

# STRATEGIES FOR MANAGING PUBLIC RELATIONS INFORMATION: A CASE STUDY OF GENERAL EDUCATION IN HIGHER EDUCATION WEBSITES

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## ABSTRACT

This study aimed to enhance the management strategies for public relations data on General Education Academic websites. The focus was on standardizing content formats and improving the visual appeal of the website's Public Relations (PR) pages. Surveying 1,509 participants revealed a demographic distribution of 85.67% students, 10.75% faculty, and 3.58% staff. The evaluation of website satisfaction indicated high ratings for PR image beauty (mean = 4.40), text organization (mean = 4.00), webpage aesthetics (mean = 4.60), and webpage organization (mean = 4.40). Recommendations include upgrading equipment, providing training for staff photography skills, and ensuring consistent news updates for PR. This research showcases significant improvements in PR page aesthetics and functionality, offering actionable insights for sustained enhancements in PR management on academic websites.

**Keywords:** Public Relations Strategic, Higher Education

## INTRODUCTION

Nowadays, learning sources are not only limited to printed matter on paper, now extending to digital and online social media. In the last two decades, the most significant. (Vichivanives R. & Poonsilp K., 2017) The website is very important to access data. It is a source that collects a lot of data and responds to the search for information by users. (Deeprai Y. & Poonsilp K., 2019) In the realm of academia, the efficacy of disseminating information and communicating with stakeholders stands as a critical component. The evolution of digital platforms has propelled educational institutions towards establishing robust online presences, notably through their websites. Recognizing the paramount importance of effective Public Relations (PR) strategies, this study delves into the optimization of PR data management techniques specifically tailored for General Education Academic websites.

The primary objectives revolve around two fundamental aspects: firstly, the standardization of PR content formats across the General Education Academic website to ensure consistency and uniformity, and secondly, the enhancement of the website's visual appeal, particularly focusing on the landing pages.

In pursuit of these objectives, this research endeavors to analyze and evaluate existing PR content formats and their impact on user satisfaction. By conducting surveys involving a diverse participant pool consisting of students, faculty, and staff, we seek to elucidate their perceptions and satisfaction levels regarding the website's PR elements. Notably, the study entails a thorough examination of various metrics such as PR image attractiveness, text organization, webpage aesthetics, and overall webpage organization.

Moreover, this research presents actionable recommendations aimed at ameliorating PR data management techniques. Proposals include the provision of upgraded equipment, pertinent

training sessions to enhance staff photography skills, and the necessity of ensuring consistent updates of news information for effective PR dissemination.

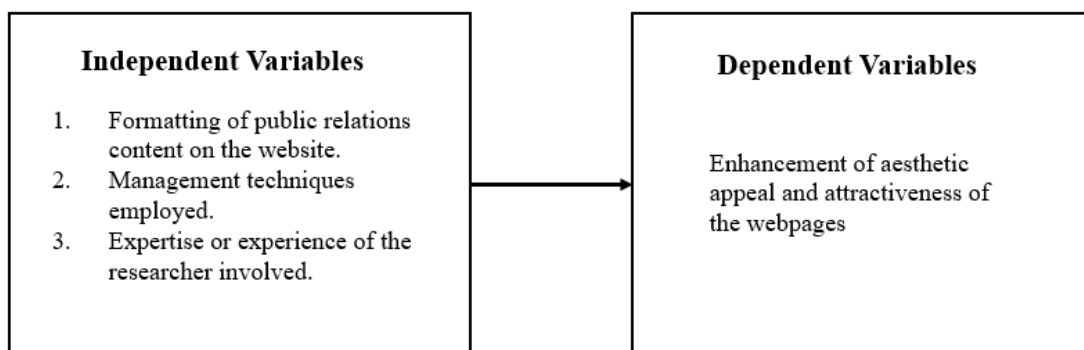
Ultimately, this study aims to contribute substantively to the enhancement of PR strategies and their execution within General Education Academic websites. The findings and recommendations generated herein aim to offer pragmatic insights to facilitate sustained improvements in PR management, consequently enriching the user experience and stakeholder engagement within the academic community's online sphere.

## RESEARCH OBJECTIVES

This research study was aimed to

- 1) To standardize the format of public relations content across the General Education Academic website, ensuring uniformity and consistency.
- 2) To enhance the visual appeal of the General Education Academic website's landing pages.

## CONCEPTUAL FRAMEWORK



**Figure 1.** Conceptual Framework

From figure 1. Shows a diagram of the relationship between independent and dependent variables in a study of website traffic. The dependent variable is the number of visitors to the website. The independent variables are the formatting of public relations content on the website, the use of management techniques to enhance the aesthetic appeal and attractiveness of the webpages, and the expertise or experience of the researcher involved.

The arrows in the diagram indicate the direction of the relationship between the variables. For example, the arrow pointing from the formatting of public relations content to the number of visitors indicates that a better-formatted public relations content is likely to lead to more visitors.

The shaded areas in the diagram represent the potential range of values for each variable. For example, the shaded area for the number of visitors indicates that the number of visitors could range from zero to a very large number.

This figure is useful for understanding the relationship between the independent and dependent variables in the study of website traffic. It can be used to help researchers identify the factors that are most likely to affect website traffic.

## METHODOLOGY

### 1. Population and Sample Group

For the survey assessing user satisfaction with the General Education Academic website for the fiscal year 2023, the sample included 263 university students from Suan Sunandha Rajabhat University in the second semester of the academic year 2022, 33 staff members, and 11 faculty members, totaling 307 participants.

### 2. Research Tools

The research utilized an online assessment form (Google Form) to evaluate user satisfaction with the General Education Academic website. The satisfaction levels were categorized as follows:

4.50 - 5.00: Very high satisfaction level

3.50 - 4.49: High satisfaction level

2.50 - 3.49: Moderate satisfaction level

1.50 - 2.49: Low satisfaction level

1.00 - 1.49: Very low satisfaction level

### 3. Study Duration

The study spanned from October 2022 to August 2023.

### 4. Statistical Analysis

The statistical methods employed included:

Mean Calculation: Used to find the arithmetic average of data not grouped by frequency.

Standard Deviation: A measure of data dispersion, commonly used for small datasets, calculated as follows:

$$S.D. = \sqrt{\frac{\sum(X_i - \bar{X})^2}{N}}$$

S.D. is the standard deviation.

$X_i$  is the individual data ( $i = 1, 2, 3 \dots N$ )

$\bar{X}$  is the arithmetic mean.

$N$  is the total number of data points.

## RESULT

**Table 1** Status of Respondents Evaluating Website Usage Satisfaction:

Evaluation Status	Number	Percentage
Students	263	85.67%
Faculty	33	10.75%
Staff	11	3.58%
Total	307	100%

From the evaluation table, it is evident that the respondents included 85.67% students, 10.75% faculty, and 3.58% staff.

**Table 2** Evaluation Ratings, Mean, Standard Deviation, and Interpretation:

<b>Evaluation Criteria</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Interpretation</b>
Website's PR image beauty	4.40	0.55	Very high satisfaction
PR text organization on the website	4.00	0.71	Very high satisfaction
PR text readability on the website	4.20	0.45	Very high satisfaction
PR webpage design aesthetics	4.60	0.55	Highest satisfaction
PR webpage organization and design	4.40	0.55	Very high satisfaction

From the evaluation table, the assessment of user satisfaction with the General Education Academic website revealed that the promotional news images on the website scored an average of 4.4 for their beauty. Moreover, the promotional news images had an average score of 4 for their attractiveness. The textual content of the news on the website was rated at 4.20 for its easy-to-understand language. The design of the news pages for the General Education Academic website obtained an average score of 4.6 for its aesthetic appeal and a 4.40 for its orderly design.

### **2. Utilization of Research Findings**

From the study on PR data management techniques, the researchers effectively enhanced the website's PR webpage design, significantly improving its aesthetics.

### **3. Impact of Workflow Changes**

Positive Impact: The efficient enhancement of the website's aesthetics.

Negative Impact: The design process became more complex and time-consuming.

### **4. Lessons Learned**

Knowledge Acquired: Gained insights into webpage design and decoration for PR purposes.

Understanding Acquired: Learned about image aspects such as decoration, color, and brightness.

## **CONCLUSION**

After conducting research on management techniques for public relations data on the General Education Academic website, this study focused on enhancing the aesthetic design of the website's PR pages. The research findings revealed that the respondents consisted of 85.67% students, 10.75% faculty members, and 3.58% staff. The evaluation of website usage satisfaction depicted high levels of satisfaction, with PR image beauty receiving a mean score of 4.4, indicating a significantly high level of attractiveness. PR text organization and readability both scored a mean of 4, reflecting a high level of satisfaction. The design aesthetics of PR webpages scored a mean of 4.6, signifying the highest level of satisfaction, while the organization and design of PR webpages scored a mean of 4.4, indicating a similarly high level of satisfaction. Considering these findings, the study recommends improving the availability and quality of equipment, especially computers and relevant editing software for design purposes, conducting training sessions for staff to enhance photography skills for designing PR materials in cases where professional photographers are not available, and consistently updating news information for PR to ensure relevance.

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