

GUIDELINES FOR INCREASING EFFICIENCY IN DEVELOPING WEBSITES FOR PUBLIC RELATIONS

Kanlaya Pratapan^{1*}, Srayut Kunmaung²

^{1*,2}*Udon Thani Education Center, Suan Sunandha Rajabhat University, Udon Thani, Thailand*

E-Mail: kanlaya.pr@ssru.ac.th^{1*}, srayut.ku@ssru.ac.th²

ABSTRACT

Optimizing website development for public relations is an important component. It is also a mechanism for inducing impressions and images from the organization to the public or outsiders using notification. Explain what caused Knowledge and understanding from the general public Currently, the preparation of the website for the public relations of the agency, it is one of the most important mechanisms of management. To create a good image, popularity, and understanding of the agency. The objectives of this research are 1. To study methods for increasing efficiency in developing websites for public relations. that currently exists at Suan Sunandha Rajabhat University Udon Thani Education Center 2. To increase efficiency and develop the website for public relations. of Suan Sunandha Rajabhat University Udon Thani Education Center 3. To study opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center The sample group used in the research consisted of. Group of personnel including administrators, teachers, staff, and students of Suan Sunandha University. Udon Thani Education Center, 35 people. 2. Public relations, social media, and corporate image experts, 5 people. Research tools: 1. Website quality assessment form. 2. Interview form with public relations media experts 3. Public relations website of Suan Sunandha Rajabhat University Udon Thani Education Center Data analysis used statistical values of percentage, mean ($\bar{X}$), and standard deviation (S.D.). The results of the research found that the guidelines for increasing efficiency in developing websites for public relations are results from studying opinions on the website of Suan Sunandha Rajabhat University. Overall, the Udon Thani Education Center is at the highest level. However, the person responsible for creating the website in public relations Standards should be maintained along with applying it to improve and develop the website This will help the website to be published effectively.

Keywords: Efficiency, Public relations

INTRODUCTION

Udon Thani Education Center Its mission is to plan and campaign to publicize activities, knowledge, and operating results of the Udon Thani Education Center. and affiliated personnel through the website Nowadays, websites have become an important medium that plays a huge role. It is also a channel for disseminating information. Corporate news to publicize the organization to be known in order

to create an image of the organization that is acceptable. The website is therefore an important part for the visitors. You can learn through these various media, which improves the quality of the country's population (Kidanan Malithong 1999, 333). Therefore, it can be considered that the website is a very effective medium. The use of website media as a communication channel to increase the effectiveness of public relations for the organization is something that cannot be overlooked. Therefore, creating an organization's website is an important strategy for publicizing the operations of the Udon Thani Education Center. to outsiders It is also a tool for transferring policy operations into practice. As well as being a channel for communication between personnel inside and outside the organization.

Optimizing website development for public relations is an important component. It is also a mechanism for inducing impressions and images from the organization to the public or outsiders by means of notification. Explain what caused Knowledge and understanding from the general public Currently, the creation of a website for public relations of the agency is one of the most important mechanisms of management. To create a good image, popularity, and understanding of the agency. and support from people within the organization or outsiders to the organization the public's lack of understanding of the agency's policies, objectives, or operations may easily cause misunderstandings. This creates a gap and distance between people in the organization or outsiders and the agency. which must depend on each other At present, every agency Whether it's the government sector or even the private sector. They are aware and see the importance of increasing efficiency in developing websites for increased public relations.

Increasing efficiency in developing a website for public relations refers to the process of improving and increasing the efficiency of a website in order to achieve better results in communication and interaction with people within the organization and outside the organization. There are methods and procedures for operating in a systematic way, including studying, planning, and communicating with outsiders to get to know the organization better. It creates a good image of the agency. Prevent misunderstandings Including correcting misunderstandings that people have about the agency (Prama Satavetin, 1997), and increasing efficiency in developing websites for public relations. It is important for the agency to create a positive image. An effective website can create a positive image for the organization. Providing a good and efficient user experience will make users satisfied and trust the organization. It is also an influential tool in communication. Providing accurate and effective information on the website helps in increasing the popularity and sentiment of the organization, especially in creating a positive image. It is necessary to increase efficiency in order to develop the website for public relations. It is a tool for creating good understanding between each other. At the same time, the website is like a door open to public opinion. that has to do with that agency.

Increasing efficiency in developing a website for public relations is an important and necessary thing to do. Because the notification and clarification are given to people in the organization or outsiders who have knowledge. Understanding of the agency or organization or institution correctly Therefore, it must rely on the dissemination or distribution of information about the organization's policies, objectives, activities, results, and operations. So that various groups of people, both internal and external, are informed and understood. To build popularity, faith, and cooperation from the target group. If the agency gives importance to increasing efficiency in developing the website for public relations. Implementing good public relations will result in the organization being known in a good way as well, along with being able to create a positive image or image for the organization easily. However, if the organization is not aware and does not see the importance of optimizing website development for public relations It may

easily have serious effects and negative effects on the agency, such as conflicts between agencies. Conflicts between agencies and outsiders Working doesn't promote each other. Citizens or individuals, both internal and external, do not understand the policies, objectives, and operations of the agency. Currently, websites are created for public relations in many agencies. Overall, some workers still do not understand the true nature of their work; that is, they do not understand and do not know the importance of having a website. Or they may not know or have no creativity involved in how to use a website to express or create value. Or they don't see the value in developing websites to create engaging experiences. Or create awareness in various areas for users. These are all weaknesses of using websites for public relations purposes. Which must find solutions and increase efficiency in order to develop the website for public relations to be more effective. There are many problems and obstacles in creating a website for public relations. The researcher, as a practitioner, is directly responsible for optimizing operations to develop websites for public relations. A website has been developed for public relations at Suan Sunandha Rajabhat University. Udon Thani Education Center Saw problems and obstacles in working Therefore, we want to study problems and obstacles and solutions in order to increase efficiency in order to develop a website for effective public relations and to use the results of the study to benefit the relevant agencies. Can take the information as work guidelines or further integration with other agencies.

Research Objectives

1. To study guidelines for increasing efficiency in developing websites for public relations. At present, Suan Sunandha Rajabhat University Udon Thani Education Center
2. To increase efficiency and develop the website for public relations. of Suan Sunandha Rajabhat University Udon Thani Education Center
3. To study opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center

METHODOLOGY

This research study is about the study of methods for increasing efficiency in developing the website for public relations of Suan Sunandha Rajabhat University. Udon Thani Education Center The researcher has defined the scope of the research as follows.

Population and Sampling

Sample group used in this research.

1. Personnel of Suan Sunandha Rajabhat University Udon Thani Education Center includes administrators, academic personnel Academic support personnel, and students a total of 35 people.
2. 5 experts in public relations, social media, and corporate image building, were obtained through purpose.

The tools used to collect data in this research include:

1. Questionnaire for studying opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center is a questionnaire with a 5-level rating scale, divided into 3 parts as follows.

Part 1: is a questionnaire regarding basic information of the respondents including gender, education level, and work experience. Has a multiple-choice type (Checklist)

Part 2: is a questionnaire about opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center is divided into 3 aspects: 1. Content 2. Presentation format 3. Graphics, fonts, and colors.

It has the characteristics of a rating scale (Rating scale), defined as a rating scale of 5 levels: the most, the most, the moderate, the least, and the least. According to the Likert method (Bunchom Srisa-at, 2002 pp. 93-95)

Part 3: is an open-ended question. By giving respondents to Write down problems and suggestions.

2. Interview with public relations experts, social media, and corporate image building. Using purposive sampling, the tool used was a structured interview form. and analyzed the data by means of content analysis (Content Analysis) to inquire about guidelines for designing public relations media. and presentation of information from Suan Sunandha Rajabhat University Udon Thani Education Center.

3. Media appearing on the website Banners on web pages and web page.

This research is research and development (Research and Development) to develop guidelines for increasing efficiency in developing websites for public relations. and study the opinions of administrators, teachers, staff, and students about the website. Suan Sunandha Rajabhat University Udon Thani Education Center and interviews with experts in public relations, social media, and corporate image building. The steps are as follows:

1. Steps for studying opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center.

1.1) Design and prepare a questionnaire to obtain opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center of Personnel at Suan Sunandha Rajabhat University Udon Thani Provincial Education Center

1.2) Take a questionnaire to evaluate opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center sends it to personnel within the Udon Thani Education Center to evaluate.

1.3) Use the information obtained from the questionnaire. Analyze data using statistics to find percentages, averages, and standard deviations. and summarize opinions on the website of Suan Sunandha Rajabhat University Udon Thani Education Center.

2. Steps in developing public relations media There are steps to follow:

2.1) Interview with experts in public relations, social media, and corporate image building. By using specific selection (Purposive Sampling), the tool used is a Structured interview Data were analyzed using content analysis.

2.2) Analyze data from interviews with experts in public relations, social media, and corporate image building.

2.3) Design 2 types of public relations media, 2 formats each, consisting of banners on web pages and web pages.

2.4) Bring public relations media to experts to evaluate website quality. along with public relations media.

2.5) Summarize the information obtained from the quality assessment form and analyze the results.

RESULTS

From research on guidelines for increasing efficiency in developing websites for public relations. From studying documents Responding to the questionnaire of the sample group It was found that studying the general information of the sample population of 35 people found that 19 people were female (54.29 percent) and 16 were male (45.71 percent). The majority of the sample group was in the age group of 31 - 40 years. 18 people (51.43 percent), followed by the age group 41 - 50, 10 people (28.57 percent), the age group 21 - 30 years, 5 people (14.29 percent), and in the age group 50 years and over, 2 people. (5.71 percent), respectively. Most of the personnel are in academic positions in the Udon Thani Provincial Education Center, 14 people (40 percent), followed by academic support, 12 people (34.29 percent), students, 5 people (14.29 percent) and 4 executives (11.43 percent), respectively. Most of them have a working period. Less than or equal to 5 years, 21 people (60 percent), followed by working period 6 - 10, 11 people (31.43 percent), and 10 years or more, 3 people, accounted for (8.57 percent), respectively.

Table 1: Mean and standard deviation of the opinions of the respondents in the study of opinions towards the website of Suan Sunandha Rajabhat University. Udon Thani Education Center: Content

(n = 35)

Study opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center	Average ($\bar{x}$)	Standard deviation (S.D.)	interpreting results	Ranking results
1.1 Clarity and accuracy of content	4.40	0.68	High	4
1.2 Appropriateness of the content sequence	4.63	0.48	Highest	3
1.3 The amount of content in each episode is appropriate.	4.80	0.40	Highest	2
1.4 Interest in the presentation	4.31	0.75	High	5
1.5 Appropriateness of illustrations	4.83	0.38	Highest	1
Average	4.59	0.54	Highest	

Table 1, results from the study of opinions towards the website of Suan Sunandha Rajabhat University.

Udon Thani Education Center It was found that the content Overall, the average is at the highest level. (with a mean ($\bar{x}$) equal to 4.59 (S.D.) 0.54) If considering each item, it was found that the illustrations were appropriate. at the highest level (with an average ($\bar{x}$) equal to 4.83 (S.D.) 0.38) The amount of content in each episode is appropriate. at the highest level (with an average ($\bar{x}$) equal to 4.80 (S.D.) 0.40) Appropriateness of the content sequence at the highest level (with an average ($\bar{x}$) equal to 4.63 (S.D.) 0.48) clarity and accuracy of the content at a high level (with an average ($\bar{x}$) equal to 4.40 (S.D.) 0.68) and interestingness in the presentation at a high level (with an average ($\bar{x}$) equal to 4.31 (S.D.) 0.75) respectively.

Table 2: Mean and standard deviation of the opinions of the respondents in the study of opinions towards the website of Suan Sunandha Rajabhat University. Udon Thani Education Center: Presentation format

(n = 35)

Study opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center	Average ($\bar{x}$)	Standard deviation (S.D.)	interpreting results	Ranking results
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2.1 Menus, commands, and buttons are easy to use.	5.00	0.00	Highest	1
2.2 The presentation format is interesting.	4.57	0.49	Highest	3
2.3 The content connections in each section are appropriate.	4.11	0.89	High	5
2.4 Techniques used in presentation appropriate to the content.	4.83	0.38	Highest	2
2.5 Ease of access to use	4.31	0.75	High	4
Average	4.57	0.50	Highest	

Table 2, results from the study of opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that the overall presentation format had the highest average level. (with an average ($\bar{x}$) equal to 4.57 (S.D.) 0.50) If considering each item, it was found that the menus, commands, and buttons are easy to use. at the highest level (with an average ($\bar{x}$) equal to 5.00 (S.D.) 0.00) The techniques used in the presentation are appropriate to the content. at the highest level (with a mean ($\bar{x}$) equal to 4.83 (S.D.) 0.38) The presentation format is interesting. at the highest level (with an average ($\bar{x}$) equal to 4.57 (S.D.) 0.49) ease of access to use at a high level (with an average ($\bar{x}$) equal to 4.31 (S.D.) 0.50) and the content connections in each section are appropriate. at a high level (with an average ($\bar{x}$) equal to 4.11 (S.D.) 0.89) respectively.

Table 3: Mean and standard deviation of the opinions of the respondents in the study of opinions towards the website of Suan Sunandha Rajabhat University. Udon Thani Education Center: graphics, letters, and colors

(n = 35)

Study opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center	Average ($\bar{x}$)	Standard deviation (S.D.)	interpreting results	Ranking results
3.1 Design elements Using color for public relations media	4.51	0.60	Highest	1
3.2 Organizing graphic elements Use something simple, easy on the eyes, and meaningful.	4.43	0.60	High	2
3.3 Suitability of letters used that are easy to read and pleasing to the eye	4.00	0.86	High	3
3.4 The format of public relations media is unique, modern, interesting, clear, and attracts attention.	3.74	0.87	High	5
3.5 The size of the image displayed on the screen is appropriate.	3.97	0.77	High	4
Average	4.13	0.74	High	

Table 3, results from the study of opinions towards the website of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that overall graphics, characters and colors were at a high average level. (with a mean ($\bar{x}$) equal to 4.13 (S.D.) 0.74) If considering each item, it was found that the design elements Using color for public relations media at the highest level (with an average ($\bar{x}$) equal to 4.51 (S.D.) 0.60) Graphic composition Use something simple, easy on the eyes, and meaningful. at a high level (with an average ($\bar{x}$) equal to 4.43 (S.D.) 0.60) The appropriateness of the letters used is

easy to read and pleasing to the eye. at a high level (with an average ($\bar{x}$) equal to 4.00 (S.D.) 0.86) The size of the image displayed on the screen is appropriate. at a high level (with a mean ($\bar{x}$) equal to 3.97 (S.D.) 0.77) and the format of public relations media is unique, modern, interesting, clear, and attracts attention. at a high level (with an average ($\bar{x}$) equal to 3.97 (S.D.) 0.74) respectively.

The researcher collected data using interviews with experts in public relations, social media, and corporate image building. The informants expressed their consistent views. This can be stated as an issue.as follows design elements Using color for print media design or other public relations media, use cool colors such as blue, green, blue, etc. Using illustrations for public relations media Photos will be required. with clarity, News photos can convey the atmosphere. and can tell stories in news content Suitable for the target group can attract attention and use images of the agencies that produce them themselves to avoid image copyright problems. In addition, the content Using letters in public relations media the letters should have large, easy-to-read heads. Use it in a simple, meaningful way that will attract attention. can be easily understood and is remembered Elements should be arranged in appropriate proportions. By having one point of interest and finally, the components of public relations media. Must have complete elements, including headers, text, illustrations, contact information, and author information. And good public relations media must convey meaning.

CONCLUSION AND FUTURE WORK

Results from a study of opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that studying the general information of the sample population of 35 people found that 19 people were female (54.29 percent) and 16 were male (45.71 percent). The majority of the sample group was in the age group of 31 - 40 years. 18 people (51.43 percent), followed by the age group 41 - 50, 10 people (28.57 percent), the age group 21 - 30 years, 5 people (14.29 percent), and in the age group 50 years and over, 2 people. (5.71 percent), respectively. Most of the personnel are in academic positions in the Udon Thani Provincial Education Center, 14 people (40 percent), followed by academic support, 12 people (34.29 percent), academic support, type of people. There were 5 people (14.29 percent) and 4 executives (11.43 percent), respectively. Most of them had a working period. Less than or equal to 5 years, 21 people (60 percent), followed by working period 6 - 10, 11 people (31.43 percent), and 10 years or more, 3 people, calculated as (8.57 percent), respectively.

Results from a study of opinions towards the website of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that the content Overall, the average is at the highest level. If considering each item, it is found that the illustrations are appropriate. At the highest level the amount of content in each episode is appropriate. at the highest-level Appropriateness of the content sequence at a high-level Clarity and accuracy of the content at a high level and interest in the presentation are at a high level, respectively.

Results from a study of opinions on the website of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that the overall presentation format had the highest average level. If considering each item, it is found that the menus, commands, and buttons are easy to use. at the highest level the techniques used in the presentation are appropriate to the content. at the highest level the presentation format is interesting. at the highest level, Ease of access to use at a high level and the content connections in each section are appropriate. are at a high level, respectively.

Results from a study of opinions towards the website of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that overall graphics, characters, and colors were at a high average level. If considering each item, it is found that the design elements Using color for public relations media at the highest level of Organizing graphic elements Use something simple, easy on the eyes, and meaningful. at a high-level Suitability of the characters used for easy reading and eye comfort. at a high level the size of the image displayed on the screen is appropriate. at a high level, the format of public relations media is unique, modern, interesting, clear, and attracts attention. are at a high level, respectively, and from interviews with experts in public relations, social media, and corporate image building. The informants expressed their consistent views. This can be stated as the following issues. design elements Using color for print media design or other public relations media, use cool colors such as blue, green, blue, etc. Using illustrations for public relations media Photos will be required. with clarity, News photos can convey the atmosphere. and can tell stories in news content Suitable for the target group can attract attention and use images of the agencies that produce them themselves to avoid image copyright problems. In addition, the content Using letters in public relations media the letters should have large, easy-to-read heads. Use it in a simple, meaningful way that will attract attention. can be easily understood and is remembered Elements should be arranged in appropriate proportions. By having one point of interest and finally, the components of public relations media. Must have complete elements, including headers, text, illustrations, contact information, and author information. And good public relations media must convey meaning.

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