

News Perception Behavior Via Line Official Account of Personnel of The Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

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ABSTRACT

The purposes of this research were (1) study the news perception behavior via LINE official account of personnel of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University (2) study the factors of news perception behavior via Line Official Account of personnel of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University (3) study the news perception behavior via Line Official Account of personnel of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

The population used in this study were personnel from the Faculty of Fine and Applied Arts. Both academic and academic support who received news via the Line Official Account, totaling 50 people, used to collect data with questionnaires and statistics used to analyze data such as percentage, mean and standard deviation.

According to the study :

1. The format of the message or media used to communicate via Line Official Account affects the level of interest in receiving news.
2. The Factors related to popularity of application usage affect behavior in receiving news and accessing via Line Official Account.
3. The Factors related to date and time affect accessing LINE Application to receive news and public relations via Line Official Account.
4. Individual characteristics cause behavior in receiving news via LINE Application (Line Official Account) to be different.

Keywords: Behavior, Communication, Line, News, Perception

1. Introduction

Today, communication is considered a key factor in human life and an important factor that helps the country's development move forward quickly. Humans need to exchange information, knowledge and experiences in order to gain more knowledge and create a greater understanding of each other (Khemika Klinkasorn, 2010: 1). Therefore, the world has entered the age of

information, where information technology drives the world forward, making movement and transfer of information easy and fast Chatchawan Santhidet, 2003: 1).

Communication within an organization is important to organizational management because an organization is made up of many different departments and individuals who must work together. It requires a communication system that helps convey needs, thoughts, and feelings from person to person. or group to group within the organization towards an understanding of common goals. In order to create mutual understanding in the same direction, it is necessary to adopt technology and online communication. And by using effective and appropriate technological media, educational agencies at all levels will be able to operate efficiently (Sumalee Thianthongdee, 2023). Public relations within the organization is another method of organizational communication that uses many types of media to create understanding and good relationships between executives and all workers in the organization, as well as to strengthen morale at work and to promote and support the management of the organization to achieve its goals and objectives (Rungnapa Pitpreecha, 1987, page 480). Organizational communication is the process of exchanging information that is constantly changing according to the situation between departments and personnel at all levels within the organization and society. Communication is therefore essential for every organization because it brings needs, thoughts, feelings to an understanding of goals between person to person, group to group, person to group. or among organizations so that their operations are consistent or meet the organization's objectives (Arun Raktham, 1996, page 4).

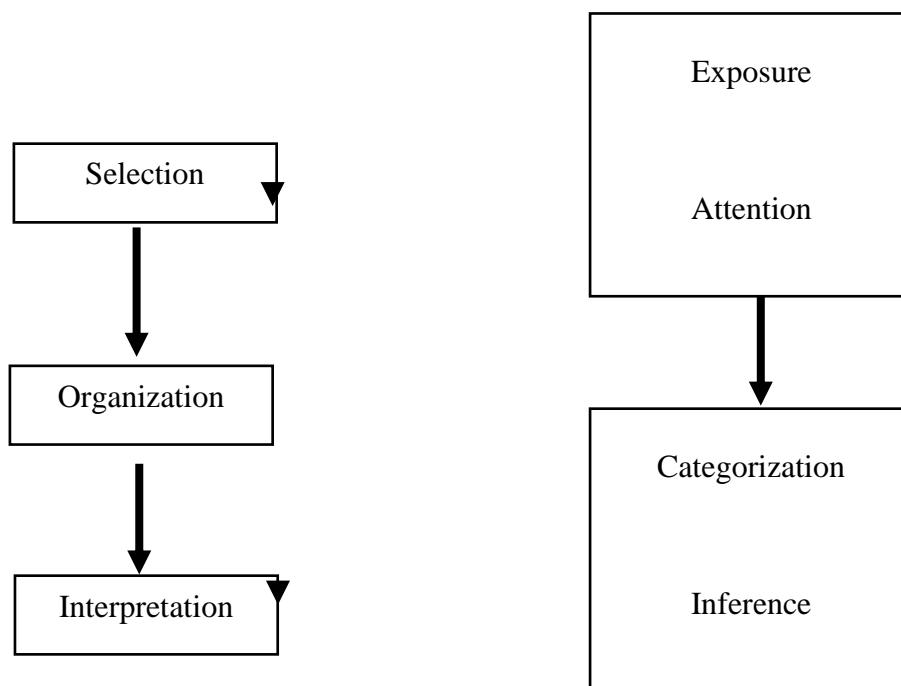
The purpose of internal public relations is to publicize relations between people in the organization, promote knowledge and understanding of the objectives, policies, goals and ideology of the organization, strengthen morale and confidence in work, and reduce the gap between management and personnel (Duang Phon Khamnoonwat et al., 1998, page 53). Organizational communication has thus become an important factor that will facilitate the organization's success. Because it is communication that leads to an understanding of common goals so that operations are consistent or meet the objectives of the organization (Methawee Kalavathanon, 2009, page 1-2).

From the past to the present, communication and public relations have always been with humans. Humans must communicate with each other in order to tell, inform, and create understanding among each other at the individual, organizational, and national levels. Humans have invented ways to communicate and publicize information in many forms, whether spoken language, sign language, or written language. As human society has developed and become more advanced nowadays, it cannot be denied that the Internet is a communication tool that has played a greater role in people's daily lives. The internet is a source of connectivity and a platform for exchanging information. The form of communication thus becomes borderless. Later, online social networks were developed to connect communication between individuals via the Internet (Nantitch Chalongsinchai & Hathaichanok Sukcharoen, 2012). It has high working potential and can gather information from various sources, including educational information, business information, etc., which is beneficial to research and development, creating an information society. In addition, the Internet makes the presentation of current news fast and timely to events and needs (Sirichai Wongsatisart, 2006: 43). Technology has made communication, information, and public relations more convenient. Especially nowadays, we can conveniently receive news and information via mobile phones or tablets through programs

or applications. Public relations are therefore fast and timely. Currently, the LINE Application is considered a very popular communication channel.

The perceptual process in Assael's (1998, cited in Naline Pansaita, 2012, p. 6) concept consists of three steps : perceptual selection, perceptual organization and perceptual interpretation.

Figure 1 : The Perceptual Process



Source: Assael's (1998, cited in Naline Pansaita, 2012, p. 6)

Meaning of Line Application and Line Official Account

LINE is an application that combines messagine and Voice over IP services, resulting in an application that allows chatting, creating groups, sending messages, posting pictures or making voice calls. Sending such information does not cost any money if we use a mobile phone with an internet package that supports it. It can also be used with iOS and Android, as well as other operating systems (Suthatinan Changtham, 2015: 21).

Line Official Account is an official account for businesses that allows organizations or stores to create an unlimited number of followers to send information or special promotions, including communicating individually with your members.

Due to the importance and reasons mentioned above, The researcher is interested in studying news perception behavior via LINE official account of personnel of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. In addition, the obtained information will be useful for organizations and related agencies to use in planning the provision of information effectively. The Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University has a

LINE OFFICIAL ACCOUNT to inform news and publicize between personnel within the organization, which is overseen and operated by public relations officers.

1.1 Research Objective

1. To study the news perception behavior via LINE official account of personnel of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University
2. To study the factors of news perception via Line Official Account of the personnel of the Faculty of Fine Arts, Suan Sunandha Rajabhat University.
3. To study the perception of news via Line Official Account of the personnel of the Faculty of Fine Arts, Suan Sunandha Rajabhat University.

2. Body of Paper

2.1 Research Methodology

The researcher conducted quantitative research using related concepts, theories, and research as the framework for the study. The researcher conducted the study in the following steps:

Research Methodology (Sample group, study method, location, time period, data analysis)

1. Population and sample refer to the target group member of LINE OFFICIAL ACCOUNT of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University, which consists of a group of 25 academic personnel and a group of 25 academic support personnel.

2. Methods: The researcher conducted a quantitative study. In this study, the researcher collected survey data using a closed-ended questionnaire with the sample group member of LINE OFFICIAL ACCOUNT of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University. The questionnaire was divided into 3 parts:

Part 1 consisted of demographic information about the respondents, including gender, age, and education.

Part 2 consisted of 2 questions about usage behavior and receiving information via the Faculty of Fine and Applied Arts' LINE OFFICIAL ACCOUNT.

Part 3 consisted of 4 questions about attitudes towards the form of public relations media published through the Faculty of Fine and Applied Arts' LINE OFFICIAL ACCOUNT.

3. Location: Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

4. Study period: 1 November 2023 - 31 July 2024

5. In analyzing the research data, the researcher checked the accuracy of the questionnaire after collecting all 50 complete sets of data. The researcher proceeded with the data as follows.

- The researcher coded the questionnaire (Coding), converting the data into digit form. After that, such data was processed with the SPSS computer program.
- The results were analyzed using descriptive statistics, including frequency, percentage, means, standard deviation, and inferential statistics.
- Score criteria for the questionnaire with answers regarding attitudes towards public relations media published on E-office were divided into 5 levels:

“very much”	=	5 points
“much”	=	4 points
“moderately”	=	3 points
“a little”	=	2 points
“not at all”	=	1 points

Then the ranking of the mean scores was divided into 5 ranges, converting the results into 5 levels as follows:

the mean level 4.21-5.00	means	“most agree”
the mean level 3.41-4.20	means	“very much agree”
the mean level of 2.61-3.40	means	"moderately agree"
the mean level of 1.81-2.60	means	"agree a little"
the mean level 1.00-1.80	means	"disagree"

2.2 Research Results

The results of the study News perception behavior via LINE official account of personnel of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, from data analysis basing on 50 personnel from both academic and academic support units of the Faculty of Fine and Applied Arts, were as follows.

Part 1 Demographic information

Personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University are more female than male, i.e. males account for 46 percent and females account for 54 percent. Ages between 31-40 years accounted for 42 percent, followed by ages between 41-50 years accounted for 38 percent, 3rd place was ages between 20-30 years accounted for 12 percent, 4th place was ages between 51-60 years accounted for 6 percent, and the last was ages 60 years and over accounted for 2 percent. Master's degrees accounted for 52 percent, bachelor's degrees accounted for 34 percent, and doctoral degrees accounted for 14 percent, respectively.

Part 2 The Faculty of Fine and Applied Arts' LINE OFFICIAL ACCOUNT usage behavior and receiving information

Personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University mostly are happy to access and receive news via the LINE OFFICIAL ACCOUNT of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University on weekends or on leave days accounted for 60 percent, meanwhile they are not happy to access and receive news on weekends or on leave days accounted for 40 percent. In terms of time, Personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University mostly are happy to access and receive news via the LINE OFFICIAL ACCOUNT of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University after work hours or at night accounted for 54 percent, meanwhile they are not happy to access and receive news after work hours or at night accounted for 46 percent, respectively.

Part 3 Attitudes towards public relations media published on LINE OFFICIAL ACCOUNT of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University

Attitudes of personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University towards public relations media published on LINE OFFICIAL ACCOUNT of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University, overall score was 4.37 which was at the range of most agree. 1st place was ‘focus on the media that is in the form of images, which results in interest in news, an average score of 4.56, which was at the range of most agree. 2nd place was ‘interesting in news through LINE OFFICIAL ACCOUNT’, an average score of 4.38, which was at the range of most agree. 3rd place was ‘The recipients of the news do not agree that receiving news through LINE OFFICIAL ACCOUNT is intrusive and annoying’, an average score of 4.34, which was at the range of most agree. And 4th place was ‘Text-based public relations media has an effect on making recipients interested in news via LINE OFFICIAL ACCOUNT’, an average score of 4.18, which was at the range of very agree. And it was considered to be the last rank with the least attitude.

3. Conclusion

Through the study News perception behavior via LINE official account of personnel of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, the results of the study can be discussed under the framework of concepts, theories, and related research that The format of the message or media used in communication affects the level of interest in receiving information via Line Official Account. Factors related to popularity of application usage affect news awareness behavior and access to Line Official Account. Day and time factors affect the use of the LINE Application to receive news and public relations information via the Line Official Account. Individual characteristics lead to different behaviors in receiving news via the LINE Application via the LINE Official Account.

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