PERFORMING ARTS IN WEDDINGS

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ABSTRACT
The purpose of this research paper is to study the characteristics of performances that appear at weddings on online platforms. It aims to analyze the types and formats, content of performances, music and sound effects, as well as the areas and time periods presented. The research uses the method of studying data from documents, still images, and video clips published on online platforms. The data is categorized and analyzed according to the specific issues. The results of the study aim to show the variety of performances used in weddings. Performances related to traditions and rituals: 1.The ceremony of the betel nut procession, 2) The ceremony to welcome the wedding procession, 3) The wedding couple's introduction ceremony The ceremony to introduce the couple, 4) The water-pouring ceremony to bless the bride and groom The Khan Dok dance performance, and 5) Ceremony to celebrate with the bride and groom Celebration ceremony with the bride and groom. Each form of performance has different presentation characteristics depending on the content. Music, costumes, space, and time of the event Exhibits can be used as a guide for performance design for wedding performance businesses, as well as performances related to life traditions. Context of the event Guest needs and audience experience.
Keywords: Performing Arts, Weddings

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INTRODUCTION

Performing arts are artistic and cultural elements that convey societal stories, beliefs, values, and identities through movement, music, song, and drama (UNESCO, 2026). In Thai society, they are associated with traditions, rituals, and festivals, including weddings, which are important family events. Charoenrat and Charassri (2017) explain that performing arts reflect social and cultural contexts through movement, music, costumes, and performance space.

Performing arts in weddings encompass various forms, including Thai dance, musical performances, singing, and contemporary performances. These performances create memorable experiences and aesthetic value for attendees. Their forms and presentation can be adapted to the newlyweds' concepts, venue styles, ceremony formats, and organizers' needs. Elements such as movement, music, costumes, and performance space contribute to communicating meaning and enhancing audience experiences (Charoenrat & Charassri, 2017). Thus, wedding performances provide opportunities for creativity and adaptation to the event's context.

Traditionally, performances at Thai weddings were associated with customs and rituals, including music and singing. According to (UNESCO, 2026), music and performance are part of rituals and celebrations, including wedding ceremonies. As wedding formats have evolved with social and cultural changes, performances have become more diverse, encompassing traditional presentations, contemporary adaptations, and performances designed specifically for newlyweds.

The growth of online platforms such as YouTube, Facebook, Instagram, and TikTok has enabled wedding performances to be recorded and widely disseminated. Huttayavilaiphan (2024) suggests that social media facilitates the presentation and exchange of cultural content through images, videos, and various communication formats. Consequently, wedding performances continue to develop in response to organizers' needs and changing social contexts.

Despite the diversity of wedding performances, information about their characteristics, types, and presentation formats on online platforms remains scattered and is often presented for public relations rather than systematic academic analysis. Although digital platforms facilitate cultural communication and the development of performances that combine traditional and contemporary elements, further study is needed to understand these changes within wedding contexts.

Therefore, this study examines the characteristics of performances appearing at weddings on online platforms, focusing on their forms, types, content, and presentation styles. The findings aim to provide information that can guide performance design and management in the wedding entertainment business and related performance industries.

LITERATURE REVIEWS

1) Performing Arts

Performing arts are artistic and cultural expressions communicated through movement, dance, singing, music, and theatrical performance. They convey human thoughts, emotions, beliefs, and experiences while relating to rituals, celebrations, and social activities (UNESCO, 2026). Beyond entertainment, performing arts communicate cultural meanings and reflect relationships between performers, audiences, and performance contexts. In weddings, performances may honor traditions, create joy, and express the preferences and identities of newlyweds. Therefore, analysis should consider performance types, movements, music, content, and presentation contexts.

2) Weddings as Rituals and Social Events

Weddings are social events marking changes in personal status, establishing family relationships, and expressing cultural values through ceremonies and celebrations. (UNESCO,

2026). explains that social practices, rituals, and festive events relate to significant events in individual and community life and may involve words, songs, dances, costumes, and symbolic elements.

The zaffa in the traditional wedding, inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity in 2025, illustrates how processions, rituals, music, dance, and family celebrations communicate cultural meanings and create joy (UNESCO, 2025).

Wedding performances may occur during the betel nut procession, guest reception, newlyweds' entrance, blessings, and wedding banquets. Their functions may differ according to the ceremony's purpose. However, these functions must be determined from actual case-study evidence rather than inferred from performance types alone.

3) Styles and Elements of Wedding Performances

Performance analysis considers the relationships among movement, music, content, costumes, space, and audience communication. (UNESCO, 2026). identifies elements such as musical instruments, costumes, accessories, scenery, and performance props. This study applies four analytical aspects:

3.1 Types and Formats of Performances: Classifies Thai dance, folk dance, general dance, musical performances, singing, contemporary performances, and flash mob dances according to observable characteristics, including performers, movements, group formations, and presentation methods.

3.2 Content Characteristics: Examines stories, concepts, emotions, and messages, including auspiciousness, joy, love, family relationships, blessings, and guest entertainment.

3.3 Music and Sound Effects: Examines music, background sounds, rhythm, vocals, and their relationships with movement and atmosphere, including Thai, folk, international, contemporary, and prerecorded music.

3.4 Presentation Space and Timing: Examines performance locations, such as procession routes, reception areas, main stages, and banquet spaces, together with the timing and function of performances within the wedding sequence.

These four aspects provide a framework for categorizing still images and online videos and comparing different performance cases.

4) Research and Related Documents

4.1 UNESCO: Performing Arts. Provides definitions and explains the relationships among music, dance, drama, rituals, celebrations, costumes, and musical instruments. It supports the definition and classification of performance elements.

4.2 UNESCO: Social Practices, Rituals and Festive Events. Explains the cultural significance of social practices involving music, dance, costumes, and ceremonial processions (UNESCO, 2026), supporting analysis of performances within wedding ceremonies.

4.3 UNESCO: The Zaffa in the Traditional Wedding. Documents a traditional wedding procession involving rituals, music, dance, and community celebrations, demonstrating the social and cultural significance of wedding performances (UNESCO, 2025). As an example from another culture, it provides a comparative perspective rather than direct evidence of Thai wedding practices.

4.4 Flash Mob: A Multidisciplinary Review (2021). Reviews the use of the term *flash mob* across different studies and its relationships with communication technologies and social media. It highlights the diversity of flash mob activities and the importance of examining their characteristics before classification. This framework supports the analysis of flash mob dances recorded and shared on online platforms.

Overall, these sources support the study of performing arts, their relationship with rituals, and the role of digital media in disseminating performances. However, they do not establish which performance types are most common at Thai weddings or when they occur most frequently.

These findings must be determined through the data collection and analysis conducted in this study.

RESEARCH METHODOLOGY

The research on "Performing Arts in Weddings" is a qualitative study that examines data from documents and online media during wedding ceremonies, from the procession to the wedding celebration. The research tools used include performance data recording forms, analysis and observation forms, and content analysis to categorize types, forms, content, music, and sound effects, as well as the presentation space and style. The research findings are then presented through descriptive analysis along with illustrations to explain the characteristics and trends of performing arts that appear in weddings on online platforms.

RESEARCH RESULTS

Based on the study of the data on performing arts that appear at weddings on online platforms. The researcher found that performing arts are used as part of a variety of wedding activities and ceremonies. Both in the form of performances that inherit traditions and cultures, as well as performances that are applied in accordance with contemporary concepts and tastes (UNESCO, 2026); Charoenrat & Charassri, 2017). The atmosphere of the event The location and needs of the newlyweds The characteristics of the performances found can be classified into the following key points:

1) Types and Formats of Performances

Wedding performances include Thai dance, folk dance, dance, musical performances, singing, contemporary performances, and combinations of artistic disciplines. They create entertainment, a joyful atmosphere, and memorable experiences. Thai and folk dances emphasize delicacy and cultural traditions, while contemporary performances focus on mobility and audience preferences. UNESCO explains that performing arts encompass music, singing, dance, and drama, which can be integrated into social events and festivals.

2) Content and Concepts of Performances

Performance content reflects love, relationships, family happiness, and the beginning of married life. Some performances incorporate the newlyweds' stories and memories, creating uniqueness and communicating personal meaning. Auspiciousness is also an important concept. Thus, wedding performances communicate emotional, social, and cultural meanings through songs, dances, costumes, and symbolic actions (UNESCO, 2026).

3) Movement Characteristics and Gesture Design

Movement and gesture design vary according to performance type and purpose (Chumphon Chanama & Wichuta Wuthatit, 2021). Thai and folk dances emphasize delicacy, continuity, and coordinated movements, while contemporary performances emphasize mobility and varied gestures. Some performances incorporate lyrics or the newlyweds' stories to create interaction and uniqueness. These findings reflect the samples studied and do not imply that all performances share identical characteristics.

4) Music and Sound Effects

Music determines rhythm, mood, and atmosphere. Thai music, contemporary Thai music, international songs, and songs meaningful to the newlyweds are used according to the performance concept. Slow music supports romantic presentations, while fast music encourages enjoyment and audience participation. Mixing songs can create continuity and emotional variety. Music selection should consider content, presentation time, and venue restrictions (UNESCO, 2026).

5) Costumes and Visual Elements

Costumes support the performance image and concept through colors, patterns, materials, and accessories. Scenes, props, lighting, and spatial arrangements enhance visual appeal and

communicate meaning. These elements should be coordinated aesthetically and suit the venue and performers' movements (UNESCO, 2026).

6) Presentation Space and Format

Performances take place on banquet stages, in dining areas, outdoors, and in ceremonial spaces. Spatial arrangements influence performer placement, movement direction, and audience distance. Mobile and interactive performances require safe movement paths. Presentation timing may include welcoming guests, processions, the newlyweds' entrance, blessings, and banquet entertainment. Effective management requires coordination between performance type, space, and event sequence (UNESCO, 2026).

7) The Role of Online Platforms

Online platforms disseminate wedding performances through photographs, short videos, and event recordings, allowing newlyweds and interested audiences to compare performance concepts and presentation styles. Short videos often highlight distinctive moments, such as synchronized movements, music changes, the newlyweds' entrance, and audience reactions. Salminen et al. (2024) examined visual, audio, and content elements associated with engagement on TikTok. However, their study did not specifically examine wedding videos, so its findings cannot directly confirm that all wedding performance videos follow the same format.

8) Common Characteristics of Wedding Performances

Wedding performances share three main characteristics: creating entertainment and atmosphere (Here Comes the Guide, n.d.); communicating love, family relationships, auspiciousness, and goodwill (Charoenrat & Charassri, 2017); and establishing a unique event identity by adapting performance types, gestures, music, costumes, and presentation styles to the newlyweds' personalities, preferences, stories, and event concepts.

Based on the results of the above study, The researchers synthesized that the performing arts in weddings have various characteristics and can be adjusted according to the context of the event. From the application of existing performance styles to the application or creation of new styles to suit the needs of the newlyweds. Mixing artistic elements as well as disseminating through online platforms. This makes the performance accessible to a wide audience and those who are planning the event (UNESCO, 2026). The results of this study can be used as a preliminary information for the design and planning of wedding performances. It takes into account the type of performance, content, time of presentation, space, budget, and the needs of the employer. However, Conclusions about the most common types of performances or the most frequently exhibited periods need to be further determined by the number and characteristics of the samples collected systematically.

1) The ceremony of the betel nut procession

Ram Klong Yao is a traditional music and dance performance characterized by a procession where performers move along with the procession to the wedding ceremony site. It includes both long drum players and rhythmically active dancers, emphasizing movements in sync with the drumbeat. This performance uses body movements to accompany lively music, allowing performers to dance and move along with the wedding procession to create a festive atmosphere and encourage participation from attendees.

Music and sound accompanying the performance

The music accompanying the performance emphasizes the long drum rhythm along with percussion instruments to create a fun atmosphere and stimulate the parade's ambiance. The music for the long drum dance features the long drum as the main instrument for setting the rhythm, accompanied by percussion instruments such as cymbals, gongs, and clappers. There may also be flutes or other instruments depending on the performance group. The music has a lively, energetic, and exciting rhythm, helping the performers move and dance in sync with the music.CostumesThe costumes of the long drum dancers in Thai weddings vary according to

the style of the performance troupe, local customs, and the nature of the event. They often emphasize beauty, vibrant colors, and agility to suit the movements accompanying the long drum rhythm, especially during the procession of the wedding gifts.
The segment presented at the wedding and the performance area
The performance is presented during the procession of the wedding entourage entering the ceremony area, where the performers can dance along the designated path. Therefore, the performance area is a moving space, such as a walkway, an outdoor courtyard, or the front area of the ceremony venue, depending on the layout of the venue and the event arrangement.

2) The ceremony to welcome the wedding procession

The performance of the "Fawn Ean Kwan" dance
The performance of Fon En Kwan: Characteristics of the dance
Fon En Kwan is a traditional Isan dance inspired by the Baisri Su Kwan ceremony, symbolizing welcome, goodwill, and auspiciousness. When used in the welcoming ceremony for the wedding procession, it can be performed as a group dance with graceful and synchronized movements to create an atmosphere of joy and auspiciousness for the bride and groom and their families. The style and duration of the performance depend on the nature of each event.Music and sound effects of the performance
The Fon Ean Kwan dance uses traditional Isan folk music as an integral part of the performance, with rhythms and melodies that facilitate graceful and synchronized movements of the dancers. It also helps create an atmosphere of joy and auspiciousness, aligning with the meaning of welcoming the wedding procession. The musical instruments and sound styles may vary according to the performance format, and should be considered based on the clips or media used for study.
CostumesThe performers of the "Fon Kwan" dance in the welcoming ceremony for the wedding procession often choose costumes that reflect the unique identity of Isaan culture. These may include traditional shirts, "pha sin" (a type of sarong), and shoulder wraps or "pha sai" (a type of shawl), adorned with accessories that suit the style of the performance. The costumes emphasize politeness, beauty, and harmony with the dance movements to promote an image of hospitality and auspiciousness. The style, colors, and details of the costumes may vary according to the performing group and the event organizers.
The segment presented at the wedding and the performance area
The "Fon Euan Kwan" dance can be presented during the welcoming ceremony of the wedding procession. The performance is organized before the groom's procession enters the ceremony area to convey a warm welcome and good wishes to the couple. The performance area may be at the entrance or along the path the procession passes through. The dancers are arranged to welcome the procession according to the suitability of the space and the event's format. The timing and location of the performance depend on the event organizer.

3) The wedding couple's introduction ceremony The ceremony to introduce the couple

Creative performance: Memories of the Garden
Performance style
The opening performance of the bride and groom, titled "Memory Of The Garden," is a blend of performing arts with the concepts of nature, imagination, and romance. The performers are dressed as butterflies and flowers, arranged at various points within the venue. As the music begins, the performers gradually appear and move onto the stage, creating an atmosphere reminiscent of a living flower garden. In the final moments, the bride and groom hide behind the performers before a short poem is recited, leading to their official introduction.
CostumesThe costumes of the actors in the "Memory Of The Garden" series are inspired by nature, particularly flower gardens, plants, and the beauty of blooming. This is reflected through the use of large flower-shaped headpieces, as well as a diverse color palette including

green, pink, yellow, orange, and white, which are key elements in creating the image of an imaginary flower garden.The segment presented at the wedding and performance area
The performers are positioned beside and behind the couple to create a frame and highlight the couple's identity, which is the focal point of the presentation. The performance emphasizes beauty, excitement, and the creation of a celebratory atmosphere rather than presenting a sequential story.

4) The water-pouring ceremony to bless the bride and groom The Khan Dok dance performance

Performance style
It is a performance of Lanna traditional dance that emphasizes the grace and beauty of the dance movements. The female performers dance in front of the bride and groom, scattering flower petals to convey congratulations and blessings, in harmony with the atmosphere of love and auspiciousness in the wedding ceremony. The dance movements highlight the softness and delicacy of hand, arm, and body movements, along with head tilting and continuous movements in sync with the rhythm of the performance. The scattering of flower petals serves as an additional element that enhances the beauty and conveys good wishes to the bride and groom.
Music and sound effects
The Khun Dok dance performance generally uses Lanna folk music, which has a gentle and melodious rhythm, to enhance the graceful and synchronized movements. However, from the image alone, it is not possible to clearly identify the musical instruments or the melody used in this performance.
CostumesThe performers wear traditional Lanna costumes, consisting of pink garments and a woven sarong with Northern Thai patterns, along with styled hair adorned with flowers or headpieces. The attire features soft colors, symbolizing gentleness, beauty, and the uniqueness of Lanna culture. Meanwhile, the bride and groom are dressed in exquisite and elegant outfits, befitting the significance of the wedding ceremony.
The segment presented at the wedding and the performance area
The Khun Dok dance performance is held during the water-pouring ceremony to bless the bride and groom, using dance and flower petal scattering to convey joy and auspiciousness. The performance area is located in front of the bride and groom within the banquet hall, using the space between the couple and the guests as the performance area. This arrangement facilitates the movement of the performers and the viewing experience of the guests, while also harmoniously blending Lanna performing arts with the wedding ceremony.

5) Ceremony to celebrate with the bride and groom Celebration ceremony with the bride and groom

Performance style
Flash Mob dance performances are contemporary dance shows that emphasize group dancing. The performers may start with informal dancing before gradually joining together to surprise the attendees. The performance focuses on movements that align with the music's rhythm, fun choreography, and the participation of the bride and groom with the guests to create an atmosphere of happiness, warmth, and impression. It also reflects the creative adaptation of modern performance styles to wedding celebrations.
Music and sound effects of the performance
The music used in Flash Mob dance performances is often contemporary songs with lively, exciting rhythms and continuous melodies. It emphasizes clear beats to allow performers to move and dance in unison. The music may be edited or combined with various styles to create novelty and enhance the performance's appeal. Additionally, the music serves to stimulate the emotions and feelings of the audience, creating an atmosphere of joy and excitement, and promoting harmonious participation among the couple, performers, and guests at the

celebration.CostumesCostumes for Flash Mob performances often emphasize contemporary styles that are agile and suitable for movement and dancing to the rhythm of the music. Brightly colored clothing or coordinated designs among the performers may be chosen to create unity and standout presence in the performance. Additionally, the costumes can reflect the personalities and identities of the performers, as well as the joyful and festive atmosphere of the celebration with the newlyweds.The performance segment at the wedding and the performance area

It can be performed on the dance floor, in front of the stage, or in the central area of the banquet hall without the need for a traditional performance stage. Wedding planning resources indicate that a Flash Mob is one of the live performance forms that can be used to create entertainment and memorable moments within a wedding.

DISCUSSION & CONCLUSION

This study found that performances at weddings on online platforms are diverse in form, content, and function. They create an atmosphere, make memorable impressions, and communicate the stories and relationships of newlyweds through singing, live music, dancing, dance duets, Thai dance, surprise performances, and performances reflecting cultural identity. These findings indicate that performances are an important part of designing guests' experiences.

Regarding the selection of performances, newlyweds play a significant role in determining performance styles according to their preferences and personal stories, such as meaningful songs and dancing together. Friends and family members also contribute, particularly through surprise performances that require planning, rehearsal, and coordination.

Musical performances and dance, especially singing and live music, are prominent because they can be adapted to different wedding formats and levels of formality. Live music is particularly common during banquets, where bands and solo artists can adjust their presentations to suit the atmosphere and encourage audience participation.

These findings suggest that wedding performance providers should prioritize personalized services rather than fixed performance packages. Services can be organized according to event periods, including welcoming guests, performances for newlyweds, banquets, surprise performances, and after-parties. Personalized performance experience design should integrate music, choreography, performers, costumes, lighting, sound, and presentation sequences with the newlyweds' stories and preferences.

Furthermore, online platforms influence how clients discover and select performances by providing images and videos of actual presentations. They also serve as promotional and marketing channels through which service providers showcase their work and establish business credibility. Therefore, online platforms function both as sources of inspiration for clients and as important tools for promoting wedding performance services.

In addition, the results of the study lead to the following issues: Guidelines for Performance Management and Wedding Performance Business In other words, the service provider should focus on designing the show to suit the needs of the newlyweds rather than presenting a fixed list of performances. This may be developed into a service model that can be selected according to the time of the event, such as performances for the reception period, performances for the newlyweds, performances for the banquet period, and surprise performances or After Parties. This approach allows the performance to meet the specific needs of the employer and provides opportunities for entrepreneurs to develop services in a manner that is consistent with the needs of the newlyweds. "Personalized performance experience design" consists of designing music, choreography, choreography, performers, costumes, lighting, sound, and presentation sequences in relation to the story of the newlyweds. Online Platforms The study found that online media plays an important role in

the perception and selection of performances by employers because they can present images and videos of actual performances. It is also a space for service providers to present their work and build credibility for the business. Therefore, online platforms are related to the performance business in two ways: a source of inspiration for employers and a public relations and marketing channel for service providers. Therefore, presenting works through images and videos can be an important factor in building an understanding of performance styles and making it easier for employers to compare preferred formats.

Performing arts in weddings are diverse in terms of genre, content, movement, music, costumes, space, and presentation methods. The performance style is adapted to the concept of the event and the needs of the newlyweds. The results can be discussed as follows:

1) Variety of Performance Styles

Wedding performances include Thai dance, dance, musical performances, singing, contemporary performances, and combinations of performing arts. This aligns with the study by Chumphon Chanama and Wichuta Wuthatit, which found that contemporary Thai dance applies diverse cultural influences and interdisciplinary knowledge to create new forms from traditional culture. Performances can therefore enhance guests' experiences and adapt to the event's concept and atmosphere.

2) A Combination of Traditional and Contemporary Performing Arts

Wedding performances combine traditional and contemporary elements, such as Thai dance movements with modern dance, contemporary music, and adapted costumes. Research on contemporary Thai dance indicates that integrating Thai and Western performing arts can preserve cultural roots while extending traditional forms into contemporary society. This reflects "inheritance through modification," adapting cultural heritage to suit modern audiences and event contexts.

3) The Relationship Between Performance Elements

Wedding performances involve not only performers and movements but also space, lighting, and sound, which work together to create meaning and atmosphere. Each element should relate to the event's main concept. Contemporary performances may incorporate modern music, independent movement, and more open performance spaces.

4) Performance Beyond Entertainment

Wedding performances provide entertainment, create atmosphere, and communicate the stories and identities of newlyweds. This aligns with research indicating that performing arts reflect social and cultural contexts and create social value beyond entertainment. Through movement, music, visuals, and performance, they communicate feelings, memories, relationships, and identities to attendees.

5) The Role of Online Platforms in Performance Styles

Online platforms facilitate the dissemination and accessibility of diverse wedding performances through images and videos. Newlyweds and organizers can use these examples as references for performance design. Research on performance design in Thailand also addresses media, technology, space, and multimedia in creative processes. Online platforms therefore serve not only as dissemination channels but also as sources of inspiration and influences on contemporary wedding performance trends.

6) Adaptation of Performing Arts in Contemporary Weddings

Wedding performances adapt movements, music, costumes, space, and technology to suit audiences and event contexts. This reflects contemporary Thai dance practices that integrate traditional culture with new concepts and techniques without eliminating traditional forms. Weddings bring together rituals, beliefs, family relationships, and entertainment, allowing performances to connect cultural heritage with contemporary preferences. Overall, wedding performances combine art, culture, entertainment, and technology, while online platforms encourage dissemination, exchange, and diversity. These findings provide guidelines for

studying, developing, and creating wedding performances that meet the needs of contemporary organizers and audiences.

Thai dance performances. Dance Dance Musical performances and contemporary performances by adjusting the format and method of presentation to suit the atmosphere. Concept and Style of Weddings In addition, online platforms play an important role in disseminating and presenting performance styles. This has led to the exchange of ideas and the creation of more diverse performance styles. It also reflects the adaptation of performing arts in accordance with the contemporary social and cultural context. The results of the research can be used as a guide for studying, developing, and creating performing arts for weddings that are appropriate and in line with the needs of today's organizers and audiences.

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