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**HALAL FOOD PRODUCT DEVELOPMENT CRISPY SABA BANANA TOM  
YUM FLAVOR OF COMMUNITY ENTERPRISE IN THE THREE  
SOUTHERN BORDER PROVINCES**

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**Abstract**

This research aims to develop halal food product of crispy Saba bananas Tom Yum flavor, sensory testing of the developed product and market testing. The research sample of this research is a group of community enterprises in three southern border provinces who processing Saba bananas which are selected with interview method by using criteria of availability of production equipment readiness, existing products and commitment to product development. Then researcher develops a product by food science's product development methods that taking appearance testing before to consumer satisfaction testing in finally. The research found that a group of community enterprises in the three southern border provinces who were selected is "Sustainable Agriculture Group" that brand is "So-Vijit". This group has an existing product such as original recipe crispy Saba bananas and crispy Saba banana green tea flavor etc. After crispy Saba bananas, Tom Yum flavor was developed by food science methods. The sensory testing results of 1) appearance, 2) color, 3) herbs flavor, 4) odor, 5) crispness and 6) overall preference were  $7.63\pm 0.76$ ,  $7.50\pm 0.73$ ,  $7.67\pm 0.88$ ,  $7.70\pm 0.95$ ,  $7.90\pm 0.71$  and  $8.07\pm 0.64$  respectively. Before product launching, the researcher did market testing by collecting data of satisfaction from the sample group of 400 people in three southern border provinces. The result found that consumer satisfaction towards the overall product is at the highest level ( $\bar{x}=4.60$ , S.D.=0.540)

*Keywords:* Community Enterprise, Halal Food, and Saba Banana.

### Introduction

There is the section of a business called community enterprise in Thailand. It means the community business that involves with production and service or etc. that conducts by the personal group who related to each other, lived together, gathered to do these businesses either a juristic person or non-juristic person. That is, in order to create the income and dependent themselves of family, community, and among the community (Department of Agricultural Extension, 2005). It could briefly say that it is the business to creatively manage the capitals of community in order to be self-reliant. The capitals of the community include the agricultural product resources from local and traditional knowledge. The community enterprise in Thailand plays an important role in developing economic of the country as they create employment and are able to reinforce the economic growth in the grassroots level. Therefore, the government will pay attention to the development support in any aspects of the community enterprise regularly. Today community enterprise in the 3 province areas in the southern part of Thailand needs the support to make it more strengthen by involving every departments not only the group leader but also the public sector because there are some important problems that need to be solved such as inaccessible to money resources, lack of the network connection, no improvement on the proper packaging, and lack of understandable of the regulations, rules, and laws (Jearakul, T, 2014) as well as the adjustment and development of product to gain the value and have the opportunity in the market even more by adapting local knowledge (Rimphadee Wannapan, 2011).

Creating the ability to competitive needs to emphasize on the value creation of the product by modifying or developing the product in order to meet the demand of consumer who always changes. The community enterprise in the “three southern border provinces” mostly is the small community enterprise also the capability to competitive in the market is not that much. They also face not normal peaceful situations in the areas which cause the small business stuck on and cannot do any business (Ministry of Commerce and Service Center for Three Southern Border Province, 2014). Due to these causes, the researcher went and supported them to make them be able to create the comparative in competitor by helping them about “the product development” which stresses on the community enterprise that has the “halal” production to make the “Halal food products”. The important reason for the researcher team chose to develop the Halal food products to the community enterprise because there are more comparative on the market which most people in the area along with the nearby countries such as Malaysia where the population mostly is Muslim so that this is the opportunity to bring the Halal food products to sell by using the term “Halal food”. That means the food that Muslim can eat legally toward to

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religion (Winai Dalun, 1998). However, Halal food is not only limited for the Muslim group, normal consumer can consume it as well. Also, “Halal” in nowadays is involving on trading and business in term of symbol to verify the quality and alternative on living (Lada et al, 2009). In addition, Thailand supports the Halal food business to enforce the country to be “Kitchen of the World”. Therefore, the Halal food development means the development plan of the economics of the country.

The product development in this research was selected to develop the product to the community enterprise to use the raw material from local. From selecting the community enterprises in order to help them, the researcher team had selected the community enterprise call “Sor. Vijit” which is the group of transforming crispy Saba banana by the certify processes from Halal standard, but they have not try to develop other products. Saba banana was used as main ingredient in this research. Saba banana is one of the plant foods that had be verified as geographical indication of Yala province which is one of the three border southern provinces. This indication by the term of Geographical Indication Act B.E. 2546 was given the meaning that name or symbol or anything that use to call or represent the geographic and can indicate where the product comes from in that area to be the famous one and having well quality or the special characteristic from that area (Juckkrit Kuanpod & Bumtoon Saetsiroj, 2013). Therefore, selecting development of food product from Saba banana is the strategy to support the strength in the identity of the product.

This research is the development the entrepreneur of the community enterprise which is the encounter for community enterprise in the three border southern provinces to be more potential and receiving the development on Halal food product through the research process with the researcher team systematically and under the legal academic so as to get the product that has the ability to trade and competitive and even create satisfaction to the customers. The significant expectation occurred after finishing development of the product in this research. That is, the community enterprise is able to use the methods of product development that had learnt from the team to develop other halal products and achieve the success on conducting the business sustainably. If the community enterprise receives the potential development, it can make them self-relieve and the economic system will be stronger (Thongpol Promsaka Na Sakolnakhorn & Autid Sungkarat, 2013).

### Objectives

1. To develop the halal food product to the community enterprise to use their local ingredients.
2. To examine the sensory of halal food product that had been developed.

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3. To examine the product which was developed with the market in the aspect of packaging, price, channel of selling, and promotion.

### Research Question

1. If would like to develop the halal food product to the community enterprise in three border southern provinces, which product is proper to develop.
2. After developing the halal food product, how it could be about the result of the sensory of the product and marketing test.

### Theoretical & Conceptual Framework

The theoretical and conceptual framework include enterprise screening, product idea and product development as shown in the figure.

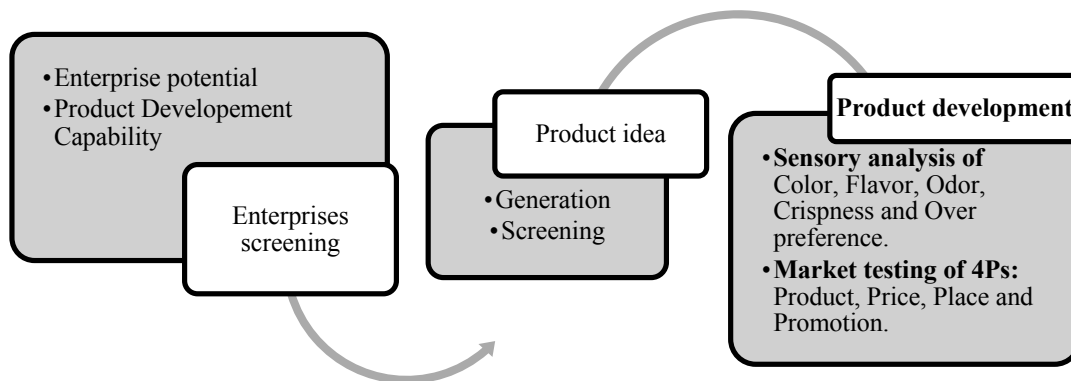


Figure 1. Research framework.

## Methodology

The process can be summarized as shown in the figure.

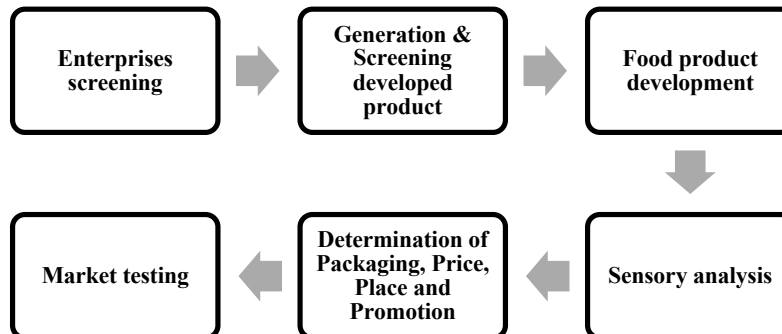


Figure 2. The halal food product development.

From the mind map above, each of procedure has the details as followed

### Enterprise screening

Researcher team had screened the community enterprise which produces the food in the three border southern provinces from 60 groups to be left 1 group by interviewing the leader or representative of the community enterprise. The methodology is the structure interview which the interviewers are the researcher team 3 persons. The criteria of the assessment includes 2 main ones: 1) Enterprise potential, for this topic involving the 7 aspects of assessment which is the quantitative assessment by the interviewers will score the interviewee in each aspect, 2) Product development capability is the qualitative assessment which there are 5 criteria by the interviewer will record that data from interviewing than the researcher committee will hold the meeting to analyze the data from the interview and consider and decide which group will be selected.

### Generation and Screening Developed Product

This procedure includes the members of the community enterprise and researcher team to discuss which the data collection and exchange the information between each other in order to consider and decide which product will be developed. The important data that used to decide such as the production process, customer demanding, target group, and possibility of producing new product.

### Food Product Development

This procedure is using the knowledge and food science principle combine with the experience of production of the community enterprise to be used in the

production. There are the important concerns which are the machine and the production procedures. The product development will be transformed into 3 tastes (at least) for the sensory analysis in the next procedure.

### **Sensory Analysis**

It is the test of seeing, smelling, and tasting by giving the score in the form of 9-point Hedonic Scale (Meilgaard, C. Morten; Civille; Gail Vance; and Carr, B. Thomas, 2007) by 1 score mean never like it and 9 score means love it. This test will use the 30 normal customers by each person will taste every kinds of the crispy Saba banana from the no. 4.3 and used the methodology as a questionnaire which will ask the result of new product after the tester had done tasting it in the topic of 1) the characteristics 2) color 3) the smell of herbs 4) taste 5) crispy and 6) overall of the product. This data will be analyzed by using descriptive statistic including means and standard deviation to explain the result in each topic and used it to decide which kinds gave the best result to be tested on the market testing later on.

### **Determination of Packaging, Price, and Promotion**

This procedure will be the discussion between the community enterprise and researcher team which the methodology to collecting data and exchanging in order to design and consider the packaging, calculate the capitals to determine the price, and determine the channel for distribution and create the promotion before testing in the market to evaluate the satisfaction of customer of 4Ps: Product, Price, Place, and Promotion.

### **Market Testing**

It is the satisfaction test on the Product, Price, Place, and Promotion. The sample group of the market testing was selected by unknown the total population from three border southern province. The calculation formula was from Vichit Auaon (2007) which is  $n = \frac{Z^2}{4e^2}$  where  $n$  = the sample size,  $Z$  = the reliable level at 95% and  $e$  = the error value that can be accepted by determined at not over +/-5%. When replace  $n = \frac{(1.96^2)}{4 * (0.05)^2} = 384.16$ . Therefore, the reliability level at 95% and the error value not over 5% of the sample size will be the representative of population that is reliable which 400 samples are. The methodology for collecting the data is the questionnaire after they had tasted new product. The analysis will be descriptive statistic which are percentage, mean, and standard deviation to explain the result. For mean and standard deviation have criteria for interpretation as follows.

Table 1

*The interpretation of Mean and Standard deviation.*

Mean interpretation		Standard deviation Interpretation (Bunmee Punthai, 2002).	
Mean	Interpretation	S.D.	Interpretation
1.00 – 1.80	Least	Less than 0.50	Data is a little different.
1.81 – 2.60	Little	0.51 – 0.75	Data is quite different.
2.61 – 3.40	Moderate	More than 0.75	Data is a very different.
3.41 – 4.20	High		
4.21 – 5.00	Highest		

### Literature Review

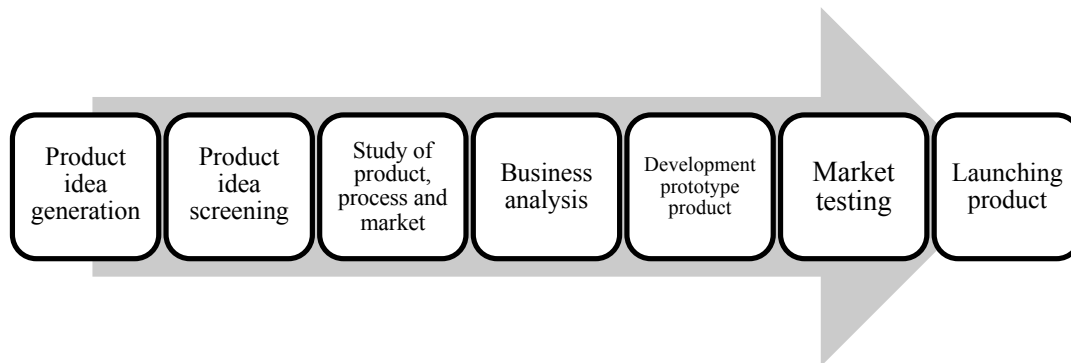
#### Enterprise Screening

This research had determined the selected group of the community enterprise for 2 concerns: 1) Enterprise potential, for this topic involving the 7 aspects of assessment by Community Enterprise Promotion Division (Department of Agricultural Extension, 2012) including 1.1) the leader and administrative of community enterprise, 1.2) community enterprise conduction plan, 1.3) marketing, 1.4) knowledge and data management, 1.5) member administrative of community enterprise, 1.6) the product and service management, and 1.7) the result of conducting community enterprise and the second concern is 2) Product development capability which include 5 aspects of assessment under the researcher team to be associated with this research including 1) the ingredient and the origin of the ingredient, this criteria indicates the uses of local identity ingredient, 2) various products is the criteria to indicate the ability to develop various products to the market, 3) the production standard is the criteria to ensure that selected community enterprise is able to produce the product due to the food production standard, 4) certify product standard is the criteria to measure the experience of request the standard certification such as Food and Drug Administration and Halal, and 5) the product development concept is the significant one to reflect the businessman in the innovation dimension (Dess et al, 2005)

#### Product Idea

Product idea is the beginning of the new product development because new product will make the business survive and success although there are the severe competition in market (Harmancioglu, N. & Droge, C., 2010). New product means the product that has the characteristics as followed: pure new product, product in new production line, modified product, new improved product, product that causes from the position of the product, and the cut-cost product (Lamb CW, Hair JF and McDaniel C., 2005). The factor for creating new product are the customer or market,

the changes of technology, competitor, the utilization of the resources, the utilization of the left product, and so on such as changing in social, economic, regulation, etc. (Kerin et al, 2013). The product development process under the concept of Schmidt JB (2005) consists of 7 procedures as shown in figure 3



*Figure 3.* The product development process under the concept of Schmidt JB (2005).

In this research only present the procedures of 1) 2) 3) 5) and 6) which the first procedure: Product idea generation is the creation and idea about the product or create the alternative of product development so this procedure will provide various alternations of products, 2) Product idea screening is the screening process of the product development which comes from the analysis of the opportunity about the idea of the alternative product, 3) Study of product, process, and market is the possibility procedure on production and marketing, 5) Development prototype product is to primary test which food production usually test with sensory analysis, and 6) Market testing is to test the reception of the customer toward the product which the 5) and 6) will be explained more in the next paragraph.

### **Food Product Development**

Food product development is the model of product development according to the academic on food science which has the determinations and the control of ingredients. The procedures in each will be systematically so that they can use the model to test 2 topics which are 1) sensory analysis, it is the analysis to test the characteristics of the product that had been developed to be prototype. This method will use the human group sensory to receive these characteristics of the food product including seeing, smelling, tasting, texture, and hearing. This analysis does not have the tool that be the best as the human sensory (B.M. Watts et al, 1989). Human sensory consists of 5 main factors: Appearance, Odor, Flavor, Kinesthetic, and Hearing (Jirapa Burakorn, 2008) and the second topic is Market testing which will use the concept of 4Ps from Kotler. P (2003) consisting of Product, Price, Place, and Promotion to questioning the target group in the market.



### Geographic Indication

Due to the laws of Thailand, Kawarin Torpanyacharn (2016) had explained the Geographic Indication Act as it is protected by laws for the symbol or sign that shows the origin of the product that had been registered as geographic indication as they have the condition of laws such as 1) name, symbol, or anything that represent the geographic, 2) the connection between the area and the product, 3) unformal name, and 4) it is not against the peace or the ethics.

### Saba Banana

Saba banana is the geographic indication of Yala province due to the announcement of the Ministry of Commerce (2011). Its details are described as it is the Saba banana of Bunnungstar which means this type of plant is the local plant in Bunnungstar district and cultivated in 7 area in Yala province including Bunnubgstar, Thanto, Kongpinung, Yaha, Bethong and Meaung district. Saba banana is having the strong texture and when it ripens, the taste will be sour a little bit. Its science name is *Mus Sapientum*, species *Musaceae*. The characteristics of banana one piece has diameter around 3 -5 cm. and 8-12 cm long. The arrangement of the piece of banana is neatly. Most of it look like square but the inside of it will mostly be triangle shape. Some bananas look like pentagon and the banana peel is dense. When it is still not ripen, the color of it is white. When it ripens, the color of it will be the tone of yellow and is not stick with its peel. There is no dark spot. It is the fruit that have high carbohydrate and give the energy more than others also have high beta-carotene as well.



*Figure 4. Saba banana.*

### Halal Food

The word “halal” is the Arb language that means “approve”. When using in the religion, the meaning of it is things that allow which opposite to the word “Haram” which the meaning is “prohibition”. Thus, Halal food will have the direct meaning which is the allowing food and the meaning is formal in accordance with the Ministry of Agriculture and Cooperatives (2007). They define Halal food as the food that allow to eat due to the Islam religion also other things that have the same meaning. By the Islamic religion Act, all food is allowed except the food recourses or the products

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from the determinations such as pigs, dogs, snakes, monkeys, carnivores, bird, and so on. Importantly, food hygiene that are produced need to obey the Act and associated laws such as Codex General Principles on Food Hygiene and others. Any foods that known as halal food must show “Halal” in Arp language. In Thailand, the organization that approves and verifies the halal standard is the Central Committee of Islam of Thailand. They have the authority, duty, and responsibility in determining and announcing halal product standard of Thailand correctly as well as allowing to use the verified sign of halal for the products.

### Related Researches

Chaiyawat Limthawewat (2014) conducted a research on division of interested parties to buy healthy crispy banana sheet using the marketing mix needs factors. He found that those interested in buying healthy crispy bananas sheet can be divided into 3 groups, which are those: 1) the group who are looking for bananas to substitute for the main food 2) the group that places importance on price and 3) the groups that are interested in all aspects of the crispy banana sheet products. All 3 groups have different levels of 4Ps marketing mix factors. As a result, all 3 groups have different buying behavior. The results of the data analysis found that buyers groups that are interested in all aspects of the product will have the opportunity to buy and be the main target customers for more than 2 remaining groups.

Janeyuth Srihirun (2017) conducted a research on design of crispy banana sheet packaging for community enterprise for Export to the People's Republic of China. The research found that Crispy banana sheet packaging should have the structure of the packaging using a laminated bag with a zip-lock that has good odor and taste properties. The graphics should use techniques of different font sizes. Together with highlighting colors and use real illustrations. Also use red as the background which is a fortune for Chinese people and also shows the taste of the product that is inside as well.

Nurihan Saleh (2015) conducted research on development strategy of Halal food products of community enterprises in Narathiwat province. The research found that marketing strategy for enterprises should start from choosing the right product for the community and develop in the following matters: 1) create identity products from being Muslim and Halal and focus on using locally available raw materials 2) expand the market to Malaysia, which is a Muslim country with high purchasing power 3) if using the main raw material in the area and is already in demand of the market should develop additional products in terms of packaging, quality and marketing channels 4) should choose to receive support only in what is needed from government agencies 5) should fix weaknesses about marketing management and aggressive marketing 6)

must more business management, especially focusing on the calculation of actual production costs.

Phibun Waijitakum (2559) conducted a research on creating a product identity for Halal Thai products in Thailand, found that creating identity for halal products can be achieved by using 4 strategies: 1) nutritional benefits fresh and clean raw materials 2) the face shape of the product exterior decoration attractive packaging 3) creating awareness about the value of products that are healthy and reliable 4) personality of the product that reflects the consumer's health consciousness and their own lifestyle.

### Findings

The finding from the first objective in the issue of halal food product development to the community enterprise that they can use their local ingredient was found that the finding from interview the group of communication enterprise in the three border southern provinces from 60 groups and left only 1 group, the community enterprise named "Sor. Vijit" has the business location at Yala province. This group was passed the criteria according to the score in the criteria 1) Enterprise potential, they had the highest score which was 4.25 and in the criteria 2) Product development capability by having the significant reason as they were selected as 1) their product production comes from Saba banana which is the main ingredient in Yala province, 2) they has run their business over 10 years, 3) they was certified by the food production standard such as Food and Drug Administration, Halal food, and TISI Standards, and 4) they have many ideas to develop and improve their products.

Due to the discussion group, we had been brainstorming to decide which product to improve. The group had alternated the produce development about crispy Saba banana for 3 tastes including green tea, chilly spicy, and Tom Yam. The result was that the Tom Yam taste is the proper one to be developed from all of it. The reason of it is about the target group which is the Malaysia population and Tom Yam taste is very popular among them. The information mostly comes from the exhibition and attribution from the customers. Also, the reason about readiness and professional on production of this group.

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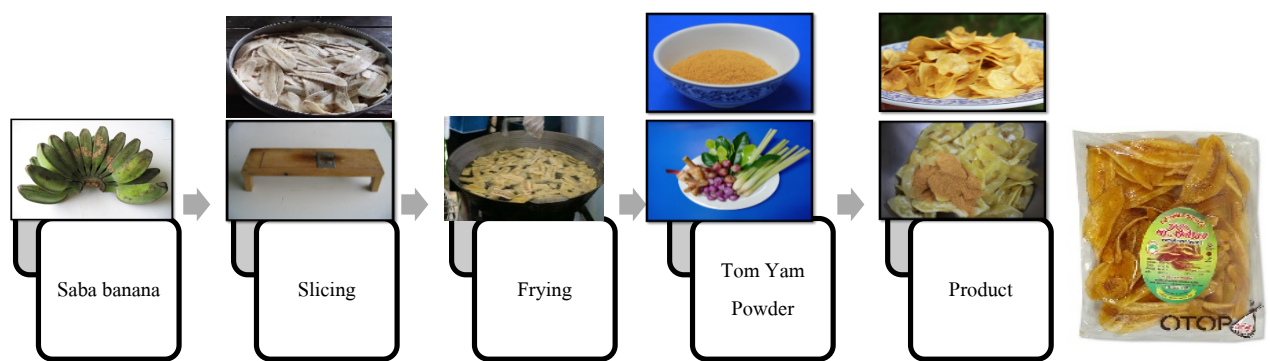


Figure 5. The procedures of producing crispy Saba banana Tom Yam.

For the production procedures, the researcher team had still left the procedure (started from the beginning to the frying). Because this procedure will keep the perfect crispy of Saba banana but changing the recipes to be 3 ones (little spice, medium spice, and very spicy) so that they can bring into the sensory test for the next step. The procedures of producing crispy Saba banana Tom Yam can be explained from the figure 5

1. Starting from the ripened Saba banana with the intense of it, peel it off, and clean it.
2. Slide into light piece with the sliding machine.
3. Frying with palm oil for around 5 minutes and let it dry and leave the oily out.
4. Making the Tom Yam powder with the main ingredients such as lemongrass, galangal, onion, and kaffir lime leaf that had been cleaned and chub it into little piece and then dry it for mixing with other tasting ingredients to become the powder.
5. Put the Saba banana into the microwave to make it hot and then mix the powder with the banana. The ratio of ingredient between banana and Tom Yam powder is for little spice 50:1, medium spice 50:3, and the last one is 50:5.
6. Put it into the packaging PP and stick the sign.

The finding from the second objective in the issue of sensory testing of the halal food product development was found that the examiner gave the score in many aspects such as 1) what it looks like 2) color 3) herbs smell 4) taste 5) crispy 6) overall liking of 3 kinds of crispy Saba banana Tom Yam as followed.

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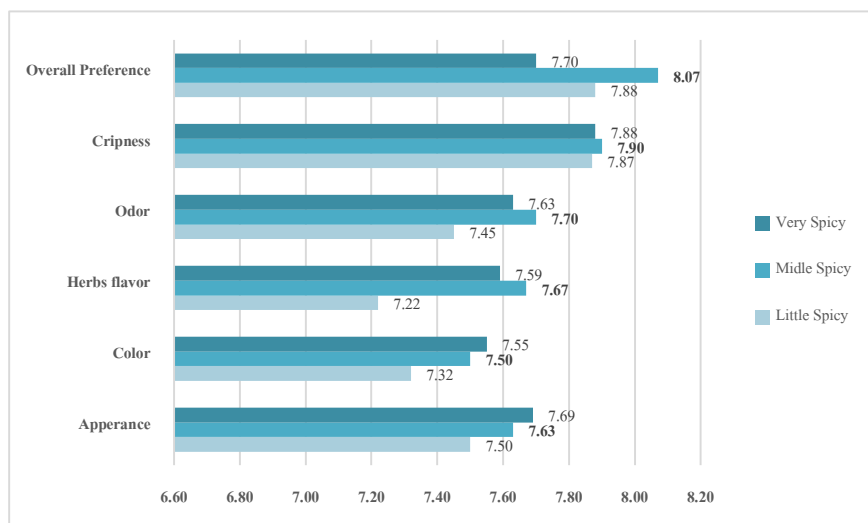


Figure 6. Sensory testing results of 3 kinds of crispy Saba banana Tom Yam.

According to the testing, the medium spice was given the high score in every aspect which are  $7.63 \pm 0.76$ ,  $7.50 \pm 0.73$ ,  $7.67 \pm 0.88$ ,  $7.70 \pm 0.95$ ,  $7.90 \pm 0.71$ , and  $8.07 \pm 0.64$  scores respectively. It could be seen that the overall liking of the medium spice is outstandingly high so this medium spice can be tested on the market by having design the packaging, sign, channel of contribution and promotion before testing in real market.

The finding from the third objective in the issue of testing the developed product in the market in the aspect of product, price, and channels of contribution was found that the population has the geographic information as followed.

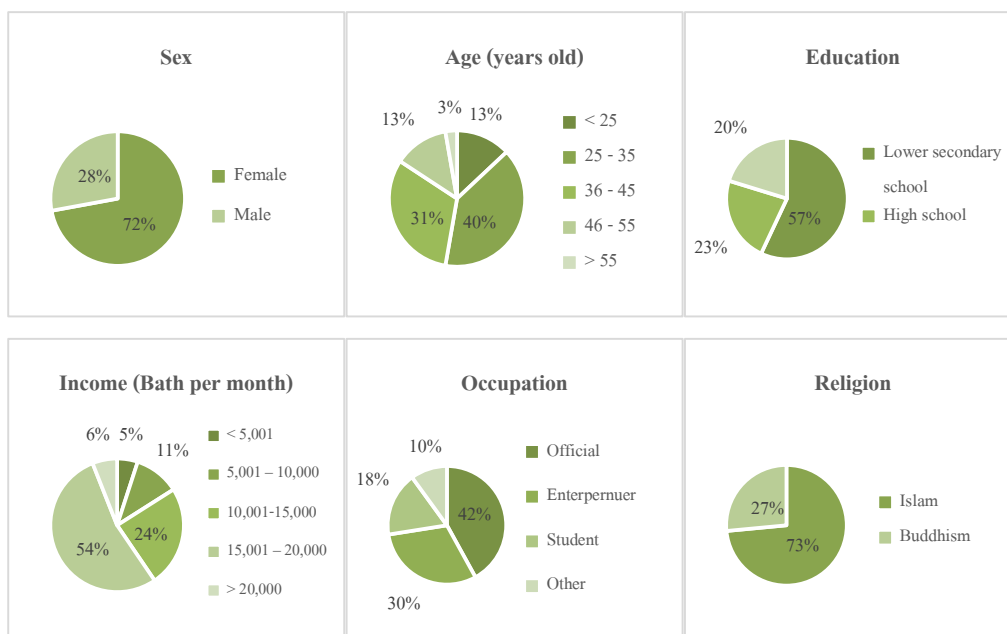


Figure 7. Geographic information of the answerers.

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The result of product testing on real market has the details as followed

Table 2

*The information result of the product testing with the real market.*

<b>Product satisfaction</b>	$\bar{x}$	<b>S.D.</b>	<b>Level</b>
Product and packaging attract your interest	4.50	0.578	Highest
Product and packaging have the identity	4.29	0.872	Highest
Color, smell, taste, crispy, and overall taste	4.51	0.568	Highest
Beautiful packaging and proper for product	4.38	0.689	Highest
Overall liking of the product	4.60	0.540	Highest
<b>Total</b>	<b>4.43</b>	<b>0.658</b>	<b>Highest</b>

<b>Price satisfaction</b>	$\bar{x}$	<b>S.D.</b>	<b>Level</b>
Price is appropriate with the quality	4.31	0.766	Highest
Price is appropriate with the quantity	4.07	0.863	High
<b>Total</b>	<b>4.19</b>	<b>0.853</b>	<b>High</b>

<b>Place satisfaction</b>	$\bar{x}$	<b>S.D.</b>	<b>Level</b>
The facilitation on contribution in exhibition	4.13	0.985	High
The facilitation on contribution in grocery shop	4.49	0.501	Highest
The facilitation on contribution online	4.37	0.730	Highest
The facilitation on contribution at the production site	3.95	1.142	High
<b>Total</b>	<b>4.23</b>	<b>0.839</b>	<b>Highest</b>

<b>Promotion satisfaction</b>	$\bar{x}$	<b>S.D.</b>	<b>Level</b>
The public relation through any media	4.38	0.771	Highest
Giving other free product with	4.54	0.0724	Highest
Discount from normal price	4.07	1.054	High
Giving discount for the member	3.85	1.143	High
<b>Total</b>	<b>4.21</b>	<b>0.760</b>	<b>Highest</b>

According to the product testing in real market, the answerers are satisfaction in the product for the highest when compared to other 3 aspects by having the means equal 4.43 and S.D. total value is 0.658 which means that data is quite different. From S.D of every sub-issue shows that data is quite different, except for sub-issue of “Product and packaging have the identity” that data is very different. For the price satisfaction, the mean equal 4.19 and S.D. Total value is 0.853 which means that data is very different. From S.D of every sub-issue, the data is very different. For the place, mean equal 4.23 and S.D. total value is 0.839, which means that data is very different and S.D of sub-issue of ease of “The facilitation on contribution in grocery shop” and “The facilitation on contribution online” data are quite differences and “The

facilitation on contribution in exhibition” and “The facilitation on contribution at the production site” data are very different. For the promotion, mean equal 4.21 and S.D. Total value is 0.760, which means that data is very different and S.D. of every sub-issue, the data is very different, except sub-issues of “Giving other free product with” data is quite different.

### Discussion

The product development of this research is the product development that use the local ingredient, Saba banana, so that it was used in the product development. Because it is the geographic indication that will create the identity for the product perfectly which associated with Tharadee Wongsa (2014) who had studies and found that the geographic indication and the combination of the market have the connection with the value reception of the chicken bowl from Lam Prang. It is also consistent with the research of Nuriha Saleh (2015), found that the development strategy of Halal food products of community enterprises in Narathiwat Province should start from choosing the right product for the community Developed of creating halal product identity and focus on using local ingredients and raw material.

Market testing in this research found that the price satisfaction evaluation results in terms of price and quality be the highest level, including the place that customer want to buy the product at the convenience store which is consistent with the research of Chaiyawat Limthaweevat (2014), found that consumer want the product of healthy crispy banana sheet to have the price that is suitable for the highest quality level.

In the design and packaging of this research had decided to use PP plastic bags because the enterprise group has limitations in terms of cost and PP plastic bags are commonly purchased in the community. In this regard, the packaging is different from the research of Janeyuth Srihiran (2017), which found that the crispy banana sheet packaging should use a laminated bag with a zip lock that has properties to preserve the smell and taste.

Product development of crispy Saba banana, Tom Yum flavor is a decision to develop products that are beneficial to health which is consistent with the research of Phibun Waijitakum (2016), found that creating identity for halal products can be done by creating nutritional benefits which corresponds to the documents of the geographical indications of Yala Province, according to the Ministry of Commerce's announcement (2011), which states that the bananas are high in beta-carotene. This substance acts as an anti-oxidation agent (Antioxidant) which helps to eliminate free radicals (Chorladda Thiangphuk, 2010)

### **Limitations**

According to the market testing in this research, it could be seen that the result in some aspects are able to improve by going back to solve in that concern in the production process but this limitation of time causes this research to be able to analyze only the market testing.

### **Recommendations**

The target group is an important factor to collect the data in order to decide which product to be improved to be a new one. Thus, in each decision of new product development should determine the target group clearly so that they can collect the demand information of the customers for product development in other alternative way or even determine the potential target group and administrative them to exchange the information and develop the product together.

The important concern that should never ever look over about product development is about the capital. The product development in some brand is to respond to the demand of the customer so it leads to the changes in production or even the ingredients and the high cost of the ingredient as well. Hence, to decide to develop the new product should consider the possibility of the capital that may affect the profit and loss on the contribution or if it is necessary to improve the high cost of the product, they should consider the proper price of it.

### **Conclusion**

The significant concern of this research is about the product development by decided which halal product to improve to the community enterprise with the academic procedures and system along with the product development that needs to have sensory testing before testing it in the real market. The research process that occurred in each procedure from decided which product to market testing results from the association between the researcher team and community enterprise. Thus, the findings in this research are not only the new product for the community enterprise but also for the community enterprise itself to receive, learn, and understand the process of production that systematically done together. It is very useful for them to use this production process and extend it to improve more product in the future as this research be the tool for product development and be the primary tool that can adapt it with their customers' demand who have always change all the time.



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