

# Developing and Improving Creative Healthy Food Recipes under the Bis Meal Brand to the World Kitchen

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## Abstract

The objectives of this research were 1) to study the development and advancement of creative healthy food recipes in the three southernmost provinces of Thailand, and 2) to examine the brand communication of the creative healthy food products. It was developed as a qualitative research. The key informants were food experts, communication arts academicians, food scientists, marketing academicians, nutritionists, visual arts academicians, graphic designers, and chefs totaling 55 people using the purposive sampling. The research tool was the group discussion by conducting a group conversation. The data was analyzed using the descriptive analysis. The research findings reveal the following: 1) The recipes for creative healthy food in the three southernmost provinces of Thailand cover a total of 15 recipes, namely *Nacidakae*, *Lava Salad Dressing*, *Tilapia Tacos*, *GerabuSeupe*, *Tupasutong*, *Royah*, *Ko Lae Chicken*, *Cassia Curry*, *Kao Tung Kao Yam*, *Ladu Daifuku*, *Ako Tart*, *Khonthee Strawberry Cheesecake*, *Saba Cereal*, *GerabuSeupe*, and *Putu Haluebor*, and 2) The brand communication of creative healthy food products is designed to accommodate from the teenagers to working consumers, especially Muslim consumers with a healthy lifestyle focusing on healthy food choices. The Bis Meal Brand is a creative health food embedded brand portraying the best selection with the use of local ingredients in the three southernmost provinces of Thailand while offering the consumers with the form of creative healthy food.

## Keywords

Development and improvement, food recipes, creative healthy food, Bis Meal brand, world kitchen

## 1. Introduction

Thailand gives priority to the development and advancement of food resulting in commercial distribution and expansion to the global market. This effort can be reflected in the 20-year National Strategy B.E.2561 – B.E.2580, which deems to be the first national strategy of Thailand based on the Constitution of the Kingdom of Thailand giving importance to economic development on the basis of promoting and developing a new generation of entrepreneurs with skill sets, competitiveness, and clear identity. Such a promotion is done through value-added agriculture by emphasizing productivity improvement in

quantity, value, and diversity of agricultural products; local identity agriculture, safe agriculture, bio-agriculture, processed agriculture, and smart agriculture (Secretariat of the National Strategy Committee, 2018: 7). The effort further includes the application of creative economy concepts. Polpirun (2013) stated that creative economy is the Processor Activity arising from two main factors: 1) Intellectual capital or knowledge, and 2) Application skill on creativity (or knowledge) to maximize the commercial benefits. However, as for the case of Thailand, the definition is given on “Creative economy” as “the concept of driving the economy on the basis of the use of knowledge, education, and creativity, as well as the use of intellectual property linked to the cultural foundation, knowledge accumulation of society, and technology/modern innovation.” The Office of the National Economic and Social Development Council defines the scope of the creative economy in Thailand based on the model of the United Nations Conference on Trade and Development (UNCTAD) and further adapted the UNESCO model by incorporating Thai food into the creative industries.

Apart from the development and improving Thai food under the concept of creative economy driving the food into the commercial market, this research also pays attention to the brand in terms of its name, term, symbol or design, or the combination of all these characteristics deliberately used to denote a product or service of the sellers or the group of sellers to differentiate themselves from competitors. The brand also includes physical value, functional value, and psychological value resulting in a unique product or service (Kotler, 1999). This claim is also agreed by Randall (2000) stating that the product is the factory-made subject, whereas the brand is a subject bought by the consumers. This is because the brand is the product containing Function Benefit integrating with added value the consumers notice via their purchase. This added value may be rational and tangible to the symbolic, emotional, and intangible value.

Most importantly, brand communication is to create the perception of brand values in the minds of consumers (Kotler and Keller, 2009) reflected on the areas of the three southern border provinces of Thailand. The areas are unique and different from other places, and they are Narathiwat Province, Pattani Province, and Yala Province. The overall feature in these areas is still maintained while ancient food culture is inherited in terms of the process and raw materials uses conveying uniqueness.

The National Food Board (2011) has compiled and studied the strategic framework for food management in Thailand and found that Thailand has abundant and diverse production resources for agricultural and food products. Therefore, brand communication through the use of valuable ingredients in the areas to create healthy food in the form of the creative healthy food is one of the solutions to respond to the needs of healthy lifestyle people. This is consistent with the data of Mitchob (2010), the Director of the Bureau of Economic Competitiveness Development, the Office of the National Economic and Social Development Board, stating that the use of knowledge, education, creativity, and use of intellectual property linked to the cultural foundation, the accumulation of social wisdom, technology and innovation through the combination of Thai identity lead to

the economic gearing of Thailand.

The research realizes the importance of developing and improving creative healthy food recipes including branding, where an inclusive brand is designed for all products (Blanket Family Names, or Blanket Family Name for all Products, or Family Brand). This brand is made the only identity for all products of creative healthy food products in the three provinces on the southern border of Thailand expecting to improve the quality of life and income generation of the local people.

### **Objectives**

1. To study the development and advancement of creative healthy food recipes in the three southernmost provinces of Thailand.
2. To examine the brand communication of the creative healthy food products.

## **2. Literature Review**

### **2.1. Concepts about Brand Communication**

Stuart Hall (Stuart Hall, 1997) claimed that the System of Representation was involved in a power relationship among the presenter, the creator, and the person who was depicted in the media including the social, cultural, and historical foundations. The above explanation is consistent with creating a brand in various forms using Blanket Family Names or Blanket Family Name for all Products, or Family Brand can be a single branding for all products of a company (Kotler and Keller, 2009: 785). The reason lies within a low cost as there are no fees on research and advertisement to create new brands. The most important feature in brand communication is to create perception to help the consumers realize the brand value. This feature can be optimized by: 1) Identifying and establishing brand positioning, (2) Planning and implementing brand marketing, and 3) Measuring and interpreting brand performance for each sub-brand in terms of brand performance, and 4) Growing and sustaining brand value (Kotler and Keller, 2009: 789).

### **2.2. Concepts about Healthy Food**

Thailand has rich and diverse production resources for agricultural and food products. Thailand is characterized by 1) a major net exporter and ability to export food in a standardized quality acceptable by the world market, 2) provision of important agricultural products and food to the economy, political society, and security of the country, 3) relevant culture on agriculture and Thai food with distinctive features and uniqueness thus creating reputation and selling point, and 4) continuous development in agriculture and food with experience and flexibility to adjust the production according to the situation and the needs of buyers and consumers (National Food Board, 2011). The focus is on healthy food, which is best for healthy food containing beneficial nutrients mostly embedding nature with chemical contamination (Suttajit, 2007).

### **2.3. Concepts about Creative Economy**

Mitchob (2010), the director of the Bureau of Economic Competitiveness Development

by the Office of the National Economic and Social Development Board stated that the creative economy is referred to the concept of driving the economy on the basis of using knowledge, education, creativity, and intellectual property linked to the foundation of culture, social wisdom, and technology and innovation. According to the classification of the creative industry by UNCTAD (United Nations Conference on Trade and Development), the creative industry is divided into four main groups: Heritage or Cultural Heritage, Arts, Media, and Functional Creation. With the relevance to Thailand, the Office of the National Economic and Social Development Board has scoped the creative economy based on the framework of UNCTAD in combination with Thai uniqueness bringing four classes in the creative economy in Thailand; Heritage or Cultural/Biodiversity-based Heritage, Arts, Media, and Functional Creation.

### 3. Research Method

#### 3.1. Research Model

The study of development and advancement in the creative healthy food recipes under the Bis Meal brand to the world kitchen is developed as qualitative research and scientific practice investigating food nutrition and community participation.

#### 3.2. Key Informants

- 1<sup>st</sup> Step: Selection of local food in the three southern border provinces  
The key informants consist of chefs, food experts, nutritionists in the three southernmost provinces of Thailand totaling 30 people using a purposive selection method on the basis of their experience and the award they receive. For example, it can be those with contest awards in sweet and dessert dishes in the three southern provinces of Thailand.
- 2<sup>nd</sup> Step: Development and improvement of creative healthy food recipes  
The key informants are inclusive of chefs, food gurus, nutritionists, food scientists, and marketing academicians in the three southernmost provinces of Thailand totaling 15 people. The purposive sampling method is used together with the consideration of experience and awards they receive. For instance, it can be those people with national awards winning the culinary competitions and those people with the specialty in Antimicrobial Activity of Chitosan Film.
- 3<sup>rd</sup> Step: Brand communication of the creative healthy food products  
The key informants consist of communication science academicians, visual arts academicians, graphic designers, and chefs totaling 10 people using a purposive selection method with the basis of experiences and awards. For example, it can be those with expertise in food brand identity design, packaging and advertising, and food researches in 3 cultures (Thai, Malay, China) on the southern border of Thailand. This can be extended further to those with the Grand Prize Winner and the Scott Kelby's Worldwide Photo Work 2009 award.

### 3.3. Research Tools

The research tools are applied through group discussion and food science laboratory for nutritional value study.

### 3.4. Data Collection

The study performs a preliminary examination on the quality of the selected tools before deployment on the key informants by considering the consistency of the questions, as well as performing quality checks for content validity of the interview and comprehensive guidelines of the questions along with the appropriate amendment.

### 3.5. Data Analysis

The study analyzes the data from the group discussion with a focus on the perspective of the key informants using systematic descriptive analysis in consideration of the study content classified into groups, content, variables, and key ideas. All of the obtained data are analyzed and synthesized to draw the conclusion and recommendations.

## 4. Research Results

### 4.1. Development and Advancement of Creative Healthy Food Recipes in Three Southernmost Provinces of Thailand

#### 1. Selection of local food in the three southern border provinces

The research results reveal that the selection of local food in the three southern border provinces could be divided into 5 groups, totaling 15 types of food detailed below.

a) The group with unique raw materials to the three southernmost provinces of Thailand is Saba banana.

b) The group with inherited food culture in Malay food style covers Nacidakae, Ay-lava, GerabuSeupe, Royah, Ko Lae Chicken, Ladu, Ako, and Putu Haluebor.

c) The group with the use of raw materials from health-based medicinal herbs is Cassia Curry, and Kao Yam.

d) The group with the use of raw materials according to the geographical characteristics of the three southernmost provinces includes Tupasutong, Konthee dessert, and GerabuSeupe.

e) The group with the use of raw materials from the Royal Initiative Project of King Rama IX includes Tilapia.

#### 2. Development and improvement of creative healthy food recipes in the three southernmost provinces of Thailand

a) Creative healthy food products are presented in 15 menus as detailed below.

Based on this research's finding, the development and advancement of creative healthy food recipes in the three southernmost provinces of Thailand can be seen through

the following 15 recipes as illustrated.



**Figure 1.** *Nacidakae* **Figure2.** *Lava Salad Dressing*



**Figure3.** *Tilapia Taco*



**Figure4.** *GerabuSeupe*



**Figure5.** *Tupasutong*



**Figure6.** *Royah*



**Figure7.** *Ko Lae Chicken*



**Figure8.** *Cassia Curry with Grilled Fish*



**Figure9.***Kao Yam Kao Tung*



**Figure10.***Ladu Daifuku*



**Figure11.***Ako Tart*



**Figure12.***KhontheeNiramit (Khonthee Strawberry Cheesecake)*



**Figure13.***Saba Cereal*



**Figure14.***Fish Grilled with Herbs*



**Figure15.***Putu Haluebor*

b) A comparison of cooking features/selection of ingredients between original recipes and the creative healthy food recipes is detailed in Table 1.



**Table 1.** Comparison of cooking features/selection of ingredients between original recipes and the creative healthy food recipes

Original Recipes	Cooking Features/ Selection of Ingredients	Creative Healthy Food Recipes	Cooking Features/ Selection of Ingredients
Nacidakae	Using rice mixed with sticky rice	Nacidakae	Using fragrant ylang-ylang rice instead of rice
Aylava	Using coconut milk	Lava salad dressing	Using alternative coconut cream
Tilapia	-	Tilapia Taco	<p>1. Tilapia fish contains no cholesterol and helps reducing the accumulation of cholesterol and triglycerides in the body</p> <p>2. Meu Lor fragrant rice is rich in vitamin B1, B2 and high calcium to prevent the occurrence of beriberi and Canker sore. It also contains red substances helping retarding aging.</p> <p>3. It is rich in benefits from Thai herbs, such as shallots, ginger, lemongrass, turmeric, dala, licorice leaves, mint leaves, and paprika, which provide various vitamins, especially vitamin c and dietary fiber to prevent colds and cure indigestion.</p>
Gerabu Seupe	Using coconut milk	GerabuSeupe	Using alternative coconut cream
Tupasutong	Using coconut milk	Tupasutong	Using alternative coconut cream
Royah	Using coconut milk	Royah	Using alternative coconut cream
Ko Lae Chicken	Using coconut milk	Ko Lae Chicken	Using alternative coconut cream
Cassia Curry	Using coconut milk	Cassia Curry	Using alternative coconut cream
Herbal Kao Yam	Using rice	Kao Tung Kao Yam	Using fragrant ylang-ylang rice and being developed as a one-bite serving
Ladu Dessert	Containing starch as main ingredient	Ladu Daifuku	Reducing the dough by adding dates as the filling made out in Daifuku



Original Recipes	Cooking Features/ Selection of Ingredients	Creative Healthy Food Recipes	Cooking Features/ Selection of Ingredients style
Ako Dessert	Originally, it looked like a dessert called Mo Kaeng.	Ako Tart	Changing to new style of tart using dried grains and alternative coconut cream as an ingredient
Khonthee Dessert	Traditional Khonthee dessert are relatively low in nutritional value as they are often loaded with energy from starch, sugar and coconut.	Khonthee Strawberry Cheesecake	Being brought through a new process adding cream cheese which is rich in folate, vitamin A, vitamin D, especially calcium from cream cheese, and vitamin c from strawberry puree
Saba Banana	-	Saba Cereal	Using the Saba banana as an ingredient and designing food products as a bar serving
Gerabu Seupe	Using coconut milk as an ingredient.	GerabuSeupe	Using alternative coconut cream
Putu Haluebor	Using cassava as the main raw material	Putu Haluebor	Using rice as main ingredient

#### 4.2. Brand Communication of Creative Healthy Food Products

In studying the brand communication of the creative healthy food products, the research results are discussed as follows.

The creative health food products have cultural roots and unique identity of the local Malay of Thailand using the raw materials available in the three southernmost provinces of Thailand as the ingredients in cooking, such as seafood and local plants. Thus, the food is found suitable for young Muslim consumers. As for Muslim countries, people tend to consume food with high starch in its original appearance but its original flavor remains as the Bis Meal.

The Bis Meal is derived from *bismillah*, which refers to the Malay culture of saying bismillah before eating. *Bismillah* is pronounced to show gratitude for a good meal. This study sorts for the best food selection in the three southern border provinces with the process to convey good intention in the making of food. The above meal can be further explained as follows:

##### **B=Best**

It is to offer the best provision, such as providing consumers with a healthy diet using herbal ingredients to help in the prevention and treatment of disease. Figure 16 shows the ingredients for fish grilled with herbs together with the properties of gas releasing and prevention of enteritis.



**Figure 16.** Ingredients for fish grilled with herbs

#### **i= ingredient**

It is the ingredient gained from local sources, such as Bia Talay plant or what the Malay descent referred to as “*Seupe*”. It is the plant in the sea, which can be found in the three southernmost provinces of Thailand.



**Figure 17.** Ingredients in cooking *GerabuSeupe*

#### **s= Southern Border Provinces of Thailand**

It is the area covering the three southernmost provinces of Thailand.

#### **M=Meal**

It is a creative meal.

Therefore, the Bis Meal is the creative healthy food brand portraying the best selection by using local ingredients found in the three southern provinces of Thailand presented to consumers in the form of the creative healthy food.



**Figure 18.** Bis Meal is the creative healthy food brand

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## 5. Conclusion and Discussion of Research Findings

### 5.1. Conclusion

In developing and advancing creative healthy food recipes under the Bis Meal brand to the world kitchen, it was found that 1) Creative healthy food recipes in the three southernmost provinces of Thailand come with a total of 15 recipes, namely *Nacidakae*, Lava Salad Dressing, Tilapia Tacos, *GerabuSeupe*, *Tupasutong*, *Royah*, *Ko Lae* Chicken, Cassia Curry, Kao Tung Kao Yam, *LaduDaifuku*, *Ako* Tart, *Khonthee* Strawberry Cheesecake, Saba Cereal, *GerabuSeupe* and *Putu Haluebor*, and 2) the brand communication of the creative healthy food products aims to penetrate the targeted customers from the teenagers to working consumers, especially those Muslim consumers with a healthy lifestyle concerning healthy food choices. The Bis Meal is a creative health food brand that conveys the best selection using local ingredients in the three southernmost provinces of Thailand offered to the consumers in the form of creative healthy food.

### 5.2. Discussion of Findings

#### 1. Development and Advancement of Creative Healthy Food Recipes in the Three Southernmost Provinces of Thailand

The study of the development and improvement of the creative healthy food recipes in the three southernmost provinces of Thailand found that there are 15 food recipes developed for the creative healthy food and helped to communicate and raise awareness and understanding about health. Due to the appearance, some of the food recipes may be in the same look yet their nutritional values are improved. These recipes can be another option for the consumers with a diet can choose to consume. This development is consistent with the Department of Health Service Support (2009) stating that health communication is interrelated through the process of communicating in exchanging news, knowledge, attitudes, experiences, and practices to one another. It aims to change the public knowledge, perception, attitude, and behavior to a desirable way, especially health behaviors. Such behaviors consist of 1) the sender, who are health leaders or practitioners, 2) the message, that is knowledge, understanding, and consciousness built for enhancement, modification, correction for appropriate health behaviors, 3) the media or channels, which activities, patterns, methods promoting treatment and health care, 4) the targeted group of the campaign, which includes both key and secondary target group, as well as the general public, 5) the communication outcome is realized in the form of raising awareness, interest, realization, and practice in health and 6) the impact, which can either be benefit or harm arising from the operation of communication (Chansawang et al, 2007).

#### 2. Brand Communication of Creative Healthy Food Products

Upon investigating the brand communication of the creative healthy food products, it reveals that the creative healthy food products have cultural roots and unique identity of the local Malay of Thailand using the raw materials available in the three southernmost provinces of Thailand as the ingredients in cooking, such as seafood and local plants. Thus, the food is expected to be appropriate for young Muslim consumers. For countries in

the Muslim zone, people love consuming food with high starch in its original appearance yet retained original flavor as Bis Meal. The nomenclature is consistent with Danesi's (2006) claim that nomenclature is a symbolic production power in cultures around the world. The nomenclature within a semantic process is to bring about the product into the scope of production in order to create cultural meaning, and this is the cultural identity associated with the three southern border provinces of Thailand. This claim is also consistent with the study of Chaiya (2019) on the fundamental Phonology concept of Roland Barthes, the French philosopher and cultural critic, who was the pioneer of cultural semiology in the study of society through various means of communication in modern society. It explains that Roland Barthes' concept of phonology views the food menu as a "language system" created by reference to one structure, such as nationality, locality, and society. The structure is often adjusted differently depending on the users, and that causes a variety of languages spoken about food and are different from person or family. It is similar to the idiolect accent added to the language system. Food language is widely developed by speaking and language using including new ways of speaking individualism. The language has led it to be transformed into a language system. It is believed that food language is developed either through extensive use or being truly individual.

However, brand communication should take into account consumer behaviors. Abraham H. Maslow (1959) identified the incentives for consumers to make a purchase divided into four levels: 1) Physiological Needs is as a prerequisite for survival to keep the body healthy, 2) Safe Needs is to stay fit and safe from diseases, 3) Belonging Needs and Love Needs is about the need for acceptance from group members seeking better healthy food, and 4) Self-Actualization Needs is the need to have good health and good shape to be the most beautiful bride on a wedding day.

### **Recommendations**

1. The Southern Border Provinces Administrative Center should support the development and advancement of local food in terms of distribution in foreign markets by targeting consumers from the Muslim world.
2. The Ministry of Commerce should emphasize on processing GI products into local healthy food products indicating a local identity.

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