

## Modern Media design for Bamboo species and local wisdom in southern Thailand

Thailand has a great diversity of bamboo. Communities still use it, plant it in plots to process it into various products, and propagate more bamboo. If bamboo species can be collected and conserved for appropriate utilization, communities will turn to growing more bamboo and it will be an alternative plant that can generate good income and reduce imports in the future. The collection and conservation of bamboo species for utilization is to identify the bamboo species that are suitable for utilization, based on the local wisdom of the community, which will generate income for the community in the future. Because bamboo is a plant with the potential to create added value, it can be further developed to create various economic benefits. There is the collection, conservation, and creation of a database of utilization.

The project focuses on studying, surveying, collecting data on bamboo species, including the conservation of bamboo species in local villagers for utilization based on local wisdom in the southern region and Nakhon Si Thammarat Province, local wisdom about bamboo of people in the context of that community, to be used as information to develop new learning media to promote and distribute knowledge to students, youth, tourists who are interested in learning about local bamboo species in the south and local wisdom that is attractive and easy to understand in using natural resources sustainably, including the conservation of local plant species to exist in the environment and creating a unique identity for the area forever. The objective is to survey and collect bamboo species data and record local wisdom data in the southern region of Nakhon Si Thammarat Province, in response to SDG 11.2.6 and to create modern learning media that is easy to understand, promoting students, youths, or those interested in learning about local bamboo species and local wisdom in the sustainable use of natural resources through graphic media published via online media channels and in the Bamboo Collection Garden Center project by using the storytelling theory to convey media in the form of infographics, which is the process of summarizing data into information in the form of graphics to convey meanings that are easy to understand according to what the communicator wants, allowing readers to easily understand various information in a short period of time, and communicating information to the target audience, Generation Y and Z.

## Media formats

1) Infographics Infographics are the process of summarizing data into information in the form of graphics to convey meanings that are easy to understand according to what the communicator wants, allowing readers to easily understand various information in a short period of time.

2) Video Videos are learning media that provide more information than still images. Videos that provide good knowledge are often summarized to make a large amount of information easy to understand and have a suitable length.

3) Websites are media that are easy to access, can be opened on computers, tablets, and smartphones, and can provide a large amount of information. Convenient for searching for information

4) E-Book / Digital Book Electronic books or digital books are the presentation of books in paper form in digital media that can provide information easily.

5) Interactive Media Interactive media is a media that combines the advantages of text, still images, moving images, videos and audio together, allowing viewers to obtain a lot of information and interesting things.

New Media Modern learning media is a learning media that viewers receive learning experiences in a new form, resulting in better learning and content memorization than traditional media.