

ABSTRACT

Research Title : The Suitable Composition of Ceramic Body and Glaze for
Producing the Souvenir for Promotion the Tourism of Ranong
Province

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The objective of researching and study the suitable composition of ceramic body and glaze for producing the souvenir for promotion the tourism of Ranong province done to study the state of production, distribution, buying behavior. In studying 2 basic information which are studying the buying behavior by using questionnaire to those tourist that visiting Ranong province total of 200 persons, and studying the production state and distribution of the manufacture and also study from the souvenir distributor who sell those souvenir at the tourism location in Ranong province which had 30 in the lists. Aside from this the other objective is to making the test composition of ceramic body and glaze that are right measure to the item by using tri axial diagram, and quad axial diagram. The finding of main ingredient is Kaolin from Ranong province, the Ball Clay from Surat Thani province, White Sand from Songkhla province, Feldspar from Nakorn Srithammarat province, and the limestone from Ranong province.

The results are:

1. The tourists buy those souvenir mostly for consuming purpose by buying the items at the tourist most visit area, average spending amount from 1,001–5,000 Bath, purpose buying for themselves, for friend or for their relative, souvenir of Ranong province most purchase item are food item such as shrimp paste, cashew nut, and dessert. For other type of souvenir like decor item or for personal use that popular for the tourist is pearl. Prices are the most consideration for all the tourist when it come to buying purpose, secondary are the product and the process, for development improvement and problem solving regards to the souvenir for Ranong province, found that people like to buy item in different and more option to choose, also improvement in advertisement, product quality, and location that sell the item.

2. Those manufacturing and distributor of the item having the income from the souvenir average from 10,001–30,000 Bath per month, the best selling month are January and second are April, February, March, and December. Those manufacturing

and distributor expect that their product have good quality, known as OTOP product, good trait, easy to carry, and also reflect the folk wisdom, for the problem and difficulty in distributing the items found that there are 3 most category, first is the support of the government, second item is all same type in all store, and third lack of advertisement.

3. For the ceramic body composition, found that the right measure are Kaolin (Ranong) 70%, Ball clay (Surat Thani) 20%, White Sand (Songkhla) 5%, and Feldspar (Nakorn Srithammarat) 5%, using water percentage to 42.50 for the making of slip body which have Specific Gravity 1.67, Deflocculates (Sodium Silicate) 0.30%, Rate of Cast at 5 minute equal to 0.5 centimeter, and 0.6 centimeter at 10 minute, the characteristic of the body when dry and after fire at 1,230 degree Celsius, Oxidation Firing, with this measure found to have Drying Linear Shrinkage 2.58%, Frying Linear Shrinkage 6.11%, and Total Linear Shrinkage 8.53%, white body, and Water absorption 14.44%

4. The Glazing measurement test found to have appropriate measure by Kaolin 10%, Feldspar 40%, White Sand 30%, Limestone 20%, Zinc Oxide 10% use as additional material after bake with 1,230 degree Celsius, Oxidation Firing. After firing found that the glaze had characteristic as clear glaze and shiny with crackle glaze and pinholes lightly.

Suggestion:

1. To make a coffee cup or food container by using the body need to increase higher temperature or make new adjustment of body mixture by using quad axial diagram instead to make body had water adsorption decrease and set into the group of Stoneware body.

2. In case need to use color glaze, the body composition can be done to decrease white color and other properties as needed or can use with coloring oxide add into the glaze for the same body composition.