore, Shopstyle, etc.

3) **Discussing:** Interaction between individuals or within networks where users create their own profiles and exchange information with each other, such as Quora, Reddit, Github, Tieba Baidu, Facebook, BlackBerry Messenger, Skype, Sina Weibo, Tencent Weibo, etc.

4) **Networking:** BtoC social networks include Tagged, nextdoor, Notabli, Ello, Qzone, VKontakte, Renren, Mix, StudilZ, etc. BtoB social networks include LinkedIn, Viadeo, Xing, etc.

2.5 Perception theory

2.5.1 Meaning of Perception

Many people have defined the perception as follows:

(Sritwanich, 2009) explained, "Perception is when a person sees or experiences things through the five senses, then selects to store those things in the subconscious mind

and interprets them with his feelings. Therefore, perception affects the attitude, motivation, and emotion of that person, which affects the behavior that is shown openly and secretly.”

(Chukwan, 2007) explained, "Perception is a process in which a person receives information from things around them and analyzes and interprets it until they understand it.

(Ornchaiya, 2009) explained that “Perception is the collection and interpretation of various things that a person has experienced through the senses, what those things are like, based on previous experiences and knowledge, resulting in feelings and then expressed as individual behavior to respond to those feelings.

In summary, Perception is the ability to identify and make sense of sensory information. How we react to the information is another aspect of perception. Perception may be thought of as the process by which we absorb sensory data from our surroundings and apply that data to engage with them.

Components of perception

The receiver must recognize and focus on the marketing communication stimuli in order to engage in perceptual selection. The receiver will be interested in and choose which marketing communication stimuli to receive depending on the needs and attitudes of each receiver. In the process of perceptual selection, the receiver must see or hear the stimulus first and then respond to it. There are three components of perception (Assael, 1998) as follows:

- 1) Selective exposure refers to a consumer’s decision to accept the information supplied. Individuals will opt to accept and receive news from various sources based on their preferences and requirements.

- 2) Selective attention refers to selective interpretation, which occurs when customers are interested in something or news but do not pay attention to other inputs, only their ears and eyes.

3) Selective perception refers to consumers being selective about their perception of marketing stimuli because each consumer has different needs, attitudes, experiences, and personalities. This means that two people may perceive the same advertisement, product, or service differently. Selection occurs at every stage of the perception process.

According to (Lotongkum, 2021) there are four components of perception as follows:

1) Selective Exposure refers to whether or not consumers choose to receive that information depends on the consumers themselves.

2) Selective Attention refers to consumers choose to focus on information and at the same time do not just ignore any information, depending on the consumer's interests.

3) Selective Comprehension refers to consumers choose to receive certain information and then interpret the information received according to their own attitudes, beliefs, motivations and experiences, which may not be in line with the needs of the provider.

4) Selective Retention refers to the information that consumers have seen, heard, read and gone through the process of perception and interpretation, but it does not mean that consumers will be able to remember all the information. Consumers will remember only some information or some parts that have distinctive characteristics that make them memorable or information that matches the interests and needs of consumers only.

2.6 Related research

2.6.1 Internal Research Studies

(Suksangiam, 2021) it can be said that the production of infographic media via social media (Facebook) to promote awareness of the mission and image of the Ministry of Defense has the most appropriate efficiency in promoting the mission or creating an image, especially the concise content, beautiful format that is easy to remember, and eye-catching colors that make it easy to recognize. As for channels and access, currently, online media and social media are very popular and can be accessed conveniently and

quickly. Disseminating infographics via various online media is therefore effective because most people receive news from online media. The Ministry of Defense has its own Facebook and website, which both channels consistently publicize various missions, making the image of the Ministry of Defense better and reaching more target groups.

(Bast et al., 2023) the research results found that the media formats in the digital age that are suitable for promoting tourism are videos and infographics. In terms of design, public relations media show creativity and modernity. The storytelling techniques are easy to understand. The presentation techniques are interesting, such as editing, using special techniques, and designing appropriately for the target customer group. The presentation content is concise and conveys the activities within the community enterprise group. In terms of opinions and satisfaction of users of tourism public relations digital media, it was found that tourists were most satisfied with the tourism public relations digital media of the community enterprise group overall. When considering each item, it was found that tourists were most satisfied with the content presented, which was complete and complete. They were also satisfied with the development of this digital media through social media networks, which made the community more well-known, respectively.

(Charunphankasem, 2023) knowledge from this research found that the success factors of sustainable tourism development are the cooperation networks to promote tourism activities from local stakeholders, while the organization of activity continuity or media development are important factors that lead to the sustainability of the cooperation networks.

(Thongthammachart, 2023) it was found that analysis of important data in developing public relations media for tourism at Baan Motha Homestay, Mae U Su Subdistrict, Tha Song Yang District, Tak Province, including data on creating a homestay logo, travel data, data on creating a tourism route, and data on designing a tourism program at Baan Motha Homestay. Development of public relations media for tourism at Baan Motha Homestay, including infographic media and tourism maps, and satisfaction of media users with public relations media for tourism at Baan Motha Homestay, found that media users were highly satisfied.

(Mangkornsila, Bureerat and Khasemputtaruengsri, 2024) suggests that community enterprises can enhance engagement and strengthen relationships with buyers by utilizing commercial social media platforms like Facebook, Twitter, Instagram, YouTube, TikTok, and LINE. The online marketing strategy consists of building product brand image and fostering customer relationships through these platforms, which align with the digital needs of community enterprises in the digital era.

(Sapsanguanboon et al., 2024) found several strengths in the business environment, including the use of raw materials sourced from the community or purchased from local suppliers, brand diversity, and attractive, modern packaging. However, weaknesses were also noted, such as issues with quality control and the lack of product development to enhance quality. The research highlighted threats including regulatory challenges, competition, and weather-related factors. On the other hand, opportunities were identified in business expansion, collaboration, participation in trade fairs, and the potential to grow the business through modern trade.

(Roongrot, Seerasarn, and Yooprasert, 2023) the results of the study of online marketing communication of community enterprises in Rayong Province found that community enterprises emphasized on clearly displaying product or service details. Public relations through online media create a good image. They use photographs as the message used in communication through Line and Facebook channels. This is because presenting information through photographs is a simple, convenient, and fast method that clearly and clearly shows the characteristics of the product. Both online channels are easy to use, have a large number of users, and can easily talk to customers.

(Thanatumrongkul, Sompat, and Punyavarakorn, 2024) found that the marketing problem faced by the community enterprise group was human resource issues, with most members being cloth dyers. They had no marketing department staff and lacked digital marketing knowledge. The group focused on selling products to regular customers and selling them through wholesale or trade shows. To develop digital marketing channels for tie-dye products in San Kamphaeng District, Chiang Mai Province, guidelines were developed to promote digital marketing knowledge and use Facebook pages for

communication. Content included photos, posts, opinions, activities, and stories about the group's tie-dye fabrics.

(Thitiamornwit, 2023) it was found that the marketing promotion of the Lanna handwoven fabric community enterprise may need to set clearer guidelines for marketing development that meets the needs and reaches the consumer group, including developing cooperation with educational institutions, government agencies to help with initial marketing, presenting products through offline markets in exhibition areas both in the province and other provinces, developing online stores such as LnwShop, Lazada, Shopee, Weloveshopping and Kaidee, etc., live streaming on various online systems such as YouTube Live, Facebook, Instagram LIVE and TikTok, etc., and creating more models, both young, medium, adult and elderly, to show the beauty of the handwoven fabric products.

2.6.2 External Research Studies

(Al-nazer et al. 2020) research has shown that the visualization of data via the use of pictures and illustrations helps to convey information more efficiently and clearly. One of these approaches is applied. The most crucial tool for drawing attention to the subjects at hand was determined to be infographics, which were created and have grown in popularity recently due to the acceleration of the quantity of data that needs to be sent to the receiver and the proliferation of social media. A way to market and promote the items on websites.

(Araujo et al. 2022) study has shown that the purchasing intentions of Generation Z are greatly influenced by their shopping behavior. Students, instructors, marketers, and advertising agencies may all benefit from the data from this study by better understanding how users behave on TikTok and how to utilize it as a springboard for more research and better customer-service tactics.

(Bajpai, Pandey, & Shriwas, 2012) emphasized the strategies that can take this viral marketing mode beyond the normal social media. As a result, it can also help build your community strong enough to make your marketing effective & initiative buying.

(Chandra, 2023) shown how infographics increase the effect and reach of marketing initiatives due to their aesthetically pleasing designs and social media shareability. Businesses may use infographics to impact customer behavior, improve brand reputation, and effectively communicate marketing messages at a reasonable cost.

(Frey and Rudloff, 2010) discover that social media communication is still in its infancy. Social media is generally seen by businesses as a useful instrument for enhancing and bolstering marketing communication. Since not all platforms are appropriate for every business, social media still has a lot of room to develop in terms of platform distinction and definition.

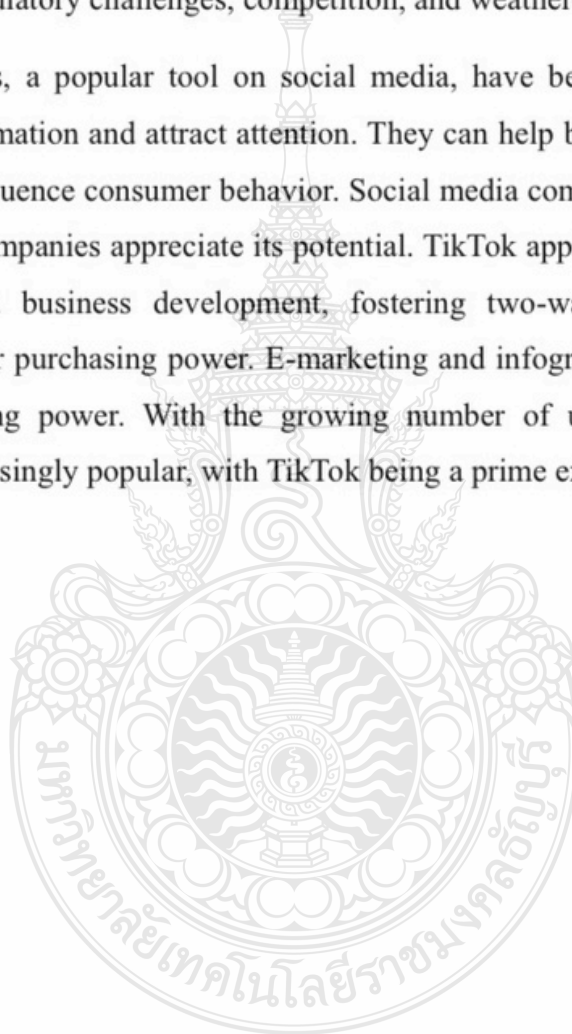
(Fuaddah et al. 2022) demonstrated how @kedasbeautypusat used the TikTok app for marketing and company growth in three ways: creating stories, establishing real-world connections with clients, and developing a trustworthy, social, and human relationship with your customers. Additionally, the researchers found that two-way communication is successfully established through the usage of TikTok apps.

(Godwin, Akeju, and Mayaleeke, 2022) revealed that e-marketing and infographics may enhance customer purchasing power. It was suggested that various businesses use efficient communication in e-marketing and pay attention to the developing trend of online marketing in their marketing strategy to impact customer purchasing power. Organizations should endeavor to apply on-time delivery to encourage regularity of visits and consumer patronage of online stores.

(Guarda et.al. 2021) discovered that social media has a large user base at the moment, which is changing how businesses, customers, and followers interact with one another. This leads to a substantial increase in the number of businesses using digital marketing tactics, which in turn causes brands to pay more attention to this medium because it allows them to promote their firm and its positioning or even build relationships with customers. TikTok is the most recent social media revolution. The application's success may be attributed to a combination of digital marketing, creativity, and self-expression. It gives you the option to post your own movies, alter them using different themes, and even collaborate with other users.

In brief, Community enterprise groups need to develop skills like marketing knowledge and online distribution channels to increase income and compete in the market. They can enhance engagement and strengthen relationships with buyers through commercial social media platforms. Community enterprises should focus on activity-based marketing and integrating online and offline marketing tools. Strengths include using local raw materials, brand diversity, and modern packaging. Challenges include quality control, regulatory challenges, competition, and weather-related factors.

Infographics, a popular tool on social media, have been found to effectively communicate information and attract attention. They can help businesses build a strong community and influence consumer behavior. Social media communication is still in its early stages, but companies appreciate its potential. TikTok applications have been used for marketing and business development, fostering two-way communication and enhancing customer purchasing power. E-marketing and infographics can also enhance customer purchasing power. With the growing number of users, digital marketing strategies are increasingly popular, with TikTok being a prime example.



CHAPTER 3

Research Methodology

This chapter presents and discusses the research design, population and samples, sampling techniques, data gathering instruments, instrument validity and reliability, data gathering procedures, and data analysis.

3.1 Population and Samples

The population of this study was 900 customers of Top Supermarket at Future Park Rangsit. Due to the large number of the population. In this study using the accidental sampling method, it is a selection of a sample group by chance or not specific, but the sample group has some basic characteristics that are consistent with the characteristics of the specified sample group, or selecting people who are close to each other and are easiest to find as samples to save time, labor and budget (Bailey, 2008: 94).

3.2 Research design

In order to be able to explicitly answer the research question, the researchers employed characteristic of quantitative study design. The objective was to create marketing content in English for an infographic video to publicize the products of Pak Tho Organic Community Enterprise on TikTok and to investigate satisfaction with the created infographic video.

3.3 Research instrument

The research instrument used in this research was a questionnaire for participants. The quality of the instrument was tested by examining the validity of the questionnaire (IOC: Index of item objective congruence) by having the questionnaires scored by three experts.

The questionnaire forms

The evaluation in this research was divided into 3 parts.

Part 1 General information about the background

Part 2 The satisfaction with content and design in infographics.

Part 3 The satisfaction with the video.

There were 30 items in total, and it was 5 points Likert scale (Likert, 1967) as follows:

Scale	Level
5	Very high
4	High
3	Moderate
2	Low
1	Very low

The level of each sub-factor has a range and can be interpreted as follows:

Range	Interpretation
4.51 – 5.00	Very high
3.51 – 4.50	High
2.51 – 3.50	Moderate
1.51 – 2.50	Low
1.00 – 1.50	Very low

3.3.1 Infographic production process

- 1) Study information about the Pak Tho Organic Agriculture Community Enterprise in the past.
- 2) Study the guidelines for making infographics. The researcher started studying from determining the size and information of the infographic, studying design principles to use as guidelines for production, and how to create infographic media that is attractive to viewers.
- 3) Determine the information to be used in making infographic media. After collecting all the information, place the information, including accompanying images, in the layout of both images and accompanying information, using colors, and font sizes.
- 4) Prepare the program to produce infographic media. The program used by the researcher is Canva.
- 5) Take the finished infographic media and proceed to the next step.

3.4 Data collection

The data collection process was divided into 4 steps as follows:

1. Researchers posted four infographic videos via TikTok in August 2024.
2. The participants watched the infographic videos about PAK THO organic community enterprise products.
3. The participants did the questionnaire.
4. Collected data and analyzed it.

3.5 Data analysis

The following statistics analyzed the data:

1. Mean

$$\bar{X} = \frac{\sum x}{n}$$

When = $\bar{X}$ = Mean
 $\sum x$ = Summation of all data
 n = Total number of participants

2. Percentage

$$\% = \frac{f}{N} \times 100$$

When = $\%$ = Percentage
 f = Frequency
 N = Total number of participants

3. Standard Deviation

$$S.D. = \sqrt{\frac{n \sum x^2 - (\sum x)^2}{n(n-1)}}$$

When = S.D. = Standard Deviation
 x = The number of data
 n = Total number of data
 $\sum x$ = The summation of data

Chapter 4

Findings

The research on " Creation of Content for Infographics Videos on TikTok to Promote Products of Pak Tho Organic Community Enterprise " is quantitative, utilizing questionnaires to collect data. The sample group consisted of 30 customers from Top Supermarket at Future Park Rangsit. The results were presented in tabular form and divided into three parts.

1. Results of the analysis of general information of the background.
2. Results of the satisfaction with content and design of infographics.
3. Results of the satisfaction with the videos.

4.1 Results of the analysis of general information of the background

Items	Number	Percent
1. Gender		
▪ Male	12	40.0
▪ Female	18	60.0
2. Age		
▪ Under 20 years old	6	20.0
▪ 21-30 years old	13	43.4
▪ 31-40 years old	10	33.3
▪ Over 41 years old	1	3.3
3. Occupation		
▪ Government official	7	23.3
▪ Company employee	5	16.7
▪ Personal business	10	33.4
▪ Student	1	3.3
▪ Other	0	0
4. Education level		
▪ Primary school	0	0.0
▪ Secondary school	5	16.7
▪ Bachelor's degree	23	76.7
▪ Master's degree	2	6.6
▪ Other	0	0.0

According to table 4.1, the majority of participants were female (60%) and male (40%). 43.4% of participants were aged 21-30, and 33.3% aged 31-40. Regarding occupational status, 33.4% of participants were students, 23.3% were company

employees and government officials, and 16.7% were in business. Most of the participants had a bachelor's degree (76.7%), followed by a primary school (16.7%) and a master's degree (6.6%).

4.2 Results of the satisfaction with content and design of infographics

Evaluation items	Mean	S.D.	Perception level
Content			
1. The content of the infographic is clear.	4.4	0.23	High
2. The content is beneficial.	4.4	0.31	High
3. The content is easy to understand.	3.8	0.29	High
4. The content is accurate and appropriate to the academic level.	4.2	0.16	High
5. The content has an appropriate amount, neither too much nor too little.	4.2	0.36	High
Overall average of content	4.2	0.27	High
Language			
1. Language usage is accurate.	4.4	0.24	High
2. Language usage is easy to understand.	4.1	0.45	High
3. Language usage helps to learn new vocabulary.	3.6	0.25	High
4. Language usage is relevant to the content.	4.4	0.25	High
5. Language usage is appropriate, clear, and aligned with the objectives.	4.4	0.25	High
Overall average of language	4.2	0.3	High
Design			
1. Infographic design is appropriate.	4.1	0.53	High
2. Images and background colors are appropriate.	3.8	0.43	High
3. Use of colors and art techniques in infographic video.	3.1	0.12	Moderate
4. Arrangement of appropriate components.	4.2	0.38	High
5. Organization and presentation format of information.	4.3	0.28	High
Overall average of design	3.9	0.35	High
Total	4.1	0.31	High

From table 4.2, it was found that the sample group had a high level, with an average score of 4.1 and a standard deviation of 0.31 ($\bar{x} = 4.1$, S.D. = 0.3). When considering each item, it was found that most of the opinions were at a high level, the highest level was the content is beneficial ($\bar{x} = 4.4$), organization and presentation format of information ($\bar{x} = 4.3$), and the content is accurate and appropriate to the academic level ($\bar{x} = 4.2$), respectively.

4.3 Results of analysis of the satisfaction with videos

Content			
1. The content of the infographic is clear and in line with the objectives.	4.2	0.27	High
2. The content is beneficial.	4.5	0.25	High
3. Duration of the video.	3.6	0.23	High
4. Content has a continuous relation.	3.5	0.25	Moderate
5. Content has an interesting way of presenting the content.	4.4	0.44	High
Overall average of content	4.0	0.29	High
Video and sound			
1. Clarity of infographics in the video.	3.7	0.36	High
2. Interesting use of color.	3.2	0.14	Moderate
3. Design of elements in the video.	3.9	0.20	High
4. Music/soundtrack accompanying the video.	4.4	0.24	High
5. Video resolution.	3.5	0.25	Moderate
Overall average of video and sound	3.7	0.24	High
Narration			
1. Voice quality in narration.	3.2	0.25	Moderate
2. Pronunciation/accent in narration.	3.5	0.25	Moderate
3. Accuracy of narration.	4.4	0.25	High
4. Content used in narration.	4.4	0.31	High
5. Interest level of the narration.	4.0	0.40	High
Overall average of narration	3.9	0.29	High
Total	3.9	0.3	High

From table 4.3, it was found that the sample group had a high level, with an average score of 3.9 and a standard deviation of 0.3 ($\bar{x} = 3.9$, S.D. = 0.3). When considering each item, it was found that most of the opinions were at a high level, the highest level was the content is beneficial ($\bar{x} = 4.5$), content has an interesting way of presenting the content ($\bar{x} = 4.4$), and the content of the infographic is clear and in line with the objectives. ($\bar{x} = 4.2$), respectively.

Chapter 5

Conclusion and Discussion

The research focused on "Creating Content for Infographic Videos on TikTok to Promote Products of Pak Tho Organic Community Enterprise." Data was gathered through questionnaires from a sample group of 30 customers at Top Supermarket in Future Park Rangsit. The collected data was analyzed; the findings are outlined according to the study's objectives. The following conclusion and discussion explore the study results and offer recommendations.

5.1 Conclusion

The study was designed using the characteristics of a quantitative study design. The objective was to create infographic videos to enhance the perception of the Pak Tho organic community enterprise's product and to evaluate the level of satisfaction with the infographic videos. The study consisted of 30 customers at the Top supermarket at Future Park Rangsit. The customers were chosen using the accidental sampling method. The instrument used in this study was a questionnaire, and the customers were required to rate the questionnaires based on their opinions. The questionnaire was divided into four parts: 1. General information about the background, 2. The satisfaction with content and design in infographics, 3. The satisfaction with the video and Suggestions. The data from the questionnaires were calculated for percentage, mean, and standard deviation scores.

After analyzing the satisfaction with content and design in infographics showcasing the products of the Pak Tho organic community enterprise, it was found that the sample group had a high level of perception overall after viewing the videos, with an average value of 4.1 ($X = 4.1$, $S.D. = 0.31$). In terms of content, the sample group first noticed that the infographic's content was clear, with an average rating of 4.2 ($X = 4.2$, $S.D. = 0.27$). Regarding language, the sample group first noticed that the language usage is accurate, with an average rating of 4.4 ($X = 4.4$, $S.D. = 0.24$). In terms of design, the sample group first noticed the organization and presentation format of information, with an average rating of 4.3 ($X = 4.3$, $S.D. = 0.28$).

This is in line with the research by Thunthachon Suksagiam (2021) on "Production of Infographics via Online Social Media (Facebook) for Enhancing the Perception of the Mission and the Organizational Image of the Ministry of Defense." The research found that concise content, visually appealing formats, and eye-catching colors make infographics easy to remember and recognize. Online and social media are popular channels for accessing information, making the dissemination of infographics through these platforms effective. While Pak Tho organic community enterprise has a presence on Facebook and its own website, it currently does not have a presence on TikTok. The research suggests that improving infographic videos and releasing them on TikTok could help publicize the enterprise's products and activities more effectively.

Regarding satisfaction with the video, analysis of participant satisfaction revealed high levels of satisfaction, with an average score of 3.9 ($X = 3.9$ S.D. = 0.3) for content. Participants were particularly satisfied with the usefulness of the content, with an average score of 4.5 ($X = 4.5$ S.D. = 0.25). Regarding video and sound, participants were satisfied with the music or soundtrack accompanying the video, with an average score of 4.4 ($X = 4.4$ S.D. = 0.24). When it came to narration, participants were satisfied with the accuracy of the narration, with an average score of 4.4 ($X = 4.4$ S.D. = 0.25).

5.2 Discussion

The results of the study of customer satisfaction towards content and design in infographics showcasing the products of the Pak Tho organic community enterprise found that customers were very satisfied with an average of 4.1. When considering each aspect, it was found that, the highest level was the content is beneficial ($\bar{x} = 4.4$), organization and presentation format of information ($\bar{x} = 4.3$), and the content is accurate and appropriate to the academic level ($\bar{x} = 4.2$), respectively. This is consistent with the research results of (Chanapha Bast, 2023) who studied the development of digital media to promote tourism in the Kudmakfai Community Enterprise Group found that tourists were most satisfied with the digital media to promote tourism in the community enterprise group overall and consistent with the research of (Thanthachon Suksangiam, 2021) who developed infographic media through social media (Facebook) to promote awareness of

the mission and image of the Ministry of Defense and conducted an evaluation of the overall satisfaction of public relations media users at a high level.

The results of the study of customer satisfaction towards the video, the sample group had a high level, with an average score of 3.9. When considering each aspect, it was found that, when considering each aspect, it was found that, the highest level was the content is beneficial ($\bar{x} = 4.5$), content has an interesting way of presenting the content ($\bar{x} = 4.4$), and the content of the infographic is clear and in line with the objectives. ($\bar{x} = 4.2$), respectively. This is consistent with the research results of (Tiphathai Thongthammachart, 2023) who developed public relations media for tourism at Baan Mota Homestay, Tak Province and showing satisfaction assessment results by a group of 400 tourists, in which the results of the opinions and overall satisfaction were at a high level with an average of 4.34.

5.3 Recommendations for further studies

- The population should be expanded in future research to study a wider group, enabling comparisons of relationships and differences.
- A comparative study with other platforms should be conducted to understand the differences, advantages, and disadvantages of creating video content on various platforms.
- The next study should consider additional factors that are expected to be related to video content creation on internet platforms in order to achieve even greater precision.
- Data should be gathered through in-depth interviews and a group-specific questionnaire. Separate sets of questions should be issued for TikTok users and non-TikTok users to obtain clear and accurate information consistent with reality.
- The sample group should include more foreigners, not just Thai people.
- Additionally, a Thai language version of the questionnaire should be prepared for Thai consumers.

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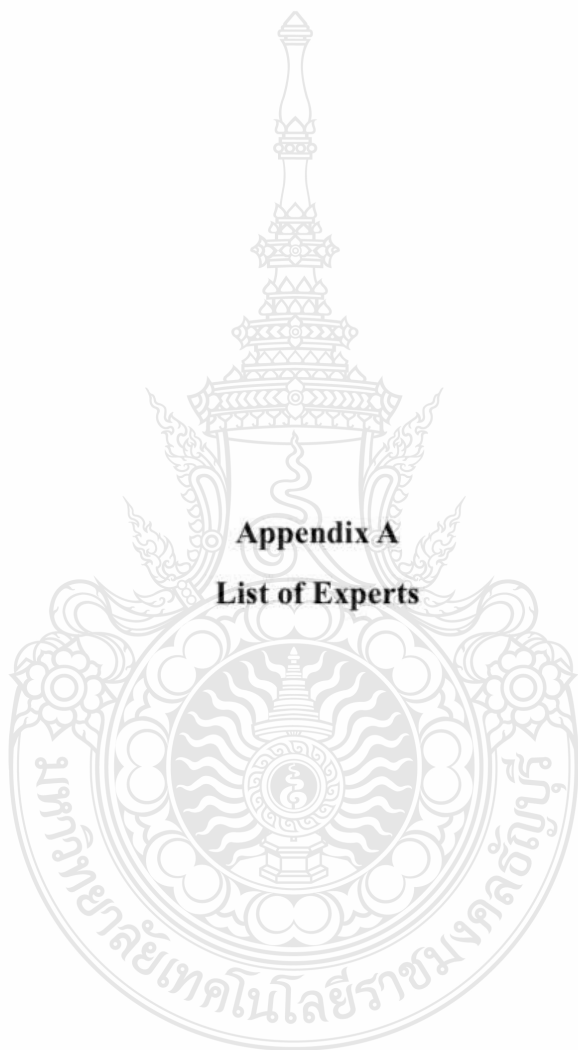
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Appendix A

List of Experts



List of Experts Review Research Tools

Questionnaire

- | | |
|------------------------------------|---------------------------------|
| 1. Dr. Thaweesak Linkhome | English Language Expert |
| 2. Asst.prof. Kanokporn Chaiprasit | Marketing Expert |
| 3. Mr. Boontang Phutsadi | Social Media Development Expert |

Infographic video

- | | |
|--|---------------------------------|
| 1. Dr. Thaweesak Linkhome | English Language Expert |
| 2. Asst.prof. Dr. Kanokporn Chaiprasit | Marketing Expert |
| 3. Mr. Boontang Phutsadi | Social Media Development Expert |



Appendix B

- **Expert Opinion Assessment Form for Infographic Video**
 - **Questionnaire**

Expert Opinion Assessment Form for Infographic Video

Please review the following instructions: Expert Opinion Assessment on Infographic Video Design

To evaluate the appropriateness of the infographic videos, please watch each video and mark a √ in the corresponding box to indicate your opinion level. The appropriateness is assessed on a scale of 1 to 5 as follows:

5 = Very high

4 = High

3 = Moderate

2 = Low

1 = Very low

No.	Questions	Opinions					Suggestions		
		1	2	3	4	5			
Infographic									
Content									
1	The content is appropriate to the learning objectives.								
2	Accuracy of content								
3	Appropriateness in arranging content								
4	Appropriateness of the amount of content								
5	Appropriateness of the language used in the content								

6	Content suitable for the target group						
7	Completeness of content						
8	The illustration corresponds to the content						
9	The content is interrelated						
Design							
10	Interesting media design						
11	Eye-catching graphics						
12	Proper placement of visual elements and text						
13	Using color and artistic techniques						
14	Pictures and background colors are appropriate						
Video							
Images and audio							
11	Clarity of images and videos						
12	The image conveys the appropriate meaning						
13	Interesting color						
14	The background music						
15	The selection of the accompanying video is appropriate						
16	The audio in the video is clear						

Questionnaire on Creation of Content for Infographics Videos on TikTok to Promote Products of Pak Tho Organic Community Enterprise

Explanation: This questionnaire evaluation form was created to analyze satisfaction with the research titled "Creation of Content for Infographics Videos on TikTok to Promote Products of Pak Tho Organic Community Enterprise" The form is divided into three parts.

Part 1 General information about the background

Part 2 The satisfaction with content and design in infographics.

Part 3 The satisfaction with the video.

Part 1 The interviewee's basic information

Please mark the ☒ on to the ☐ that is, determine yourself and/or fill in the blank.

1. **Gender** ☐ Male ☐ Female

2. **Age** ☐ Under 20 years old ☐ 21-30 years old

☐ 31-40 years old ☐ Over 40 years old

3. **Occupation** ☐ Government official ☐ Company employee

☐ Personal business ☐ Student ☐ Other

4. **Education level** ☐ Primary school ☐ Secondary school ☐ bachelor's degree

☐ master's degree ☐ Other

Part 2 The satisfaction with content and design of infographics.

Please mark the √ next to the satisfaction level for the infographic video that best represents your satisfaction.

Levels: 5 = Very high, 4 = High, 3 = Moderate, 2 = Low, 1 = Very low

Evaluation items	Satisfaction Levels				
	5	4	3	2	1
Infographic					
Content					
1. The content of the infographic is clear.					
2. The content is beneficial and gives you a better understanding of organic products.					
3. The content is easy to understand.					
4. The content is accurate and appropriate to the academic level.					
5. The content has an appropriate amount, neither too much nor too little.					
Language					
6. Language usage is accurate.					
7. Language usage is easy to understand.					
8. Language usage helps to learn new vocabulary.					
9. Language usage is relevant to the content.					
10. Language usage is appropriate, clear, and aligned with the objectives.					

Design					
11. Infographic design is appropriate and can enhance the perception of Pak Tho's organic products.					
12. Images and background colors are appropriate and can enhance the perception of Pak Tho's organic products.					
13. Use of colors and art techniques in infographic video can enhance the perception of Pak Tho's organic products.					
14. Arrangement of appropriate components can enhance the perception of Pak Tho's organic products.					
15. Organization and presentation format of information can enhance the perception of Pak Tho's organic products.					

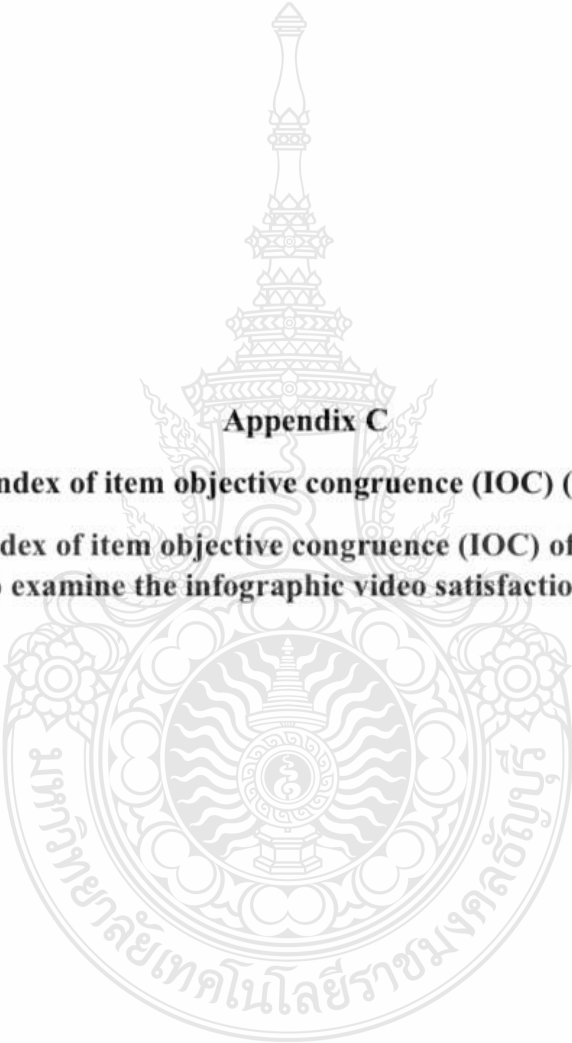
Part 3 The satisfaction with the videos

Please mark the √ next to the satisfaction level for the infographic video that best represents your satisfaction.

Satisfaction levels 5 = Very high, 4 = High, 3 = Moderate, 2 = Low, 1 = Very low

Evaluation items	Satisfaction levels				
	5	4	3	2	1
Video					
Content					
1. The content of the infographic is clear and in line with the objectives.					
2. The content is beneficial.					

3. Duration of the video.					
4. Content has a continuous relation.					
5. Content has an interesting way of presenting the content.					
Video and sound					
6. Clarity of infographics in the video.					
7. Interesting use of color.					
8. Design of elements in the video					
9. Music/soundtrack accompanying the video					
10. Video resolution					
Narration					
11. Voice quality in narration					
12. Pronunciation/accent in narration					
13. Accuracy of narration					
14. Content used in narration					
15. Interest level of the narration					



Appendix C

The results of index of item objective congruence (IOC) (For media expert)

**The results of index of item objective congruence (IOC) of the expert opinion
evaluation to examine the infographic video satisfaction questionnaire**

The results of index of item objective congruence (IOC) to create an infographic video assessment form (For media expert)

Instructions: Please express your opinions on this questionnaire to be used as a media quality assessment in the research.

Expert Opinion	Meaning
+1	Consistent
0	Not sure
-1	Inconsistent

No.	Questions	Experts (No.)			ΣR	Results
		No. 1	No. 2	No. 3		
Content						
1	The content is appropriate to the learning objectives.	+1	+1	+1	3	Available
2	Accuracy of content.	+1	+1	+1	3	Available
3	Appropriateness in arranging content.	+1	+1	+1	3	Available
4	Appropriateness of the amount of content.	+1	0	+1	2	Available
5	Appropriateness of the language used in the content.	+1	+1	+1	3	Available
6	Content suitable for the target group.	+1	+1	+1	3	Available
7	Completeness of content.	+1	+1	+1	3	Available
8	The illustration corresponds to the content.	+1	+1	+1	3	Available
9	The content is interrelated.	+1	+1	+1	3	Available

Design						
10	Interesting media design.	+1	+1	+1	3	Available
11	Eye-catching graphics.	+1	+1	+1	3	Available
12	Proper placement of visual elements and text.	+1	+1	+1	3	Available
13	Using color and artistic techniques.	+1	+1	+1	3	Available
14	Pictures and background colors are appropriate.	+1	+1	+1	3	Available
Images and audio						
15	Clarity of images and videos.	+1	+1	+1	3	Available
16	The image conveys the appropriate meaning.	+1	+1	+1	3	Available
17	Interesting color.	+1	+1	+1	3	Available
18	The background music.	+1	+1	+1	3	Available
19	The selection of the accompanying video is appropriate.	+1	+1	+1	3	Available
20	The audio in the video is clear.	+1	+1	+1	3	Available

The results of index of item objective congruence (IOC) of the expert opinion evaluation to examine the infographic video satisfaction questionnaire

Instructions: Please express your opinions on this questionnaire to be used as a satisfaction questionnaire assessment in the research.

Expert Opinion

+1

Meaning

Consistent

0

Not sure

-1

Inconsistent

No.	Questions	Experts (No.)			ΣR	Results
		1	2	3		
Content						
1	The content of the infographic is clear.	+1	+1	+1	3	Available
2	The content is beneficial.	+1	+1	+1	3	Available
3	The content is easy to understand.	+1	+1	+1	3	Available
4	The content is accurate and appropriate to the academic level.	+1	0	+1	2	Available
5	The content has an appropriate amount, neither too much nor too little.	+1	+1	+1	3	Available
Language						
6	Language usage is accurate and appropriate.	+1	+1	+1	3	Available
7	Language usage is easy to understand.	+1	+1	+1	3	Available

8	Language usage helps to learn new vocabulary.	+1	+1	+1	3	Available
9	Language usage is relevant to the content.	+1	+1	+1	3	Available
10	Language usage is appropriate, clear, and aligned with the objectives.	0	+1	+1	2	Available
Design						
11	Infographic design is appropriate.	+1	+1	+1	3	Available
12	Images and background colors are appropriate.	+1	+1	+1	3	Available
13	Use of colors and art techniques.	+1	+1	+1	3	Available
14	Arrangement of appropriate components.	+1	+1	+1	3	Available
15	Organization and presentation format of information.	+1	+1	+1	3	Available
No.	Questions	Experts (No.)			ΣR	Results
		No. 1	No. 2	No. 3		
Video						
Content						
1	The content of the infographic is clear and in line with the objectives.	+1	+1	+1	3	Available
2	The content is beneficial.	+1	+1	+1	3	Available
3	Duration of the video.	+1	+1	+1	3	Available
4	Content has a continuous relation.	+1	+1	+1	3	Available

5	Content has an interesting way of presenting the content.	+1	+1	+1	3	Available
Video and sound						
6	Clarity of infographics in the video.	+1	+1	+1	3	Available
7	Interesting use of color.	+1	+1	+1	3	Available
8	Design of elements in the video	+1	+1	+1	3	Available
9	Music/soundtrack accompanying the video	+1	+1	+1	3	Available
10	Video resolution	+1	+1	+1	3	Available
Narration						
11	Voice quality in narration	+1	+1	+1	3	Available
12	Pronunciation/accent in narration	+1	+1	+1	3	Available
13	Accuracy of narration	+1	+1	+1	3	Available
14	Content used in narration	+1	+1	+1	3	Available
15	Interest level of the narration	+1	+1	+1	3	Available

Appendix D
Infographics content



Benefit of coffee

A Premium Quality Goat's Milk

Processed Products

- Pasteurized Goat Milk
- Ice cream
- Yoghurt
- Goat's Milk Bakery

Fresh, no fishy smell

Goat Milk Our Goat Milk is fresh milk. The farm is used for various disinfection processes. to be released for sale to consumers in safe packaging.

Goat's milk in the amount of 1 cup or 224 grams may cause our bodies to get.

- Protein
- Calcium
- Vitamin A
- Vitamin B6

BENEFITS OF GOAT MILK

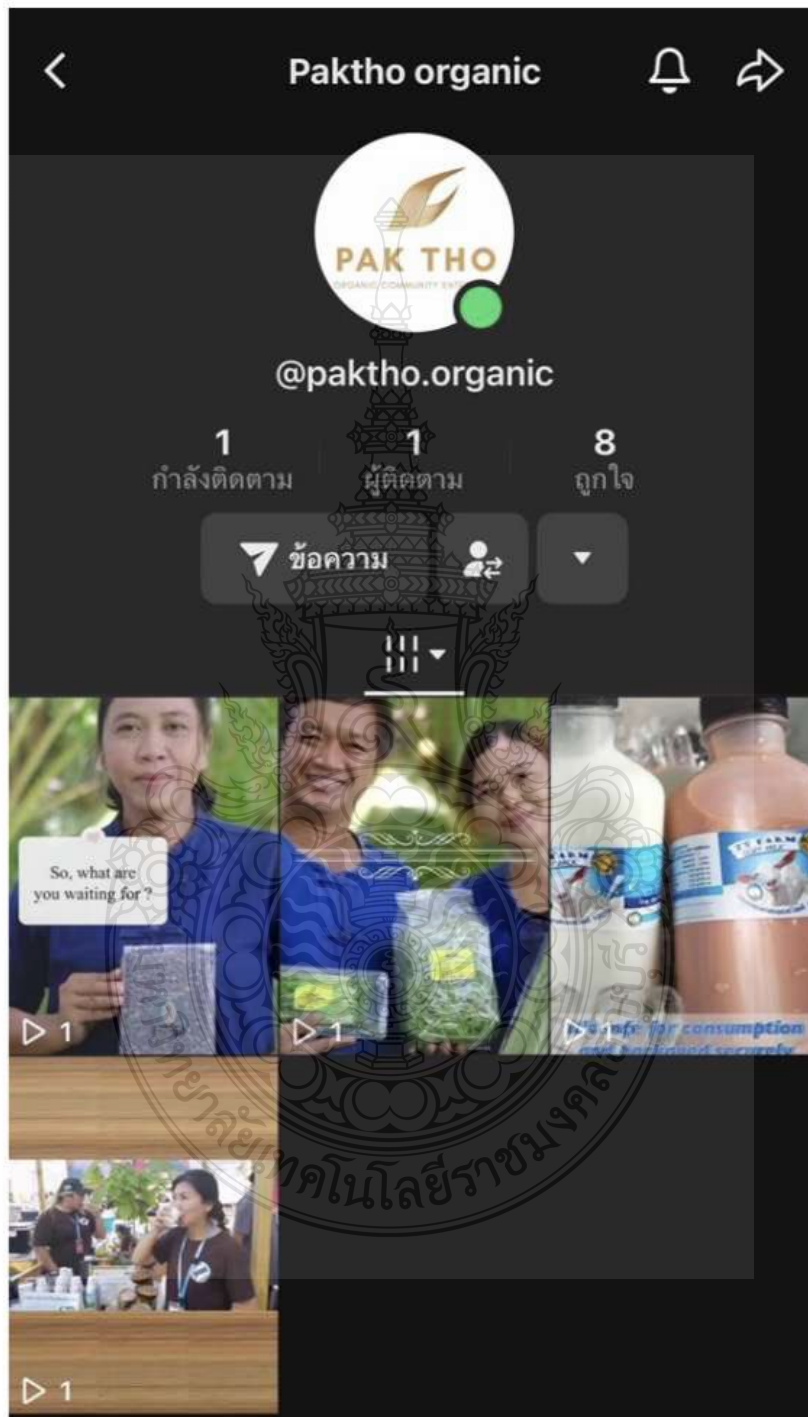
1. The protein in goat milk contains casein, whey protein, and up to 10 amino acids , which are useful for enhancing growth and repair the weak parts of the body
2. Goat milk contains easily digestible protein that makes the digestive and absorption system work well.
3. Fats in goat milk are good, easily digestible fatty acids.
4. Vitamin A, vitamin B1, vitamin B2, vitamin D, nicotinic acid are found in goat milk.
5. Minerals including calcium

FOR THE URBAN COMMUNITY ENTERPRISE

Benefit of goat milk



Healthy rice



TikTok Pak Tho organic

Appendix E

Photo of Pak Tho Organic Agriculture Community Enterprise Group



Coffee Blossom Tea



Somjai Coffee



Robusta Coffee (1)



Robusta Coffee (2)



TT Garden and goat farm

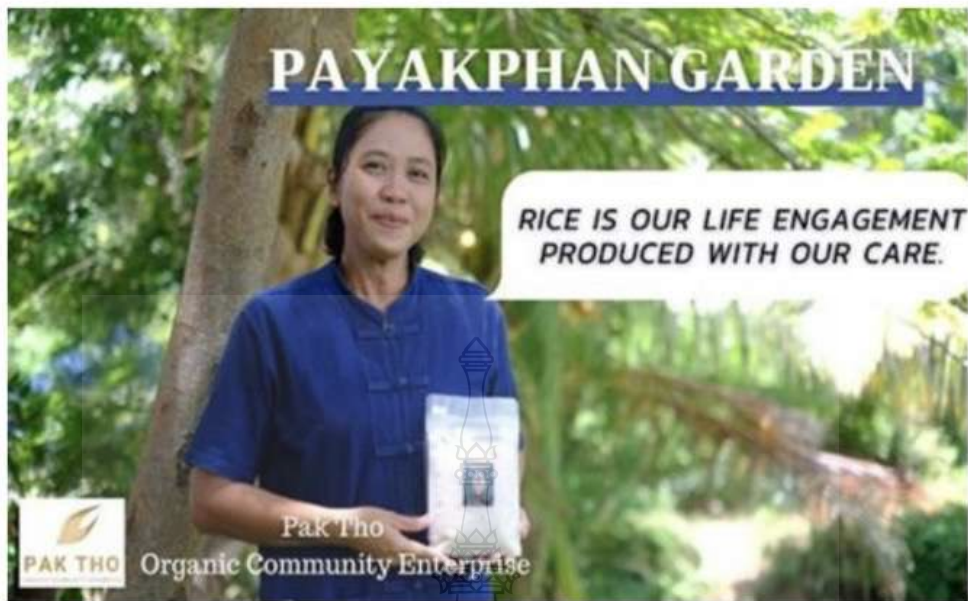
Premium quality goat's milk (1)



Premium quality goat's milk (2)

Goats in TT Garden and goat farm





Payakphan Garden



Healthy Rice



PP Organic Garden (1)



PP Organic Garden (2)



Mae Sa-nga Garden



Organic coconut



Choksomboon Garden



Organic Egg

Biography

Name Sumitra Klinkasorn

DATE OF BIRTH 18 November 1998

ADDRESS 9/126 Moo.10 Soi Tor or Sor.9 Soi 20
Khukot, Lumlukka, Pathumthani 12130

EDUCATION BACKGROUND

Secondary school level: Thanyaburi School

Bachelor's degree: Bachelor of Arts Degree in English for
Communication, Faculty of Liberal Arts,
Rajamangala University of Technology Thanyaburi

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