

Narrative Design and Cultural Inheritance Effect of Gannan Hakka Cultural Creative Products

Ying Zhu^{1*}, Chanoknart Mayusoh², Akapong Inkuer³, Permsak Suwannat⁴

¹ Doctoral Student of Philosophy Program in Visual Arts and Design, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, E-mail: s64584948040@ssru.ac.th

² Advisor in Visual Arts and Design, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, E-mail: chanoknart.ma@ssru.ac.th

³ Visual Arts and Design, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, E-mail: akapong.in@ssru.ac.th

⁴ Program in Creative Arts Department, Faculty of Fine and Applied Arts Chulalongkorn University, E-mail: permsak.s@chula.ac.th

*Corresponding Author: s64584948040@ssru.ac.th

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ABSTRACT

As an innovative design idea, the narrative design has gradually entered the design field, providing an effective bridge for the communication and information transmission between the works and the users. However, in the cultural and creative product design, the application of narrative design is still relatively limited. With the improvement of living standards, peoples demand for spiritual and emotional satisfaction has increased, and the design of cultural and creative products is also facing a new breakthrough demand. Relying on narrative design thinking, designers can dig out problems and enrich the design Angle with the help of narrative structure in product development, so as to inject innovative connotation. Based on the characteristics of Gannan Hakka cultural creative products, this paper discusses the narrative design method suitable for cultural creative products. The paper establishes the narrative theme guided by the cultural text and the user needs, responds to the user needs through the story situation setting, and gradually integrates the theme text with the plot structure, and combs the narrative logic to guide the design practice.

Keywords: Gannan Hakka, Narrative Design, Cultural and Creative Products, Inheritance Effect

INTRODUCTION

With the acceleration of globalization and modernization, the protection and inheritance of intangible cultural heritage are facing new challenges and opportunities, and have gradually become a topic of global concern. Gannan Hakka culture, as a time-honored cultural heritage, contains rich folk customs, crafts and spiritual connotations. In this context, the cultural and creative industry is regarded as an important way to protect and innovate traditional culture, and the narrative design method endows cultural and creative products with emotional connection and deep experience, so as to provide consumers with interactive experience with a sense of participation. Based on this design form, how to inject modern sense and interactivity into the Gannan Hakka cultural creative products, and give the dual effect of cultural education and inheritance. By constructing narrative situation, injecting cultural symbols, designing interactive experience and other means, the profound connotation of Gannan Hakka culture can obtain new expression in the contemporary context. Narrative design not only endows cultural and creative products with the characteristics of emotion and interaction, which makes them have higher use value and

attraction, but also stimulates consumers identification and resonance of Gannan Hakka culture in daily life. In this way, Gannan Hakka cultural creative products can achieve new breakthroughs in emotional expression, cultural inheritance and experiential interaction, and help the traditional culture to glow with new vitality in the modern environment. This study is an intangible culture. The innovative inheritance of heritage provides a new theoretical support and practical path, showing potential of cultural and creative industry in inheritance and innovation of traditional culture.

Research Objectives

Through narrative design techniques to enhance the emotional value and market attraction of Gannan Hakka cultural creative products, and promote their cultural inheritance and innovative development in modern society.

LITERATURE REVIEW

Lin Lina & Tang Qiong. (2019). Research on the design of Gannan Hakka Culture and tourism products [J]. Journal of East China Normal University (Philosophy and Social Sciences edition), (4):87-94.--This article investigates the design principles and creative directions of Hakka cultural tourism resources and consumer groups in Gannan region, discusses the cultural and creative directions of Hakka cultural tourism products in Gannan, and puts forward relevant design strategies and suggestions.

Zhang Huali & Chang Xiaoyan. (2016). Research on the development strategy of Hakka cultural tourism and Cultural and creative product Design in Gannan [J]. Journal of Jiangxi Normal University (Natural Science Edition), (3):255-260.--From the perspective of Gannan Hakka culture tourism and cultural and creative product design, this paper studied the relevant development strategies and implementation paths, analyzed the creative design characteristics of Gannan Hakka culture, and put forward suggestions to promote its development.

Hou Kai, Zhang Xiaozhuang, & Chen Daoyu. (2018). Research on innovation and Development of Gannan Hakka Cultural tourism products [J]. Science and technology outlook, (15): 217-218.--This article studies the innovation and development of Hakka cultural tourism products in Gannan, puts forward relevant design principles and development ideas, and discusses how to combine Gannan Hakka culture with narrative to enhance the design value of tourism products.

He Peng & Yang Lu. (2020). Narrative study of Hakka cultural tourism in Gannan. Sports and Art, (5): 178-180. This literature studies the development and application of narrative in Hakka cultural tourism in Gannan, analyzes the role and value of narrative in tourism product design, and puts forward relevant design principles and suggestions.

Tian Ruqiang. (2017). Research on the narrative product design of Hakka cultural tourism in South Gannan. Art Education, (8): 188-190. From the perspective of art education, the study discusses the design of narrative products of Gannan Hakka culture and tourism, and studies how to convey the narrative characteristics of Gannan Hakka culture through art elements such as images, colors and materials.

Design and Operation of Gannan Hakka Cultural Tourism Cultural and Creative Products- -Liu Shanqing and Fu Xinglei- -This book discusses the design and operation of Gannan Hakka cultural tourism cultural and creative products, paying special attention to the application and value of narrative in product design. The book contains a lot of case analysis and practical experience, which has a good reference value for understanding the design and operation of the narrative products of Gannan Hakka culture.

Research on Innovation and Application of Narrative Products of Gannan Hakka Culture Tourism- -Lin Yanni- -The book focuses on the innovation and application of narrative products of Gannan Hakka culture tourism, discusses the application of narrative in product design, focusing on the narrative skills and narrative visual expression.

An Introduction to the Study of Gannan Hakka Culture- -Wu Wenhui- -This book is the first systematic study on the introduction of Gannan Hakka culture. Through the discussion of Gannan Hakka ethnic group, language characteristics and folk customs, it shows the rich connotation and unique charm of Gannan Hakka culture.

RESEARCH METHODOLOGY

1. Study the characteristics of Gannan Hakka culture, analyze the unique visual elements of Gannan Hakka culture, such as colors, patterns, customs, architecture and handicrafts, and extract the visual characteristics related to narrative design, so as to realize innovative design.
2. Investigate residents and tourists in Gannan region to understand their needs and preferences for Hakka cultural and creative products in Gannan, so as to better guide the design direction of products.


3. Design unique and beautiful cultural and creative products to ensure that they can meet the actual needs of the market, and build models for evaluation.
4. Constantly optimize and improve the product model according to the market feedback and evaluation results to improve its cultural inheritance effect and market attraction.
5. Conduct a feedback survey from Gannan region and other users to assess the acceptance and satisfaction of the products.
6. Conduct in-depth analysis of the collected feedback to form a comprehensive summary of product design and cultural inheritance, so as to ensure that users' needs and cultural connotation can be better integrated into the future design.

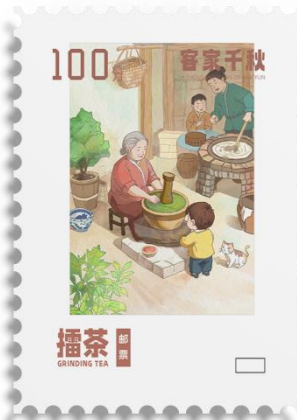

Through the analysis and integration of the relevant literature, the collected data were recorded, summarized and classified through various techniques including observation, interview and photography. These methods can help to have a more comprehensive grasp of the characteristics and needs of the research subjects, ensure the comprehensiveness and accuracy of the data, and provide a solid foundation for subsequent research. Such a methodology not only improves the credibility of the data, but also provides rich data support for the analysis of the narrative design and cultural inheritance effect of Gannan Hakka cultural creative products. It is mainly reflected in the following aspects:

1. Collect sample materials, and pay attention to product development and style applicability. These data were recorded and summarized by observation, interview and photography, and collated into computer files for follow-up analysis.
2. I conducted in-depth interviews to obtain relevant materials about Gannan Hakka culture and its technology, materials and production technology, and summarized these materials in computer documents to form a research basis.
3. The questionnaire was designed to investigate the views of target tourists and stores on Hakka cultural and creative products in Gannan, especially the needs of visual element innovation. The collected research results were summarized and evaluated to provide data support for the innovative product design.
4. Before entering the product innovation design, identify the design problems and the key points to be paid attention to in the development process by combining the interviews and questionnaire data of Gannan Hakka culture researchers and intangible cultural heritage inheritors.
5. After the completion of the product design, evaluate the adaptability, practical function and aesthetic function in the market, and reflect the opinions of the target population, so as to provide a basis for the subsequent improvement.

RESEARCH RESULTS

Table 1 Analysis of the story design approach and its impact on cultural inheritance of Gannan Hakka's Hakka cultural creative products

Design item	Design works	Design points
Stamp design		<p>This picture takes "tea picking opera" in Hakka culture of southern Gannan as the theme, shows the characteristics of mountainous areas of southern Gannan through terraces, mountains and other environments, and combines Hakka stage, red board and other architectural elements to highlight the regional cultural atmosphere. In the center of the picture, female dancers dressed in traditional costumes show the beautiful gestures of tea picking, musicians play the lute accompaniment, and tea farmers work in the foreground, reflecting the close connection between opera and farming life. At the same time, details such as stage decoration and chicken flock enhance the atmosphere of rural life. The whole picture vividly shows the artistic charm of tea picking opera as a local opera.</p>

		<p>This picture vividly shows the production process of Hakka Lei tea in southern Jiangxi Province. Through the courtyard environment, traditional utensils and family members' interaction, it presents a warm Hakka life scene in southern Jiangxi Province. The grandmother grinded tea in the grind bowl, young women boiled the grind tea on the stove, and children watched to learn, showing the inheritance of the grind tea culture from generation to generation. The elements of the scene, such as pottery POTS, wood-fired stoves and bamboo baskets, enhance the sense of reality of rural life.</p>
		<p>This picture reflects the architectural characteristics and living atmosphere of Hakka huts in southern Gannan. The enclosure adopts closed courtyard layout, high wall and thick wall, patio courtyard design, which not only ensures safety, but also enhances ventilation and lighting. It embodies the living wisdom of the Hakka people in southern Gannan. The interaction between the elderly and the children in the picture shows the cultural connotation of clan settlement and intergenerational inheritance, and the daily scenes such as drying clothes and children leading dogs reflect the lifestyle of the Hakka people in southern Gannan.</p>

Source: Author

By evaluating the feedback of experts in the field of Gannan Hakka culture on the works, the overall evaluation results showed high satisfaction. Experts are particularly satisfied with the use of color and shape grasp of the works, and believe that these elements well show the essence and unique aesthetics of Gannan Hakka culture. The three design experts showed the highest satisfaction with the adaptability of the materials, believing that in the combination of traditional handicrafts and modern design, the selection of the materials is just right, which effectively conveys the cultural heritage and innovation. Experts also gave positive comments on the innovative performance of the works, believing that the works integrate modern design elements on the basis of traditional culture, showing the modern inheritance and development potential of Gannan Hakka culture. These feedback shows that while maintaining the characteristics of traditional culture, the work also takes into account the expression of innovation and modernity, which has been highly recognized by cultural inheritors and design experts.



Figure 1 Stamp

Source: Author



Figure 2 Envelope
Source: Author



Figure 3 Envelope
Source: Author






Figure 4 Envelope
Source: Author

Experts in the field of Hakka culture in southern Jiangxi have made a comprehensive evaluation of Hakka cultural creative products in southern Jiangxi, and the overall evaluation results show a high degree of satisfaction. Experts are particularly satisfied with the use of color and shape of the work, believing that these elements well demonstrate the essence and unique aesthetics of Hakka culture in southern Jiangxi, ensuring that the product meets the market demand and cultural inheritance goals. The three design experts gave the highest praise to the adaptability of the materials, believing that the choice of materials is just right when combining traditional crafts with modern design, which not only effectively conveys cultural heritage but also shows innovation. The evaluation mainly covers cultural value, market adaptability and design innovation. Through interviews with cultural experts and Hakka cultural scholars, it is confirmed that the product is accurate in conveying the elements of Hakka culture in southern Jiangxi, especially in the form, color and pattern design, which successfully demonstrates the traditional essence of Hakka culture in southern Jiangxi, and performs well in the integration of traditional crafts and folk symbols. Experts also spoke positively of the creativity of the work, believing that it integrates modern design elements on the basis of traditional culture, showing the modern inheritance and development potential of Hakka culture in southern Jiangxi. These feedbacks show that while maintaining the characteristics of traditional culture, the work also takes into account the expression of innovation and modernity, and has been highly recognized by cultural inheritors and design experts.

Design Evaluation of Narrative Cultural Creative Products of Hakka Cultural Tourism in Southern Jiangxi Province

Satisfaction evaluation of cultural creative products by the inheritors and experts of Hakka culture in southern Jiangxi Province.

Table 2 Satisfaction evaluation on inheritance and innovation of cultural and creative products

Works			
Name	Tea-picking opera	Lei Cha	Enclosure
Topic	Average	Average	Average
Innovative and modern	4.83	4.79	4.75
Reflect regional characteristics	4.79	4.83	4.77
Application of traditional elements	4.87	4.75	4.78
Functionality and practicality	4.71	4.79	4.72
Cultural education and communication value	4.80	4.82	4.76
Total	4.80	4.80	4.75

Source: Author (December 2024)

CONCLUSIONS AND DISCUSSION

Gannan Hakka culture is not only the accumulation of history, but also the inheritance of culture. Every generation has the responsibility and obligation to inherit and carry forward this culture. Culture is the soul of tourism, which is not only a simple travel and sightseeing, but also a process of deep experience of local culture. With the development of economy and the improvement of peoples living standards, tourism has become an indispensable part of peoples life. In tourism, cultural experience is paid more and more attention by people. Gannan Hakka culture has rich and colorful forms of expression and profound emotional deposits, and makes innovative attempts from the perspectives of materials, techniques and forms. The natural and cultural resources contained in Gannan Hakka culture provide rich materials for product design. By excavating these resources, design new and unique tourism narrative cultural creative products. This provides a wide space for this design. It provides valuable guidance for product development and design. Many factors need to be considered in the process of product design. By continuously improving the added value of products, huge economic benefits can be brought to enterprises. This topic has made a comprehensive and in-depth discussion on the effective design of Gannan

Hakka cultural tourism narrative cultural creative products, and puts forward a series of innovative design concepts and strategies for Gannan Hakka cultural tourism. The development and design of tour narrative cultural creative products provide valuable reference and inspiration. The design of tourism narrative cultural creative products is the design of a materialized culture as a certain carrier.

Under the guidance of the narrative design concept, the stories, emotions and values of Gannan Hakka culture are integrated into the creative product design, which can not only meet the practical needs of consumers, but also has the function of spreading and promoting the Hakka culture. As an important branch of Chinese Han culture, the inheritance and promotion of Gannan Hakka culture not only helps to maintain cultural diversity, but also helps to enhance the international influence of Chinese culture. In addition, it has rich academic value, providing valuable cases and materials for related fields. It can also promote design innovation and academic research, and help to promote the development and improvement of the discipline. It is of great significance to the inheritance and development of our culture. Through this research, we can better explore and express the unique charm of Hakka culture, promote its inheritance and development, and at the same time provide valuable reference for the research and practice in related fields.

In order to better promote the tourism culture of Gannan, through this way, let more people understand the Gannan, and then expand the popularity of Gannan. The tourism resources of Gannan are unique and rich, among which the design of the narrative cultural creative products of Gannan Hakka cultural tourism adds ink to the tourism resources of Gannan. Let people have a deeper understanding of Gannan. Through the design and research of cultural and creative products, it can be more intuitively and vividly displayed to attract more tourists. It also helps to enhance the overall competitiveness of Gannan tourism and promote the healthy and sustainable development of tourism in Gannan. Realize the strategic goal of being a famous international tourism city as soon as possible. Promote the leapfrog development of Chinas cultural economy and ecological economy. It is also an important subject worthy of further study.

RECCOMENDATIONS

For the study of the narrative of Gannan Hakka cultural creative products, it is suggested to be more refined and classified in the future work. Through this refined research method, the key problems in research can be identified more effectively, and the comprehensiveness and depth of research can be promoted. The classified study of Hakka culture in Gannan is helpful to sort out the cultural inheritance context more purposefully and develop suitable learning media. At the same time, it is also emphasized that the research of Gannan Hakka culture needs the continuous efforts and practice of researchers to ensure the better development of the mission of cultural inheritance.

In order to fully show the guiding role of government policies, it is suggested to conduct in-depth market research, clarify the market positioning, and strengthen the standardization of operation management and market order. Establish a comprehensive development strategy integrating production, sales and research to promote industrial development. The government should increase the support for the development of tourism narrative cultural and creative products, actively support the research and development of such products, and encourage the organization of relevant design competitions to stimulate the vitality of creativity and innovation.

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