



作品簡介

「義」在「民」間



現在快步調的社會節奏當中，很少人會願意停下腳步看看台灣傳統習俗，傳統習俗好像是只存在於老一輩的口中，為了使文化不沒落，我們將停下腳步帶大家看看台灣百年傳統習俗"客家義民節"。

我們認為義民祭的宣傳並不足夠使年輕族群增加，但今年的義民祭做出了許多創新，如：環保神豬、環保水燈等，就是希望讓更多年輕人認識歷史（資料源自：天天要聞），所以我們希望透過這篇研究來發想如何打入年輕人的市場。

本組為了推廣義民祭，做出以下分析



STP 步驟	實例	
市場區隔 (Segmenting)	統計變數	●16-25歲佛教信仰
	地理變數	●中壢、平鎮
選擇目標市場 (Targeting)	中壢和平鎮的青壯年佛教	●足量性：區域內的居民支配所得能力高
產品定位 (Positioning)	品牌定位及價值	●讓更多人了解傳統義民文化，結合傳統與創新的商品發揚光大義民活動

本小組根據義民祭實際情況，整合出了以下建議

- (一) 做出盡量貼近現代年輕人會感興趣的公仔，比如結合K-pop等流行元素
- (二) 聯合政府加強宣傳，108課綱推出本土語言教學，可將義民祭編入課本，一邊學，一邊將活動推廣至更多年齡圈






introduction

Justice among the people

"We believe that the promotion of the Martyrs' Day is not sufficient to attract younger generations, but this year's Martyrs' Day has introduced many innovations, such as environmentally friendly offerings and lanterns, aiming to familiarize more young people with history (sourced from: Daily News). Therefore, through this study, we hope to brainstorm ideas on how to appeal to the youth market.

In today's fast-paced society, few people are willing to pause and explore traditional Taiwanese customs. It seems that these customs only exist in the mouths of the older generation. In order to prevent cultural decline, we will pause and invite everyone to explore the century-old tradition of the Hakka Martyrs' Day in Taiwan."

Our group has conducted the following analysis in order to promote the Martyrs' Day celebration:

STP steps	Example 	
Segmenting	statistical variables	●16–25 years old Buddhist beliefs
	geographical variables	●Zhongli, Pingzhen
Targeting	Buddhism among Young Adults in Heping Town, Zhongli	●Sufficiency: residents in the area have high ability to control their income
Positioning	Brand positioning and value	●Combine traditional and innovative products to enhance the Martyrs' Day celebration.

Our team has consolidated the following recommendations based on the actual situation:

(一) Create figurines that appeal to modern young people as much as possible, such as incorporating popular elements like K-pop.

(二) Collaborate with the government to enhance promotion. With the implementation of the 108 curriculum guidelines promoting native language education, the Martyrs' Day celebration can be integrated into textbooks. This way, while learning, the event can be promoted to a wider age range.

