

# **A Study on the Perception of Public Relations Information among Students of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University**

**Kanyanut Chinpala<sup>1</sup> and Wanasak Padungsestakit<sup>2</sup>**

<sup>1,2</sup>Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

E – Mail: <sup>1</sup>kanyanut.ch@ssru.ac.th, <sup>2</sup>wanasak.pa@ssru.ac.th

## **Abstract**

The research study titled "A Study on the Awareness of Internal Public Relations Information among Students of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University" aims to: 1) investigate the behavior of internal public relations media reception among personnel in the Faculty of Fine and Applied Arts at Suan Sunandha Rajabhat University, and 2) examine the information needs regarding internal public relations among students of the Faculty of Fine and Applied Arts at Suan Sunandha Rajabhat University. The survey results, categorized by gender, show that most respondents are female, making up 67.50% of the sample.

Regarding the awareness of internal public relations information, the findings reveal that most students of the Faculty of Fine and Applied Arts primarily receive information via the Faculty's Line group, followed by Line groups for each department, the Faculty's Facebook page, the Faculty's website, department websites, and other sources such as bulletin boards, circular letters, and phones. In terms of online media preferences, students most prefer clear and easy-to-read text (66 respondents), complete information (60 respondents), aesthetically pleasing images (56 respondents), and eye-catching colors (38 respondents).

Regarding the desired public relations media channels, the most preferred were: 1) Official Line (mean score of 4.15, rated highly), 2) Faculty website ([www.far.ssru.ac.th](http://www.far.ssru.ac.th)) with a mean of 4.12, and 3) Facebook Fan Page with a mean of 3.86. The types of information students wish to receive most include: 1) Updates about the Faculty and departments (mean score of 4.03), 2) News on Faculty/department activities (mean score of 4.01), and 3) News about new student admissions (mean score of 3.90).

**Keywords:** perception, public relations, communication

## **1. Introduction**

Internal communication is crucial for management as an organization is a gathering of many units and individuals who must work together. Therefore, it is necessary to have a communication system that allows the needs, thoughts, and feelings of individuals or groups within the organization to be effectively conveyed to those concerned. This ensures a mutual understanding of common goals and the efficient and effective execution of tasks to achieve the

organization's objectives. Internal public relations is another communication tool that uses various media to build understanding and good relationships between management and employees within the organization. It also helps to boost employee morale and motivation, supporting the management in achieving the organization's goals and objectives.

Pattharawan Somprasong (2015) states that economic and business development relies on media as an important tool for publicizing products and services, creating awareness, and increasing sales opportunities. The use of social media has the most influence on adopting social media tools, and the benefits gained from using social media include increased sales and expanded customer bases, which are the most significant advantages for small and medium-sized enterprises (SMEs).

The Faculty of Fine and Applied Arts at Suan Sunandha Rajabhat University is an organization that relies on communication to build relationships among individuals within the institution, as it consists of various disciplines and supporting educational units. Internal public relations are essential to ensure that both staff and students are informed about activities and policies related to the Faculty's operations. This fosters a good relationship between the Faculty and its personnel and students through communication channels.

## **1.1 Research Objective**

1.1.1 To study the behavior of students in the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, regarding internal public relations media reception.

1.1.2 To study the information and communication needs related to internal public relations among students in the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

## **2. Body of paper**

### **2.1 Research Methodology**

In this study, the researcher used a questionnaire as a tool for data collection. The researcher reviewed relevant research studies and adapted the questionnaire from existing ones. Additionally, consultations were made for guidance in designing the research tool to ensure it covered the objectives the researcher aimed to study. The questionnaire consists of both open-ended and closed-ended questions, divided into four sections as follows:

Section 1: General Information of the Respondent – This section contains demographic information about the respondents. The questions are in the form of closed-ended multiple-choice questions, including questions about gender, age, and enrollment status in a specific field of study.

Section 2: Awareness of Internal Public Relations Information in the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University – The questions in this section are closed-ended, with an option for suggestions.

Section 3: Types of Internal Public Relations Media in the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University – The questions in this section are also closed-ended, with an option for suggestions.

Section 4: Information Needs Regarding Internal Public Relations in the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University – This section collects details regarding the

respondents' needs for internal public relations media in the Faculty. The questions are closed-ended, with an option for suggestions.

The rating scale used in the questions consists of 5 levels: Level 5: Very high demand Level 4: High demand

Level 3: Moderate demand Level 2: Low demand Level 1: No demand

Section 5: Comments

## 2.2 Results

Results of the Study on Behavior and Information Needs Regarding Public Relations Media Among Students of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

**1. Channels of Receiving Information:** 1.1) Faculty Line Group: 38 respondents (most preferred) 1.2) Department Line Group: 32 respondents 1.3) Department Facebook Page: 29 respondents 1.4) Faculty Website: 25 respondents 1.5) Department Website: 21 respondents 1.6) Faculty Facebook Page: 11 respondents 1.7) Other sources: 9 respondents (including bulletin boards, circular letters, phone)

**2. Most Preferred Online Media Formats:** 2.1) Easy-to-read text: 66 respondents 2.2) Complete information: 60 respondents 2.3) Aesthetically pleasing images: 56 respondents 2.4) Eye-catching colors: 38 respondents

### 3. Public Relations Media Needs:

#### 3.1 Preferred Communication Channels:

Official Line: Mean score of 4.15 (high demand)

Faculty website (www.far.ssru.ac.th): Mean score of 4.12

Facebook Fan Page: Mean score of 3.86

#### 3.2 Types of Information Desired:

Faculty and Department Updates: Mean score of 4.03 (high demand)

News on Faculty/Department Activities: Mean score of 4.01

News on New Student Admissions: Mean score of 3.90

Get smarter responses, upload files an

Students in the Faculty of Fine and Applied Arts have a high demand for receiving information through the Official Line and the Faculty website, with an emphasis on designing media that is easy to read, provides complete information, and is engaging. This design approach aims to effectively meet the need for information about the Faculty's updates and activities. This finding aligns with the research by Naththa Chawkongjak (2019), who studied proactive public relations through social media to enhance the image of the Faculty of Nursing at Mahidol University. The study found that the overall opinion regarding the public relations operations of the Faculty of Nursing at Mahidol University was highly positive ( $x = 3.71$ ), with information awareness being moderate ( $x = 3.05$ ). The most desired information by the respondents was about student activities, and the general level of information awareness through media or public relations channels was moderate ( $x = 2.94$ ). The most preferred medium for receiving information was the Line Group.

Additionally, the research by Ranjchida Kiattikanok (2021) on the acceptance and use of technology and website quality affecting purchasing decisions in B2B e-commerce found that factors such as expected effort, usability, social influence, and website quality in terms of information quality, system quality, and service quality significantly impacted purchasing decisions in B2B e-commerce at the 0.05 statistical significance level.

This is also consistent with the research by Nattaphong Techarattanased (2021: abstract), titled "Marketing Mix Factors and Technology Acceptance Factors Affecting Customer Satisfaction with Mobile Banking Services in Bangkok," reveals the following findings:

1. Users with different gender, age, education level, occupation, and monthly income showed varying levels of satisfaction with mobile banking services.
2. The duration and frequency of service usage per month were positively correlated with satisfaction, though the relationship was weak, and in the same direction. However, the time of service usage and the type of transactions had no correlation with satisfaction.
3. The marketing mix factor related to distribution channels had the greatest impact on customer satisfaction with mobile banking services.
4. The technology acceptance factor related to perceived benefits had the greatest impact on customer satisfaction with mobile banking services. (Suansunan University: Management Science Faculty)

### 3. Conclusion

There are several benefits of using public relations media, including:

1. **Fast and wide-reaching communication:** Public relations media allow information to be delivered quickly and comprehensively to the recipients, ensuring no communication is missed in any situation.
2. **Enhancing understanding:** It helps people understand and receive information more effectively. Efficient communication reduces misunderstandings and misinterpretations.
3. **Promoting participation:** Public relations media allow people to engage in discussions, share opinions, or participate in various activities occurring in the community.
4. **Economic and business development:** Public relations media are crucial tools for promoting products and services, creating awareness, and increasing sales opportunities.
5. **Strengthening relationships:** It helps build and maintain relationships between individuals, organizations, and society, as well as creating trust among target groups.
6. **Knowledge creation and learning:** Public relations media can be a valuable source of information for education and learning, allowing people to continuously develop their knowledge in various fields.

Effective use of public relations media ensures smooth communication at the individual, organizational, and societal levels, bringing about the greatest benefits.

#### 4. Acknowledgment

I would like to express my gratitude to the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, for supporting research of the university's personnel and I highly hope that this research would be beneficial for other researchers further.

#### References

- Beach, D. S. (1995). *Personnel: The management of people at work* (3rd ed.). Macmillan.
- Chawkongjak, N. (2019). *Proactive public relations through social media to enhance the image of the Faculty of Nursing, Mahidol University* (Master's thesis, Graduate School, Silpakorn University).
- Kiattikanok, R., & Wongsasensukcharoen, J. (2021). Acceptance and use of technology and website quality affecting B2B e-commerce product purchase decisions. *Journal of Business Management, Burapha University*, 10(2), 91–105.
- Kotler, P., & Lee, N. (2005). *Corporate social responsibility: Doing the most good for your company and your cause*. John Wiley & Sons.
- Laphirattanakul, V. (2003). *Public relations* (10th ed.). Chulalongkorn University Press.
- Pitpricha, R. (1987). Internal public relations management in organizations. In *Teaching materials for public relations management, Unit 9* (pp. [page numbers]). Sukhothai Thammathirat Open University Press.
- Rawanit, W. (2006). *The effectiveness of using corporate social responsibility concepts to build the image of Charoen Pokphand Group Co., Ltd.* (Master's thesis, Department of Public Relations, Faculty of Communication Arts, Chulalongkorn University).
- Somprasong, P., & Thongmak, M. (2015). The use of social media to build relationships with customers in small and medium-sized enterprises. *Journal of Information Systems in Business (JISB)*, 1(1), 86–101.
- Srisongkram, W. (2007). *Motivation: The foundation for personal development*. Rajamangala University of Technology.
- Techarattanased, N., et al. (2021). Marketing mix factors and technology acceptance factors affecting customer satisfaction with mobile banking services in Bangkok. *Journal of Management Science, Suan Sunandha Rajabhat University*, 8(1), 78–79.