

# THE DEVELOPMENT AND CREATE OF MEDIA PRODUCTION FOR THE PUBLIC RELATIONS OF THE COLLEGE OF INNOVATION AND MANAGEMENT

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## ABSTRACT

The development and create of media production for the public relations of the College of Innovation and Management. Aims to develop publications to guide its dash PR's innovation and university management Suan Sunandha Rajabhat University and to study the comments printed media for public relations of University innovations and management Suan Sunandha Rajabhat University. The researchers distributed questionnaires to students applying to college, innovation and management in the year 2561, 461 persons have been documented to restore all the original figure was 100 percent. The researchers had data were analyzed with the statistical frequency. (frequency), percentage (percentage), mean ( $\bar{X}$ ), standard deviation (SD) content analysis (content analysis) the study finds.

1. Evaluation publications for the public relations of University innovations and management Suan Sunandha Rajabhat University, with satisfaction levels ( $\bar{x}$  = 4.14, S.D. = 0.9368) When considering aspects of content found to be satisfied than the other side ( $\bar{x}$  = 4.53, S.D. = 0.8191) And the harmony (Harmony), the less satisfied another side ( $\bar{x}$  = 4.00, S.D. = 0.9594).

2. Evaluation comments are against the media for publicity of University innovations and management, Suan Sunandha Rajabhat University, with satisfaction levels ( $\bar{x}$  = 4.53, S.D. = 0.8417) when considering the list of messages can be found straight 4. start reading before it has to be satisfied than the other ( $\bar{x}$  = 4.53, S.D. = 0.8191) and 9. image clearly satisfied less than the others ( $\bar{x}$  = 4.07, S.D. = 0.6147).

**Keywords:** The Development, Media Production, Media

## INTRODUCTION

### Background and significance of the issue

Public relations media is very important for the public relations operations of the organization as an intermediary in conveying news. Stories about policies, objectives The

activities, movements and operations of the organization, as well as knowledge that are useful and relevant to the organization, for the target group to be informed and understood in order to build popularity and faith and gain the trust of the target population. This is because public relations are related to communication because it is part of the process of conducting public relations. Theories related to public relations The duty of the media to know the principles of public relations media. The organization will understand and use the media for maximum efficiency. (Arunrat Chinworn, 2010)

Science, Innovation and Management Suan Sunandha Rajabhat University has promoted the curriculum/field of study to the general public who are interested in studying both bachelor's, master's and doctoral degrees by using various media for public relations. University & College Information.

The researchers found that promoting the College of Innovation and Management through its pamphlets had many advantages, but it was not enough. The more diverse the publicity, the more it can reach the target audience. so Therefore, the researchers agreed that the College of Innovation and Management should develop and create public relations materials, as well as have a variety of media channels. The researchers chose to study the development of media production to match the target group. More effective information for students and interested individuals.

## **RESEARCH OBJECTIVES**

- 1.To study the development of media production, public relations, college, innovation and management. Suan Sunandha Rajabhat University.
- 2.To develop innovative and management college public relations materials. Suan Sunandha Rajabhat University.
3. To study opinions on public relations materials, college of innovation and management. Suan Sunandha Rajabhat University.

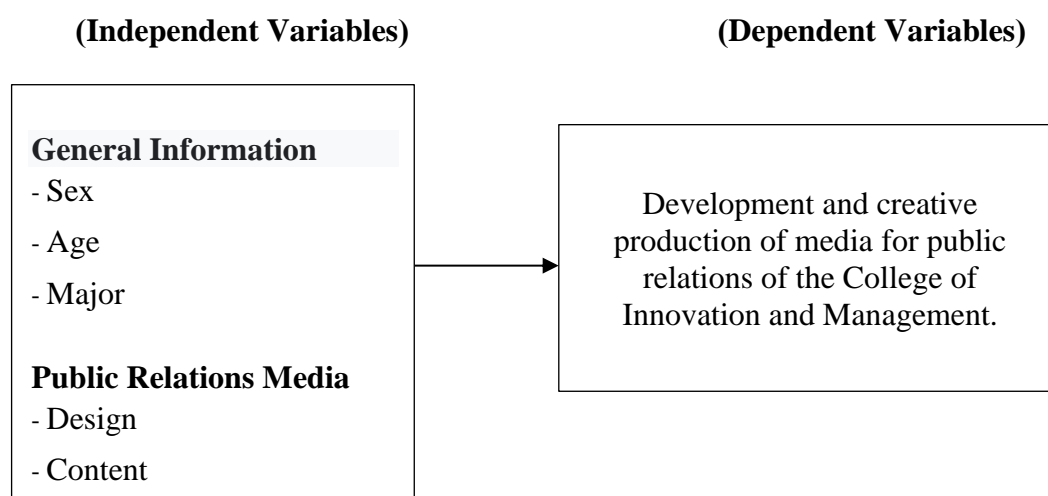
## **RESEARCH FRAMEWORK**

From the study of concepts and theories related to the development and creation of media production for public relations of the College of Innovation and Management. The researcher used the concept of public relations of (Arunrat Chinworn, 2010), which says that a human being will be open to any media because they expect to receive satisfactory returns, and when they are confident in any medium, they will be able to receive news from the next media. News is absolutely essential for everyday activities. Human beings are social animals that rely on the exchange of information, knowledge and experiences with each other. News is therefore an important factor in a person's decision-making, especially when one is unsure of a particular subject. The greater the demand for news, the better. In addition to the audience expecting from the media he receives. receiver Also want to choose to receive substances that he thinks will be most useful and valuable to them. Public relations in general has three important objectives to summarize (Chaiyot Ruangsuwan ,1979) is 1. To build popularity. 2. To preserve the reputation and not to degrade it 3. To establish internal relationships.

Media is a communication organization that presents the content of a substance that is not subject to change. Entertainment information or advertisements to consumers Changes in technology systems have led to changes in the format of media that have improved since the

change in personal media to print media and electronic media development, namely radio and telecom media. (Eknarong Vorasiha, 2019)

It can be written as a conceptual framework for research as follows.



## RESEARCH METHODOLOGY

### 4.1 Population and samples

The population used in this research was 461 students in Year 6 at the College of Innovation and Management who went out to promote the curriculum for the academic year 2022 (Academic Department, College of Innovation and Management, 2022). The samples used in the research, representing a certain number of demographics. Therefore, the formula for calculating the sample size of Taro Yamane (1970, cited in Chonlaphatsorn Sittiworongchai, 2017) at a tolerance of 0.05 was obtained with a sample of 461 people using simple random sampling)

### 4.2 Instrumentation

This research used a questionnaire as a tool, divided into 3 sections: Part 1 on general information such as gender, age and field of study, 3 questionnaires (Checklist) and Part 2 on public relations media. There are 7 items in 2 components: design and content. Part 3 is about the development and creation of media production for public relations of the College of Innovation and Management. Part 2 and Part 3 are likert's scale questionnaires with 5 levels: 5 = maximum and 1 = least.

### 4.3 Tool Monitoring

Quality checks of research instruments include: Content validity of the measurement instrument using the IOC (Index of Item- Objective Congruence) technique, in which 3 experts consider the conformity index of the question with a value of 0.5 or more. The researchers tested the improved questionnaire (-) with a group of 30 people with similar characteristics to the population to be studied, and determined the reliability by finding the alpha coefficient of Cronbach's Alpha Coefficient. The query sentiment is .961.

### 4.4 Data Collection

We used questionnaires to collect data directly from the sample, requesting permission to collect the data with the head of human resources for the sample. When authorized, the data is collected by the researcher to provide the questionnaire and explain the topic in the questionnaire to the sample. We will check the accuracy and completeness of the answers in the questionnaire. If the answer is found to be incomplete, the researcher will ask further questions until the complete information is obtained.

#### 4.5 Analysis of data and statistics used

We used all the questionnaires to verify the integrity of all questionnaires and analyzed them statistically using a computer to calculate the statistical values with a statistical program. The steps are as follows:

1. Show the distribution of samples based on general information using frequency and percentage)
2. Analysis of media for public relations and development and creation of media production for public relations of the College of Innovation and Management using mean and standard deviation)

### RESULTS AND FINDINGS

1. The results of general data analysis showed that the 6th grade students at the College of Innovation and Management went out to introduce the curriculum. 461 students, mostly female, under the age of 20, and students interested in applying for e-sports management.

2. The overall analysis of public relations media of the College of Innovation and Management showed that it was at a good level, and if considered on a case-by-case basis, the content was at a very good level, and the balance was good as shown in Table 1.

**Table 1 Average and standard deviation of media for public relations of the College of Innovation and Management Listings and Overview.**

Public relations materials assessment list College of Innovation and Management	Comment level		
		S.D.	Interpretation
1. Content	4.53	.8191	Very good
2. Balance)	4.24	.92015	good
Overview	4.14	.9368	good

3. Analysis of opinions on public relations publications of the College of Innovation and Management Suan Sunandha Rajabhat University Overall, it was found to be at a good level. The first order is that you can start reading any part first, it is very good, and the clarity of the image is good, as shown in Table 2.

**Table 2 Average and standard deviations of opinions on public relations publications of the College of Innovation and Management Suan Sunandha Rajabhat University Listings and Overview.**

Opinions on public relations publications	Comment level		
		S.D.	Interpretation
1. You can start reading any part first.	4.53	.8417	Very good
2. Image clarity	4.53	.7516	good
Overview	4.18	.4158	good

## DISCUSSION

1. Based on the results of the analysis of the data assessing the quality of media for public relations of the College of Innovation and Management. Suan Sunandha Rajabhat University from the students found that the quality was good, so it was possible to bring media for public relations of the College of Innovation and Management. Suan Sunandha Rajabhat University is used as a medium to provide information to students interested in the college of innovation and management effectively. In accordance with the concept of (Arunrat Chinworn, 2010) that says that public relations are very important for the organization's public relations operations as an intermediary in conveying news. Stories about policies, objectives The activities, movements and operations of the organization, as well as knowledge that are useful and relevant to the organization, for the target group to be informed and understood in order to build popularity and faith and gain the trust of the target population. This is because public relations are related to communication because it is part of the process of conducting public relations. Theories related to public relations The duty of the media to know the principles of public relations media. Organizations will understand and use the media for maximum efficiency.

2. Based on the analysis of the opinions of 6th graders on the public relations media of the College of Innovation and Management. Suan Sunandha Rajabhat University There was a good level of opinion, but the issue affected the decision to study. It was found that the average score of the visual issues was clear and the lowest score, which the data analysis of the 6th graders was consistent. Therefore, it is possible that the content of the media, press releases. It is not as motivating or impactful as it should be for decision-making. This is especially true in the areas of presentations related to careers that can be assembled after graduation or may require presentations of results to be obtained after graduation. Graduation both directly and indirectly increases the motivation to study because from the study of factors that influence the choice of study in various faculties, King Mongkut's Institute of Technology Ladkrabang (Pichai Sodpiban, 2554) found that the most influential factor in choosing education is the importance of careers. When I graduated, I got a job. Good income can make money.

## SUGGESTIONS

### 1. Recommendations obtained from the implementation of research results

1.1 The image should be developed to be clear or affect the decision to study in the College of Innovation and Management. Suan Sunandha Rajabhat University or demonstrate the results that will be obtained after graduation, both direct and indirect.

1.2 Publications for public relations, college of innovation and management Suan Sunandha Rajabhat University should add details about the faculty members taught in the curriculum.

### 2. Recommendations for the next research

2.1 The College of Innovation and Management should be developed. Suan Sunandha Rajabhat University in the form of applications or communication via social media such as Line by developing official accounts because they can easily reach the target audience. Because nowadays such media is very popular.

2.2 Study the effectiveness and effectiveness of the media to determine which format is suitable for public relations and contributes to the highest efficiency.

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