

# Study on the Translation and Application of Hakka Cultural Symbols in Heyuan Tourist Food Packaging

Fajuan Zhang<sup>1</sup>, Jie Song<sup>2,3</sup>, Li Yan<sup>2,3,\*</sup>

<sup>1</sup>Foshan Xingke Industrial Design Co., Ltd., Foshan, Guangdong, China

<sup>2</sup>Heyuan Research Institute, Guangdong Polytechnic Normal University, Heyuan, Guangdong, China

<sup>3</sup>Guangdong Polytechnic Normal University, Guangzhou, Guangdong, China

\*Corresponding Author.

**Abstract:** According to the present situation of tourism food packaging design in Heyuan area, the problems such as lack of creativity, lack of cultural connotation and single function are found out. Color elements, modeling elements and decorative elements from Hakka culture are extracted and translated into tourist food packaging by means of design semiotics, and digital media technology is integrated to focus on functional innovation of food packaging. The design strategy of Hakka cultural translation in Heyuan tourist food packaging is proposed: “Modeling transplantation and theme narrative” highlight regional characteristics. “Visual presentation and emotional resonance” gives spiritual connotation. “Hakka culture and technology integration” highlights cultural inheritance, and applies it to the design of tourism food packaging, which is conducive to the dissemination and development of traditional culture. It helps to shape a good brand image, and further realizes the cultural value and economic value of tourism food packaging.

**Keywords:** Hakka Culture; Heyuan; Tourist Food Packaging; Design Symbols; Translation

## 1. Introduction

In the context of the new era, the government emphasizes on comprehensively promoting the strategy of rural revitalization, and rural tourism, as one of the important construction contents, has also accelerated the pace of quality enhancement accordingly, and has become a common way of life for people. Tourism food, as a carrier of regional culture and folklore, can not only make tourists taste the local characteristics of the flavor, and can

enhance the effect of cultural dissemination. Therefore, tourism food packaging design in the consideration of storage, transportation and other functions to achieve at the same time, but also should reflect the unique regional culture, historical features, folk customs and so on, so as to reflect the cultural value of tourism food and emotional value, enhance the brand image, promote product sales [1].

This paper explores the intangible culture of Heyuan area, extracts the unique cultural elements, and applies the method of cultural symbols translation to the tourism food packaging design, which not only can effectively inherit and carry forward the regional culture, satisfy the spiritual needs of consumers, but also enhance the market competitiveness of the products.

## 2. Current Situation of Tourism Food Packaging Design in Heyuan Area

Located in the northern part of Guangdong Province, Heyuan is characterized by a diversity of cultures (e.g., Yuexiang, Lingnan, Dong), which have intermingled to form the unique local culture of the region. Heyuan is rich in historical relics and folk art, and has many national intangible cultural heritages, making it an excellent choice for tourism. Tourism food as an important part of tourism development, to a large extent, affects the level of development of the tourism economy. However, the current tourism food packaging design in the region still has a lot of problems, not reflecting its uniqueness, and has not yet achieved effective cultural dissemination effect.

### 2.1 Lack of Creativity in Packaging Design

Heyuan tourism food packaging is too single, basically not from the design perspective, mainly in the following aspects: (1) simple and crude, too rough. Most of the packaging

directly choose monochrome as a background, with physical pictures and simple product information. For example, some of the packaging is not sophisticated enough beautiful, lack of refinement and sublimation, in the appearance of difficult to attract consumers, in the functionality also failed to take into account the ease of operation; (2) poor security. Common food packaging materials are plastic, simple production process, not only can not increase the consumer's desire to buy, and even worry about the safety of food; (3) serious homogenization. A large number of packaging is to do repetitive work, basically the same, can not well convey the meaning, reflect the cultural characteristics, and can not enhance the interaction between the product and the consumer.

## **2.2 Packaging Design Lacks Cultural Connotation**

Tourism food packaging does not reflect the unique local culture, not fully explore and express the regional cultural elements, and cultural elements for refining and redesign. Cultural connotation can usually be expressed and embodied through the function, interactive form, shape, structure, color, texture, material and technology, and other elements, is not a simple presentation of traditional cultural elements, need to be combined with the characteristics of the times for re-interpretation, such as with the help of technological elements to enhance the interaction between the packaging and the user, so as to make the cultural dissemination effect is better. For example, some packaging is only a physical picture and product information to design the packaging, which only has the basic sealing and transportation functions, and lacks cultural output. If there is no corresponding text, there is no way to recognize it as a specialty of Heyuan, which makes the product lack of cultural value, and does not create emotional resonance with consumers, thus making it difficult to create a gap with other competing products [2].

## **2.3 Packaging Design Function is Too Single**

Merchants are more concerned about the sales volume of products, ignoring the importance of food packaging design, generally believe that the cost is low, can be basic to save good food

can be, often shoddy, food packaging is in fact the most important image of the food representatives, poor packaging will reduce the consumer's trust, which in turn affects the sales, so as to weaken the profitability of the sale of space. Some food just use the original vacuum packaging and simple information, making the product tends to be popular, lack of recognition, resulting in low visibility. Because of the lack of attention to the design of food packaging, the functionality of the packaging also appears to be relatively single, mostly only for the protection of food and convenient transportation, without taking into account the diversity of packaging functions, such as ornamental, interactive, reuse, fun and so on.

## **3. The Significance and Value of the Combination of Regional Culture and Tourism Food Packaging Design**

Regional culture refers to the culture arising from a specific natural environment, a specific historical background and the precipitation of a unique culture, with strong regionality, tradition and uniqueness [3]. Because of the vastness of our country, there is a diversity of cultures. Regional culture also has economic nature, promote the development of local economy, will also enhance the local influence and competitiveness; regional culture also has social nature, through long-term dissemination and development, can strengthen the cohesion between different ethnic groups and cultural identity, strengthen the social interaction between people. The combination of regional culture and tourism food packaging design can enhance the added value of the product, create a good brand image, improve the economic value and cultural value [4].

(1) Favor the dissemination of regional culture. Tourists as the main consumer group of tourism food, its purchase of products is to let friends and relatives taste the specialties, the regional culture into the packaging design not only make them understand the local culture, but also achieve the purpose of cultural dissemination.

(2) Favorable to enhance the value of tourism food. Cultural symbols through the refinement, translation with unique shape and visual symbols, enhance the aesthetic experience of consumers, excellent tourism food packaging design can even be called a work of art, giving the product artistic value.




On the whole, the integration between the two creates and generates higher value, the regional culture has gained the channels and ways of dissemination, promoting the culture to keep pace with the times; enhances the economic value and cultural value of the products, consumers not only satisfy the material needs, but also satisfy the spiritual needs, and arouses people's memories and local sentiments.

#### 4 Extraction and Interpretation of Hakka Cultural Symbols in Heyuan

The so-called translation refers to the special act of translation in which one language is translated into another under the effect of the mediator's language [5]. Translation of regional cultural symbols refers to the discovery and extraction of cultural elements from the regional culture, and the recreation and application of them in the design to make the design have local unique style. Translation of regional cultural symbols refers to the discovery and extraction of cultural elements in the regional culture, re-creation in structure, material, color, pattern, etc. and applying them to the design, so that the design has a unique local style [6] The overall translation process is

shown in Figure 1. Based on the intangible cultural heritage, this paper translates representative cultural elements into visual symbols through the methods of isomorphism, metaphors, symbols and reorganization, and applies them to the design of tourism food packaging, as well as integrating technological means to enhance the interaction with consumers in keeping with the times. The extracted regional cultural symbols of Heyuan are shown in Table 1.

Table 1. Extraction of Regional Cultural Elements of Heyuan

Regional culture	Picture	Cultural connotation	Element extraction
Four turret building		Defend against enemy, Shelter from disaster	Structure, sculpt
Zhongxin lantern		All trades are flourishing, be well fed and clothed	Sculpt, colour, decorative patterns
Traditional Chinese opera		Praising virtue and punishing vice, patriotic and loyal to the throne	Colour, dress patterns

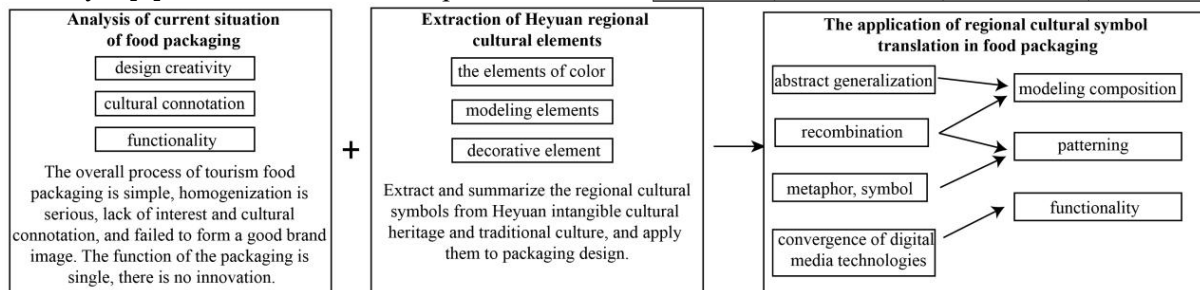


Figure 1. Process of Translating Regional Cultural Symbols in Food Packaging Design

#### 4.1 Color Element Extraction

Heyuan area has many intangible cultural heritage, such as purple and gold flower drama, Zhongxin lantern, Duntou blue textile technology, etc., which are famous for their colorful coordination and diversified decoration. Zijin Huachao Opera is an organic combination of folk music and folk culture. The costume is a stylized dress. Different costumes correspond to different roles, and are set off against the stage lighting and environment. Red, yellow, blue and green are representative colors, which can be refined for innovative applications. Zhongxin Lantern is mainly red, which means happiness, auspiciousness and happiness. It is also

representative of the sex color system, and is widely used.

#### 4.2 Extraction of Modeling Elements

Four Corner Building is a representative of the characteristic architecture of Heyuan area, in which Linzhai ancient village is known as China's largest four corner building complex, is a typical Hakka style, the original intention is to resist foreign aggression and military defense, but also a happy life and family prosperity and development of the manifestation. The Four Corner Buildings consists of two parts, one is a low building in the center, and the other is a higher corner building around it, with a strong contrast between high and low, rich in layers and

distinctive features, which are very representative of the regional cultural elements. In addition, Zhongxin lanterns are also a model of local culture, in which the local people have injected the culture of filial piety into them, which contains a rich humanistic spirit and folk customs. The structure and construction of the lanterns are also quite distinctive, the structure has four corners, six corners, eight corners, twelve corners, which signifies a four-way traffic, the author extracted the square lantern cover and body structure, which can be combined with the four-cornered building structure for the design of food packaging in the form of a heaven and earth cover.

#### **4.3 Decorative Element Extraction**

The decorative patterns on Zhongxin lanterns are mainly in the form of painting and paper-cutting. Most of the themes are folk stories, folk activities and folk beliefs, and the decorative patterns include animals, plants and people. The decorative elements symbolize good luck and happiness, and they convey people's good wishes and expectations, praying for a good year of life, a rich life, and peace in the people. Among them, the pattern of curly grass symbolizes endless life and harmony; the pattern of flowers and butterflies symbolizes prosperity and blossoming; the pattern of dragons and phoenixes symbolizes nobility and auspiciousness, auspiciousness and festivity; and the pattern of lotus and fish symbolizes a good year of surplus and plenty of food and clothing. At the same time, some decorative elements can also be extracted from the natural scenery and traditional architectural style of Heyuan area, which can be extracted and designed in combination with the specific content of the package.

The above extracted color, shape and pattern elements are decomposed, broken up and reconstructed, and new visual language and symbols are constructed by applying the design means and modern technology of exaggeration, contrast, intensification and reproduction. In the translation of cultural symbols, typical representative elements with regional characteristics are selected, and new symbolic elements are formed when they are decomposed and reconstructed, and then translated into various fields for expression, so that the intangible humanistic spirit is infiltrated into the expression of the regional

cultural characteristics of Hengyuan at the same time [7] (c) The use of digital media technology to realize culture online and to enhance emotional resonance with consumers. In addition to visual communication of culture in print, digital media technologies can be added to realize culture online and enhance emotional resonance with consumers.

### **5. Application Strategies of Hakka Cultural Symbol Translation on the Packaging Design of Tourist Food in Heyuan**

#### **5.1 “Stylistic Transplantation + Thematic Narrative” Highlighting Regional Characteristics**

The basic function of food packaging design is to facilitate food protection, storage, transportation and display, in the case of practical value can be satisfied, can clearly reflect the cultural characteristics and regional characteristics is the icing on the cake, can meet the spiritual needs of consumers. First of all, it is the design and expression of the shape, which can best visualize its value. The elements extracted above are designed by breaking up and reorganizing, and the Hakka cultural symbols are translated into the packaging design of Heyuan tourist food. The design process is based on the simplicity and generosity of the shape, the refinement of the processing technology, and the reduction of costs and efficiency as the starting point, highlighting the practicality of the product packaging, and at the same time reflecting the cultural value of the product. The integration of architectural elements and lantern elements, the cultural connotation of Heyuan, and the stories and events of Hakka culture, presenting a new form of expression through a thematic narrative, constitutes a tourism food packaging with both culture and design.

#### **5.2 “Visual Presentation + Emotional Resonance” to Give Spiritual Connotation**

Heyuan tourism food packaging design taking into account the dissemination of Hakka culture, the use of motifs that can represent the regional characteristics of Heyuan and folk culture of representative colors, visually evoke people's memory of Heyuan Hakka culture, while also highlighting the food information. In the Hakka culture, we select the characteristic architecture, non-heritage culture

and spiritual culture to extract patterns and colors for generalization and combination design to fully express the beauty of the region. The patterns and colors extracted from the non-heritage culture are shown on the food packaging to increase the consumers' intuitive feeling and produce emotional resonance.

### 5.3 “Hakka Culture + Science and Technology Integration” Highlights the Cultural Heritage

Hakka culture should be properly integrated into the design of food packaging to show the local stories, sites and Hakka spirit. By extracting Hakka regional cultural elements and presenting them in the form of jigsaw puzzle, as an interactive experience, consumers will get more satisfaction and food packaging will have more added value. Through VR technology, we can have a deeper understanding of cultural resources, make these non-material cultures readable, and meet the emotional needs of the public for Hakka culture, so that they can gain gains and insights.

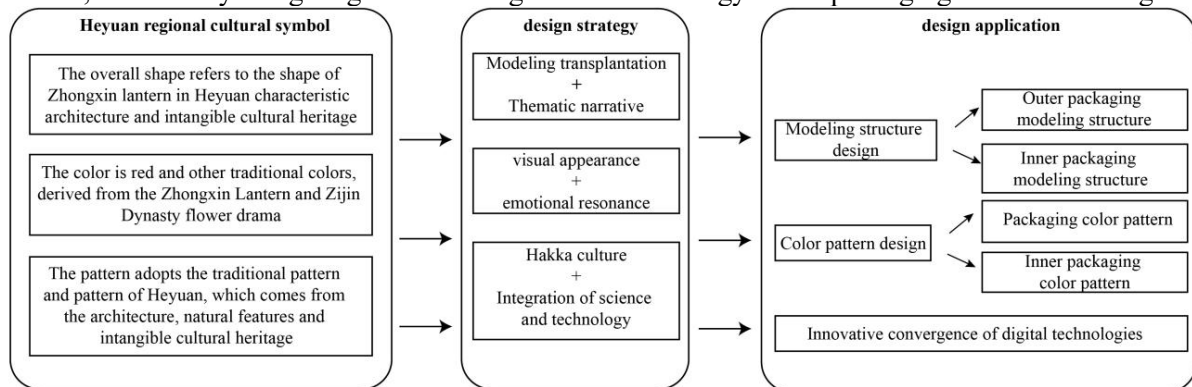


Figure 2. Packaging Design Application Process

### 6.1 Innovative Design for Modeling and Structure

Packaging in the shape of the design should consider the practicality, from the unique style of Heyuan area in the four corners of the building to extract some of the modeling elements, and at the same time to extract some of the characteristics of the language of the lanterns, the combination of the two to carry out the shape of the packaging design. The outer package is designed in the form of a gift box with a heaven and earth cover, while the inner package is designed in the form of a separate box. Overlooking the whole four corners of the building is a six-panel form, top view of Figure 3, the whole has six

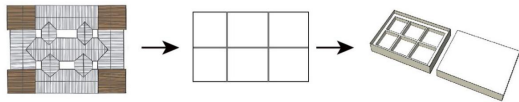
In addition, it also increases the artistic value of food packaging, making Heyuan featured food cultural heritage, inheriting and carrying forward Hakka culture.

### 6. The Innovative Application of Hakka Cultural Translation in Tourist Food Packaging Design in Heyuan

The author chooses “four treasures of Heyuan” in tourism food for packaging design, “four treasures of Heyuan” are peanut soft candy, sesame soft cake, coconut ginger soft cake and nut soft cake, as a Hakka specialties by the majority of consumers, but its packaging also exists in the above mentioned shortcomings, packaging, simple technology, lack of cultural connotation, the author will be based on the cohesive design strategy for its packaging innovation design (see Figure 2). However, its packaging also has the above mentioned deficiencies, simple packaging, simple technology, lack of cultural connotation, the author will be based on the condensed design strategy for its packaging innovation design.

compartments, each compartment is designed as an independent box, respectively placed in the “four treasures of Heyuan” four kinds of food. It evokes the consumers' love for the unique architecture and intangible cultural heritage of Heyuan, not only highlights the architectural characteristics of Heyuan Sijiaolou, but also makes the package more beautiful, and can even be used as a decorative object to view. The overall shape design is shown in Figure 4. In the use of materials, the choice of rigid carton, with the advantages of biodegradable, recyclable and low cost, and at the same time, more expressive of the distinctive architectural charm of Heyuan. Food packaging should not only save the function of transportation, but also with the

consumer to establish emotional interaction [8].



**Figure 3. Top View of the Quadrangle and Stylistic Overview**



**Figure 4. Overall Package Design Practice Diagram**

### 6.2 Color Pattern Design

Color pattern as a specific display and carrier of culture, not only can better highlight its core, but also bring us visual shock, enhance the overall cultural atmosphere, and effectively improve the added value of the product [9]. The color choice is based on the red color extracted from Zhongxin lantern to design the inner package. The color selection is based on the red color extracted from Zhongxin lanterns to design the inner packaging, in traditional Chinese culture, red is a distinctive symbol, representing festivity, good luck and enthusiasm, visually warm, superimposed on pink and blue to match. Lime green is the main color of the packaging design, superimposed on the blue and yellow to match. Blue is a kind of well-being, peaceful color, representing stability and open-mindedness, green symbolizes health and hope. Overall cold and warm colors complement each other, making the picture rich in layers and highlighting the meaning. The inner packaging pattern in the form of illustrations to show the main ingredients of food, highlighting the characteristics of food, inner packaging show see Figure 5. outer packaging pattern selection of Heyuan characteristics of architectural patterns and landscape patterns to generalize, exaggerated artistic approach to show the decoration, again reflecting regional characteristics, enhance the visual perception of the characteristics of the tourism food packaging, so that the packaging is beautiful and texture. Color and pattern can directly

reflect the regional culture, so that the product's relevant information intuitively displayed [10]. See Figure 6 for a display of the outer packaging.



**Figure 5. Inner Packaging Display**



**Figure 6. Outer Packaging Display**

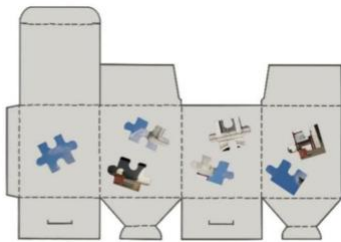
### 6.3 Innovative Integration of Digital Technologies

In terms of integration with digital media technology, VR technology is selected to realize intelligent interaction between consumers and products. Elements such as Hakka historical stories, the production process of intangible cultural heritage or characteristic landmark buildings are made into a puzzle (see Figure 7), and they are printed inside the inner packaging after being broken up. Consumers can remove each piece of the puzzle according to the dotted line on the inner packaging (see Figure 8), After all the fragments are taken down and put together into a complete picture, the mobile phone can scan the picture to present a virtual scene. The information scanned from different pictures is different, which makes consumers have a pleasant feeling of opening the blind box. The interaction between consumers and products is strengthened through digital media technology, and the interest and dialogue in food packaging are emphasized. At the same time, the happiness and satisfaction of consumers are increased, and the communication and exchange of culture are strengthened [11]. The program will allow more people to learn about

the intangible cultural heritage of the Heyuan region as well as the history and culture of the Hakka people.



**Figure 7. Jigsaw Mock-up**



**Figure 8. Display of the Interior of the Package**

## 7. Conclusion

The development of tourism makes the regional culture more widely spread, tourism food packaging should reflect the unique regional culture. At present, the packaging design of tourism food lacks creativity, is less infused with cultural connotations and businessmen do not pay attention to the packaging design of food, resulting in a single functionality of food packaging, which fails to fully utilize the economic value of regional culture. By extracting the color, shape and pattern elements from intangible cultural heritage and translating them to design the packaging of tourism food, the interactive experience between consumers and products is also taken into account. Exploring the local culture from a new perspective promotes the development of regional culture and the formation of a competitive brand image, which is a win-win situation for the further realization of cultural dissemination and the development of tourism food. Since the author's research on Heyuan local culture is not deep enough, the design ideas and application strategies are not perfect, and further research is needed to

optimize the design strategies in the future.

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