

STUDY OF GUIDELINES FOR DEVELOPING AN ENGLISH WEBSITE FOR PUBLIC RELATIONS AT THE COLLEGE OF LOGISTICS AND SUPPLY CHAIN

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ABSTRACT

This research uses a survey research model 100 people Collect questionnaires to evaluate service users with the objective for the purpose study of guidelines for developing an English website for public relations at the College of Logistics and Supply Chain Suan Sunandha Rajabhat University all 5 items 1) Structure 2. Usage 3) Message 4) Use of colors 5) Information

Research shows that users English website for public relations at the College of Logistics and Supply Chain Suan Sunandha Rajabhat University of the overall level of the sampling group respondents of 100 who found that The overall level medium 57.93% ($\bar{x} = 4.43$, S.D. = 0.83) If considering each topic, it was found that the sample group had a score of

1. structure the overall level medium 52.67 % ($\bar{x} = 3.29$, S.D. = 0.51)
2. Usage the overall level high 60.40 % ($\bar{x} = 3.78$, S.D. = 0.49)
3. Message the overall level medium 87.43 % ($\bar{x} = 4.37$, S.D. = 0.87)
4. Use of colors the overall level medium 52.60 % ($\bar{x} = 3.29$, S.D. = 0.68)
5. Information the overall level medium 68.25 % ($\bar{x} = 3.41$, S.D. = 0.51)

Keyword: Website Development, Research guidelines

INTRODUCTION

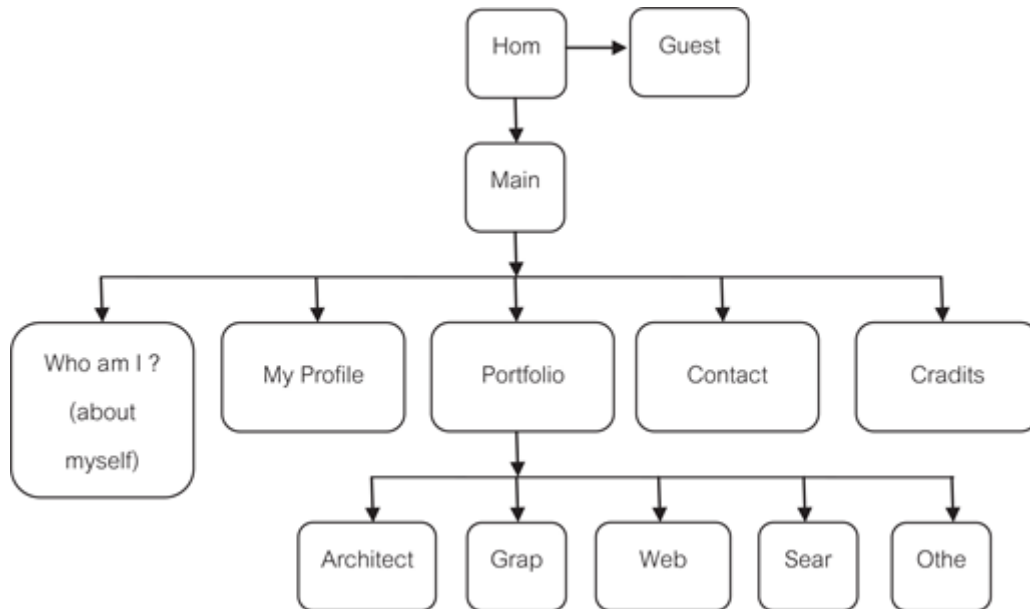
The internet users can access information of various departments by accessing the agency's website. Therefore, the website has become an important medium for public relations. Since the internet is an open network and can be connected for connect 24 hours, therefore, users are able to access information consisting of text, images and sounds at anytime. Different styles and content website development occur in a variety of ways. There are many factors that make the production process hassle-free, for example, programs used for designing websites have tool. That are easy to use and are not expensive. Website development is an important element in making most users decide to visit or leave the website. This is because it combines or links all website pages and presents the information. That easy for entire users to continue browsing the website

The researcher studied the scores through a questionnaire of users of the English language website for public relations of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University By collecting information from people who use the website. Therefore, we have developed and improved the English website for public relations of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University to be the center of accurate and up-to-date logistics and supply chain college information. We have chosen a website development tool called Content Management System or CMS and an online questionnaire to study guidelines for developing an English website for public relations

Thawiphong Chintana Kham (1998) gave the definition of satisfaction as it is a person's inclination towards something which can reduce tension and meet the needs of people, resulting in satisfaction with that

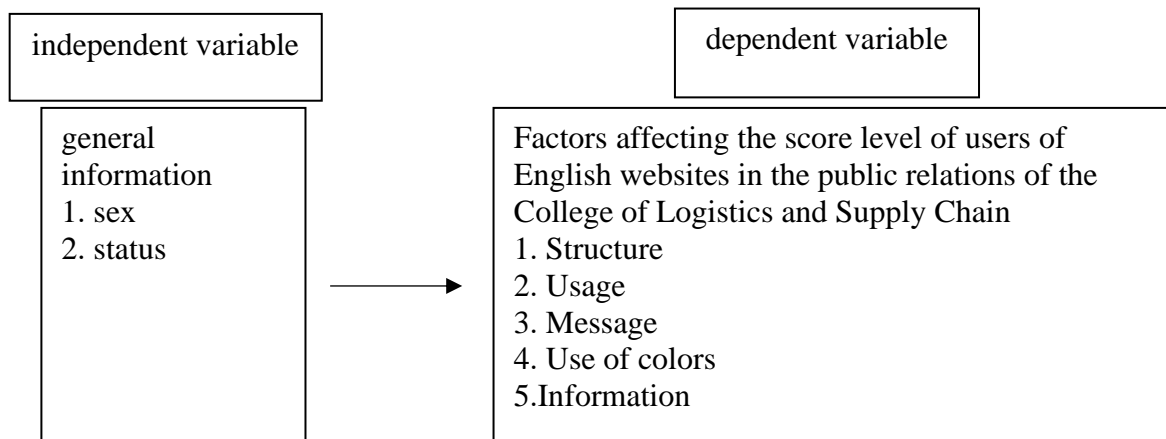
Duangporn Kiengkham (2006) said that a website refers to a group of related webpages, such as webpage groups that provide background information, including products and services for the company, other within the website, in addition to webpage files or HTML files. There are other types of files that are needed for creating webpages such as images, multimedia, program files languages, scripts and data files for downloading.

Sorachai Nanthawatchawibun (2002) wrote in the book (BE GRAPHIC) that Website design has 2 main factors which are 1. Good structure design (Or good sitemap design) A sitemap is a site content plan. It is the structure of the layout of the webpage. The entire site map is like a map, so you can see the entire structure of the website. Links will remind you where we are so you do not get lost or do not forget links or links to webpages. In each page, site map is systematic thinking, with steps from the main to the subsection or top to bottom (Thinking from top to bottom) as show in the diagram. Having a good website design (Website Interface Design)



Sitemap example

mindset



OBJECTIVE

1. To study the English website for public relations of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University has passed the rating level from service
2. To develop an English website for public relations of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University to be more efficient

RESEARCH METHODOLOGY

Population and sample groups

The population of this research were the

Students of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University and general users including outsiders A total of 100 people between October 2023 and July 2024.

The sample group were

1. Students of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University 90 people
2. General users 10 people.

The research tools

The research tools

Collect Data were collected among a sample of people who used the English-language public relations website of the College of Logistics and Supply Chain, including students and general users. Including outsiders The questionnaire was sent via the internet as an online questionnaire. The link has been placed on the English language website for public relations of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. and send the link to the email of the sample group Therefore, we received a total of 100 people who responded.

Data analysis

The data analysis for this research is in the following steps.

1. Processing by using computer software.
2. General analysis of sample data using descriptive statistics such as frequency and percentage.
3. Analyze the questionnaire of the study of guidelines for developing an English website for public relations of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University With descriptive statistics including mean score (\bar{X}) and standard deviation (S.D.)

By specifying criteria for analysis To interpret the meaning of the measurement scores of the sample group. About quality assurance The score range has been set as follows:

- Mean 4.50 - 5.00 means highest
- Mean 3.50 - 4.49 means high
- Mean 2.50 - 3.49 means medium
- Mean 1.50 - 2.49 means low
- Mean 1.00 - 1.49 means lowest

RESULTS

From the study of “study of guidelines for developing an English website for public relations at the College of Logistics and Supply Chain” the followings are the results

Table 1.General information of sample respondents

general information	number (person)	percent
sex		
male	21	21
female	79	79
To include	100	100
Status		
College of Logistics students	90	90
General users, including outsiders	10	10
To include	100	100

From the table 1, considering the personal information of the respondents who were a sample of 100 people, it was found that the majority of respondents were female, numbering 79 people, representing 79 percent, and male, numbering 21 people, representing a hundred. Each 21 are students of the College of Logistics, 90 people, accounting for 90 percent. General users including outsiders, 10 people, accounting for 10 percent.

Table 2. Level assessment results

Questionnaire for satisfaction assessment form	percent	S.D.	average	(n=100)
				meaning
Structure				
1. Arranged in order	52.60	0.56	3.29	medium
2. The layout of the College of Logistics website is easy to find.	53.00	0.52	3.31	medium
3. Show the uniqueness of the Logistics College website.	52.40	0.45	3.28	medium
Average	52.67	0.51	3.29	medium
Usage				
1. The menus are easily accessible and the terminology used is clear.	59.00	0.47	3.69	high
2. The menu is clearly visible and easy to use.	61.80	0.52	3.86	high
Average	60.40	0.49	3.78	high
Message				
1. Clear, easy to read, and the font color matches the color of the background.	50.40	0.53	3.15	medium
2. Amount of text on each page.	52.40	0.69	3.28	medium
3. The format of the text is appropriate for each website page.	55.00	0.82	3.44	medium

Questionnaire for satisfaction assessment form	percent	S.D.	average	meaning
Average	52.60	0.68	3.29	medium
Use of colors				
1. The colors used to convey meaning match the content.	52.20	0.44	3.26	medium
2. The colors used make it easy to read.	58.60	0.48	3.66	high
3. The colors used on the website correspond to the College of Logistics.	56.40	0.50	3.53	high
Average	55.73	0.47	3.48	medium
Information				
1. Easy access to information	68.50	0.52	3.43	medium
2. The topic of information is clear and easy to understand.	68.00	0.49	4.44	medium
Average	68.25	0.51	3.41	medium
Total average	57.93	0.53	3.45	medium

4.50 – 5.00 = highest, 3.50 – 4.49 = high, 2.50–3.49 = medium, 1.50–2.49 = low , 1.00–1.49 = lowest

From Table 2, the results of the evaluation of the scores of users of the English language website for public relations of the College of Logistics. From a sample of 100 respondents, it was found that the overall score was at a medium level of 57.93 percent ($\bar{x} = 3.45$, S.D. = 0.53). If considering each topic, it was found that the sample group had a score of

1. Structure the overall level medium 52.67 % ($\bar{x} = 3.29$, S.D. = 0.51)
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CONCLUSION AND FUTURE WORK

Research topic: study of guidelines for developing an English website for public relations at the College of Logistics and Supply Chain Suan Sunandha Rajabhat University all 5 items 1) Structure 2. Usage 3) Message 4) Use of colors 5) Information on the website to develop a website for public relations of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University The sample group was divided into 2 groups: 1. Logistics and Supply Chain College students. Suan Sunandha Rajabhat University and 2. general users by simple sampling method. Summary of the survey results and the collected data show that users of the College of Logistics and Supply Chain's English language website in public relations have a medium overall score.

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