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**A STUDY OF GUIDELINES FOR THE DEVELOPMENT OF PUBLIC
RELATIONS MEDIA USED BY THE GRADUATE SCHOOL, SUAN
SUNANDHA RAJABHAT UNIVERSITY, THAILAND**

Abstract:

The objectives of this research were to: 1) study guidelines for developing public relations media to promote the Graduate School of Suan Sunandha Rajabhat University, Thailand; and 2) examine the postgraduates' opinion towards these public relations media. A quantitative research methodology was employed in this study. The respondents in the study were 200 lecturers, students, and staff of the Graduate School. A questionnaire was used as a data collection tool. Data were analyzed with descriptive statistics including percentage, mean, and standard deviation. The research findings revealed that the guidelines for developing the public relations media were that: 1) appropriate media used to distribute news and related information included a website, and big billboards; 2) design and presentation of the media had to be interesting (= 3.68); 3) content of the media was correct and up-to-date (= 3.72); there were sufficient media for the distribution of news and related information (= 3.64); fonts and pictures used in the media were attractive (= 3.64); the media allowed audiences to gain access to the information easily (= 3.45); the content of the media was easy to understand (= 3.42). Moreover, the respondents had very positive opinion towards public relations media used by the Graduate School. Their opinion was rated at a high level (= 4.40). The factors influencing the opinion, sorted in a descending order, include pictures used in the media being clear (= 4.83), the position of pictures being attractive, their color being consistent with the content, and text used being easy to read (= 4.75), and the design of each page of media being related to each other (= 4.58).

Keywords:

Public Relations Media, Guidelines, the Graduate School

JEL Classification: Y80

Background and Significance of the Research

At the present time, Thai society has been changing rapidly. Such changes occur according to trends of globalization. Communication becomes necessary for the society because everyone needs to interact and have relationship with others as a member of the society. We can say that communication in either form is a significant way for people to live together (Lapiratanakul, 2009).

Public relations media is very significant for the purpose of promotion of the organizations because they are used to distribute news and other information such as the organization's policies, aims, activities, and performance of the organizations. They are also used as a means to provide target groups with knowledge that is useful and related to the organizations so that they gain correct understanding. The main aim of using public relations media is to create reliability and creditability among the target groups of the organizations. Based on the significant role of public relations media, choosing right public relations media is necessary because they can bring good image to the organization in the view of the target groups (Chinnaworn, 2010).

With the significance of the public relations media, the researcher would like to examine how to develop and enhance these media for the Graduate School of Suan Sunandha Rajabhat University. This study aimed to find out the most appropriate public relations media that could gain an access to the target groups most and which components of the public relation media would be the most efficient in attracting the target groups' attention. These findings would provide valuable insight for related people to plan and develop efficient public relations media for promoting the Graduate School.

Research Objectives

This study aimed to:

- 1) study guidelines for developing public relations media to promote the Graduate School of Suan Sunandha Rajabhat University, Thailand;
- 2) examine opinion of students, lecturers, and staff members of the Graduate School towards these public relations media.

Scope of the Research

Scope on population

Population of this research were students, lecturers, and staff members of the Graduate School, Suan Sunandha Rajabhat University, Thailand.

Scope on variables

In this study, there were two groups of variables as follows:

- 1) Independent variables consisted of public relations media used to promote the Graduate School of the university; and
- 2) Dependent variables consisted of guidelines for the development and improvement of public relations media and satisfaction of respondents on the public relations media used by the Graduate School

Research Methodology

This research employed a quantitative research methodology because it sought to measure the opinion of students, lecturers and staff members of the Graduate School, Suan Sunandha Rajabhat University, Thailand.

Population and sample

The population in this study were students, lecturers, and staff members of the Graduate School. They were selected via simple random sampling. As a result, 200 respondents were selected.

Data collection tool

This study collected the data by using a self-administered questionnaire. The questionnaire was designed to examine the current state on the use of public relations media, characteristics of the media, a desire for public relations, types and characteristics of the media, problem and obstacles of using public relations media for the purpose of promotion the organization and other suggestions.

Additionally, the questions in the questionnaire also sought to examine the level of satisfaction of the respondents on the efficiency of public relations media in promoting the organization.

Data analysis

The collected data were analyzed with descriptive statistics including frequency, percentage, mean, and standard deviation.

Research Findings

According to the data analysis, the following results were reported as follows:

Table 1 Number and percentage of respondents who had received information via public relations media of the Graduate School

Sources of information	Respondents			Percentage
	Lecturers	Staff members	Students	
Website	8	17	155	90.00
Large-sized billboards	2	3	15	10.00
Total	10	20	170	200

According to the result showed in Table 1, it was found that the public relations media that were appropriate for the promotion of the Graduate School and perception of the target groups was website as the results showed that most of the target groups, up to 90 percent, could access it whereas only 10 percent of the target groups gained information of the Graduate School from large-sized billboards.

Table 2 Components for the design of the public relations media

Components for the design of the public relations media	Level of Opinion	
	\bar{x}	S.D.
1. Design and presentation of the media had to be interesting	3.78	0.81
2. Content of the media was correct and up-to-date	3.72	0.84
3. The media allow audients to gain access to the information easily	3.48	0.95
4. The content of the media was easy to understand	3.45	1.03
5. There are sufficient media for the distribution of news and related information	3.64	0.92
6. Fonts and pictures used in the media are attractive	3.64	0.91
Average scores	3.62	0.92

Base on the data shown on Table 2, it was found that the guidelines for developing the public relations media were that, sorted in a descending order: 1) appropriate media used to distribute news and related information was a website:2) design and presentation of the media had to be interesting ($\bar{x} = 3.78$); 3) content of the media was correct and up-to-date ($\bar{x} = 3.72$); 4) there were sufficient media for the distribution of news and related information ($\bar{x} = 3.64$); 5) fonts and pictures used in the media were attractive ($\bar{x} = 3.64$); 6) the media allowed audients to gain access to the information easily ($\bar{x} = 3.48$); and 7) the content of the media was easy to understand ($\bar{x} = 3.45$).

Table 3 The respondent's opinion on the public relations media used by the Graduate School

Items	\bar{x}	S.D.	Level of opinion
1. Content being interesting	4.17	0.69	High
2. The design of each page of media being related to each other	4.24	0.74	The highest
3. Information shown having sufficient details	4.06	0.76	High
4. Pictures used being consistent with the content	3.98	0.76	High
5. Pictures used in the media being clear	4.53	0.71	The highest
6. The position of pictures being attractive	4.35	0.78	The highest
7. Pictures being distinct	4.14	0.77	High
8. Color being consistent with the content	4.35	0.74	The highest
9. Size of the fonts being clear	4.19	0.74	High
10. text used being easy to read	4.35	0.75	The highest
11. Design of fonts being attractive	3.98	0.71	High
12. The position of contents and text being appropriate	4.11	0.66	High
Average Scores	4.20	0.08	High

According to the data showed in Table 3, we could see that overall, the respondents had positive opinion on the public relations media used by the Graduate School ($\bar{x} = 4.20$). When considering their opinion on each component of the media, it was found that the respondents viewed that the pictures used in the media was the most important ($\bar{x} = 4.53$), followed by the position of pictures being attractive, their color being consistent with the content, and text used being easy to read ($\bar{x} = 4.35$), and the design of each page of media being related to each other ($\bar{x} = 4.24$), respectively.

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