DEVELOPING DIRECTIONAL MEDIA USING CANVA FOR ORGANIZATIONAL OUTREACH

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ABSTRACT

This research project aimed to develop and assess the effectiveness of directional media created using the online platform "Canva" for organizational outreach. The study had two main objectives: first, to produce media materials designed to convey the organization's mission and direction, and second, to evaluate the satisfaction levels associated with the format of these media in conveying said direction. The study involved a sample of 20 respondents. The findings revealed that the media materials developed using Canva proved to be effective in communicating the organization's direction. Respondents expressed a high level of satisfaction with the media format, particularly praising the design, content, and ease of use. Suggestions from respondents included incorporating additional information and visuals into the media materials. The survey data also provided insight into the demographics of the participants, with 12 respondents, consisting of 4 males (33.3%) and 8 females (66.7%). The study further analyzed the participants' knowledge and understanding, showcasing a significant improvement from a low level of knowledge before using Canva to a very high level after using the platform. Overall satisfaction with the media materials was rated as high.

Keywords: Canva, Developing, Media

INTRODUCTION

The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University emphasizes the potential development of non-academic staff by the Strategy 2: Develop the educational management system, create the learning innovation, and enhance the administration for global standard. The objectives of the human resource management: potential development of non-academic staff, Group 6: Plan and Budget, Subgroup 1: Strategic plan and operational plan, the Knowledge Management (KM) group from 11 sections comprises 8 educational management sections and 3 educational support sections sharing knowledge and experiences. The university has defined the objectives, missions, strategies, goals, and policies to administrate, develop, and drive the university for the achievement of the 5-Year Strategic Plan for the 2023-2027 Fiscal Year and the Operational Plan for the 2023 Fiscal Year (Suan Sunandha Rajabhat University, 2023). The Planning and Quality Assurance Division of the Office of General Education and Innovative Electronic Learning emphasizes the potential development of non-academic staff by using CANVA for driving the operation for the 2023 Fiscal Year corresponding to the policies and strategies of Suan Sunandha Rajabhat University to present the organizational information; history, structure, vision, and mission; promote the competitive potential; disseminate information;

access to the service users or stakeholders; create the good image; and reduce costs, and the behavior of surfing on internet is related to a volume of the utilization (Nantida Oatkarm, 2018, P.40) as the guidelines for further organizational operation.

The Planning and Quality Assurance Division of the Office of General Education and Innovative Electronic Learning has operated the knowledge sharing by the topic, "Guidelines for Disseminating the Section's Direction" for the 2023 Fiscal Year by using CANVA to create the graphic design such as poster via both website and mobile application.

In consequence, the researcher has emphasized the Routine to Research (R2R) on the topic, "Developing Media by Using CANVA" to disseminate the section's direction aimed to 1) develop media by using CANVA to disseminate the section's direction, and 2) study the satisfaction with media for disseminating the section's direction.

RESEARCH OBJECTIVES

This research study was aimed to
1) To develop media by using CANVA to disseminate the section's direction.
2) To study the satisfaction with media for disseminating the section's direction.

CONCEPTUAL FRAMEWORK

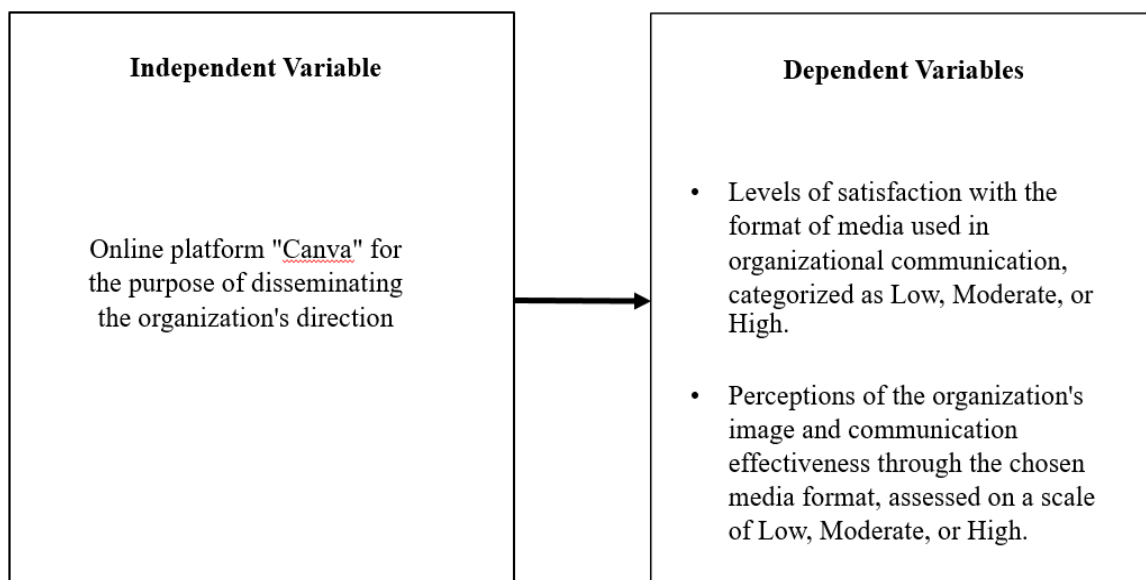| Independent Variable	Dependent Variables
Online platform "Canva" for the purpose of disseminating the organization's direction	• Levels of satisfaction with the format of media used in organizational communication, categorized as Low, Moderate, or High. • Perceptions of the organization's image and communication effectiveness through the chosen media format, assessed on a scale of Low, Moderate, or High.

Figure 1. Conceptual Framework of the Study

This figure shows the relationship between satisfaction with media format and perceptions of organizational image and communication effectiveness. The independent variable is the format of media used in organizational communication, which is categorized as low, moderate, or high. The dependent variables are perceptions of the organization's image and communication effectiveness, which are also categorized as low, moderate, or high.

The figure shows that satisfaction with media format is positively correlated with perceptions of organizational image and communication effectiveness. In other words, employees who are more satisfied with the format of media used in organizational

communication are also more likely to have positive perceptions of the organization's image and communication effectiveness.

This finding suggests that the format of media used in organizational communication can have a significant impact on employees' perceptions of the organization. Organizations should carefully consider the format of media they use to communicate with employees in order to maximize the effectiveness of their communications.

METHODOLOGY

Setting the Population and Sample Groups For this qualitative research, two population groups were identified: 1) Staff within the General Education and E-Learning Innovation Office, comprising 20 individuals. 2) Staff within Rajabhat Suansunantha University, totaling 20 individuals.

1.1 Research tools two main types of tools were employed for this research:
   1) Data Collection Tools: Instruments used to gather and compile data.
   2) Survey Instruments: Questionnaires designed to survey internal personnel.
1.2 Development of research tools data analysis in this research involved the following criteria:
   1) Qualitative Data Analysis: Utilized content analysis by calculating percentages and averages.
   2) Quantitative Data Analysis: Employed a participation rating survey, analyzing mean values.
1.3 Data collection and analysis
   1) Statistical methods used for data collection include:
   2) Analyzing the respondents' privacy status using a percentage.
   3) Employing a survey questionnaire to assess opinions toward activities.
   4) This research utilized the mean (Mean) and standard deviation (S.D.) to analyze the data.
1.4 Study Location The research was conducted at the General Education and E-Learning Innovation Office, Suan Sunandha Rajabhat University.
1.5 Study Duration The research spanned from October 2021 to July 2022.

RESULT

This study aimed to develop media using the online platform "Canva" for disseminating the direction of the agency and to investigate the satisfaction with the media format for disseminating the direction of the agency. The research was conducted with 20 respondents.

The results of the study showed that the media developed using Canva were effective in disseminating the direction of the agency. The respondents were satisfied with the media format, particularly the design, content, and ease of use. The respondents also suggested that the media could be improved by adding more information and visuals.

1. General Information of Survey Respondents: Upon analyzing the survey data, the general information of the respondents is as follows:

The survey included 12 participants, comprising 4 males (33.3%) and 8 females (66.7%), as illustrated in table 1.

Table 1. Respondent Distribution by Gender

Gender	Number of Respondents	Percentage
Male	4	33.3%
Female	8	66.7%

This breakdown provides insight into the gender distribution of the survey participants, forming a basis for further analysis.

Table 2. Knowledge and Understanding

Aspect	Mean	S.D.	Satisfaction Level
2.1 Before Using Canva - Knowledge	2.42	48.33	Low
2.2 After Using Canva - Knowledge	4.67	93.33	Very High
2.3 System Usage Patterns - Ease of Use	4.33	86.67	High
Total	3.81	76.11	High

Summary: Participants showed a significant increase in knowledge and understanding, transitioning from a low level (Mean = 2.42) to a very high level (Mean = 4.67) after using Canva. Overall satisfaction is high (Mean = 3.81).

Table 3. System Aspects

Aspect	Mean	S.D.	Satisfaction Level
2.4 Alignment with Objectives	4.33	86.67	High
2.5 Accuracy and Precision of the System	4.67	93.33	Very High
2.6 User-Friendly Design, Simple Menus	4.83	96.67	Very High
2.7 Program Convenience	4.58	91.67	Very High
Total	**4.60**	**92.08**	**Very High**

Summary: Table 6 indicates high satisfaction levels, with the system being praised for user-friendliness (Mean = 4.83) and accuracy (Mean = 4.67).

Table 4. Overall Satisfaction

Aspect	Mean	S.D.	Satisfaction Level
Overall Satisfaction	4.68	93.50	Very High

Summary: Participants in the support personnel category express the highest overall satisfaction with Canva (Mean = 4.68).

CONCLUSION

The research on developing media using Canva for organizational communication presents a noteworthy outcome. It reveals a substantial increase in satisfaction among trained personnel regarding Canva usage and overall content satisfaction. This improvement underscores the significance of fostering skills in utilizing new technologies and tools for effective communication within an organization. The findings highlight the importance of skill development in using innovative platforms to enhance the efficiency and appeal of organizational communication strategies for both internal stakeholders and the general audience.

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