

GUIDELINES FOR MEDIA DEVELOPMENT TO REACH STUDENTS WHO ARE TAKING ENGLISH TEST, SSRU-TEP

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ABSTRACT

In the modern world of social media, students can be reached by using social media more effectively than any other public relations. The main objectives of this research were to give an in-depth interview with sample groups of students to understand their needs and wants as well as the best way to reach them more effectively than any other public relation tools. Informants of the in-depth interview included three groups of students: students who were members of campus organizations, students who were participates in the campus activities, and students who were in the senior year. In addition, to use the findings from this study and provide a complete guideline for media development to reach students who were taking English test or SSRU-TEP test. The findings from the study revealed that the best way or the most effective way to reach students was by using social media, Facebook. It has no costs and can be shared among different groups of students instantly.

Keywords: Guidelines, Media Development, English Test

INTRODUCTION

In Thailand, there are many types of social networking, but Facebook seems to be the number one social media platform for many years, and now with time that consumers spent with the rise of Line and TikTok which are a slightly different platform [1] [2]. It is very important to note that in the modern era of post-covid 19, many businesses, work, and activities can be conducted online which changed from new normal to becoming standard practice. Online learning and online public relations are a new normal for higher education institutions and become an essential part of learning process and communication process in many higher educations around the world, including Thailand [3]. In fact, online learning or online public relations have some important advantages such as flexibility, large audience, reduce costs and time, increase variety, increase collaboration, more free time, and so forth. However, the major disadvantages of online public relations are social isolation and lack of physical interaction and the strong requirement of motivation to expose which may not be easy for people who have low attention [4]. Many online public relations and marketing gives the audience the freedom to learn at their own pace, therefore, it comes with the cost of time. The weakness of technique is the process of public relation online susceptible to getting demotivated and procrastination. Both of these are big and serious problems which often lead to the unsuccessful public relations

and marketing process [5]. Therefore, similar to learning online, public relation online can be conducted online and be effective just like the old fashion public relation on television and on site. Certainly, there are advantages and disadvantages to reaching students or our main customers online. It is the same for any activities online. Among the benefits of public relations online that make the students easily get information and be happy that it is convenient in the flexibility schedule and time saving. By this reason alone, most of the university start using online public relation online and on social media both as a group of students and as an individual effectively with high level of student's level of satisfaction.

What exactly is the main difference between public relations online and on social media? In fact, both techniques are necessary for the success of the university in the modern world of business [6]. Bot skills can be learned and make an improvement. Public relations online are actually web-related, and the process can be measurable that certainly needs to be completed online and on website. In detail, the public relations on social media used many skills in the platform to reach the students. For example, the skills required can be technical skills, computer skills, Facebook skills, Microsoft office skills, analytical skills, marketing skills, presentation skills, management skills and so forth [7] [8]. Whereas other skills are personal qualities and traits the impact you work and soft skills are important and transferable to any type of work and daily life such as teamwork skills, problem solving skills, adaptability skills, critical thinking skills, interpersonal skills, and so forth [9]. These skills are the major advantages for doing public relations on social media and online.

OBJECTIVES

1. The first objective of this study was to give an in-depth interview with sample groups of students to understand their needs and wants as well as the best way to reach them more effectively than any other public relation tools.

2. The second objective of this study was to gain the understanding of important factors that affect the students' level of satisfaction.

METHODOLOGY

Media development to reach university students in the modern day is one of the most important duties of academic staff as well as supporting staff of Suan Sunandha Rajabhat University. Public relations online, on site, and on social media are important individual staff work reporting to his or her supervisor each year. However, it is imperative that a successful of this report may affect the staff chance of promotion and career improvement each year. The aims of this research were to investigate the factors of successful ways to promote media development and to offer any important suggestions for improvement as well as the long-term benefits of this knowledge to the staff and organizations. The mixed method of both qualitative and quantitative research was utilized to gain a deep understanding of this matter. The participants in this research were mainly faculty members and staff members of Suan Sunandha Rajabhat University. However, it is expected that the findings of this study should reveal that most of the staff members did understand the process of how to create media development and

public relations on social media and online platforms due to the regular training from the university. Hence, the level of understanding and applying the information to the work of each member of staff to each organization was also high.

It is certainly important to investigate the level of importance of factors that contribute to the success of the self-assessment report of staff who were working at Suan Sunandha Rajabhat University. The population of this study included the majority of staff members of the university in the main campus in Bangkok. The sample for this study consisted of 200 respondents who were working for the university in Bangkok, Thailand during summer of 2022. Suan Sunandha Rajabhat University in Bangkok was chosen as a main area of study because it provided good demographics in which a variety of samples could be obtained. Actually, the sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance [10] [11]. Since there was limited time, only 200 respondents were chosen for this study. The data collation of this study was conducted via an online questionnaire to elicit respondents' answers. There were three parts to the questionnaire. Part one was about the demographic information of the respondents. Part two was about the level of importance in each factor that contributed to the success of the media development and part three was about comments and suggestions. The validity of each question in the questionnaire was tested using Item-Objective Congruency or IOC index [12] [13] [14]. Also, about 25 respondents were asked to be tested in advance to find ways to improve the questionnaire in order to obtain an acceptable Cronbach Alpha Coefficient of more than 0.70 for each question in order to ensure the validity of this study.

RESULTS

From the mixed method of quantitative and qualitative analysis, table 1., revealed the level of importance of eight factors that lead to the success of social media campaigns regarding the ability to reach the students and provide them with the important information. The first on the list is "The available of high-speed Wi-Fi in the proper location of each building." The factor of Wi-Fi and its speed is so important for students to use their mobile phone and laptop computers to get the news of their time during their stay on the campus. The second on the list is "The ability to attract large customers base and membership." This factor is crucial because without the large customer base, it is a waste of time to reach a small group of students. The third on the list is "The ability to increase social media news in terms of speed, accuracy, and recognition." This factor is certainly important. For example, a low speed of news will make it unattractive, and students will lose their interests and not actively follow the news on social media. If the contents of the news are truthful and timely, it will attract a lot of students and it will be the major source of news for students and the local community. The fourth on the list is "The low-cost advantages of university marketing campaigns." This factor is necessary since there is no budget for social media at all. The cost of social media news must be zero. The fifth on the list is "The regular IT training and support provided by the university." This factor will help to maintain stability and continuously of news campaign. Without regular training and its support, the process of marketing campaign online and on social media will be struggled and hindered by many situations. The sixth factor on the list is "The vision, goal, and direction of

the organization” must align with regular marketing campaign. The seventh factor on the list is “The continuously supported for marketing style, strategy, and tactics.” This factor is vital in terms of support from the top level of management to ensure that their campaign is significant for the university for the long term. The eighth factor on the list is “The readiness and understanding of students to the platform and medial.” The factor is important because students are the main customers of the social media platform, without them, it is not going to be a useful campaign at all.

Table 1
Importance of Each Factor

<i>Factors</i>	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
1.The available of high-speed Wi-Fi in proper location of each building	4.14	.81	1
2.The ability to attract large customers base and membership	4.07	.95	2
3. The ability to increase social media news in terms of speed, accuracy, and recognition	4.01	.81	3
4. The low-cost advantages of the university marketing campaign	3.78	.97	4
5. The regular IT training and support provided by the university	3.69	.87	5
6. The vision, goal, and direction of the organization	3.60	.85	6
7. The continuously supported for marketing style, strategy, and tactics	3.52	.81	7
8. The readiness and understanding of students with the platform and media	3.40	.75	8
All categories	3.88	.78	

The eight factors were ranked according to the means and standard deviation. The first factor which is “The available of high-speed Wi-Fi in the proper location of each building.” It is ranked as number one with the means of 4.14 and standard deviation of 0.81. The second factor which is “The ability to attract large customers base and membership.” It is ranked as number two with the means of 4.07 and standard deviation of 0.95. The third factor which is “The ability to increase social media news in terms of speed, accuracy, and recognition.” It is ranked as number three with the means of 4.01 and standard deviation of 0.81. The fourth factor which is “The low-cost advantages of university marketing campaigns.” It is ranked as number four with the means of 3.78 and standard deviation of 0.97. The fifth factor which is “The regular IT training and support provided by the university.” It is ranked as number five with the means of 3.69 and standard deviation of 0.87. The sixth factor which is “The vision, goal, and direction of the organization” It is ranked as number sixth with the means of 3.60 and standard deviation of 0.85. The seventh factor which is “The continuously supported for marketing style, strategy, and tactics.” It is ranked as number seventh with the means of 3.52

and standard deviation of 0.81. The eighth factor which is “The readiness and understanding of students to the platform and medial.” It is ranked as number eight with the means of 3.40 and a standard deviation of 0.75. Finally, from the number one to number eight, the table also revealed the average means of the eight factors as 3.88 with the standard deviation of 0.78.

CONCLUSION

A social networking service is an online platform which is very powerful and can reach all the audiences instantly. It is a medium that many people nowadays use to share information and build social relationships with other people. It can be the connection based on the similar personal, career content, interest, activities background or real-life connections. In general, social media is very informal but varies in format and feature. Social networking often allows users to share ideas, digital photos, videos, and posts to inform others about what is going on which may be important of trivia to the general public. But it enables people who live in different locations who have access to the internet. The success of social media is acceptable evidence in the modern information technology, and it is a dominance in society today both in Thailand and around the world.

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