

PUBLIC RELATIONS THROUGH SOCIAL MEDIA TO ENHANCE THE IMAGE OF THE UNIVERSITY

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ABSTRACT

Abstract—The objectives of this research were to compare awareness of public relations through social media and image of Suan Sunandha Rajabhat University through social media, and to study the relationship between perception of public relations through social media and the image of the university. This study was a quantitative study. The sample group is 400 students studying in Suan Sunandha Rajabhat University by using stratified random sampling and using a questionnaire as a tool to collect data of 400 sets. The statistics used are frequency percentage, mean, standard deviation, t-Test, one-way ANOVA, and Pearson's correlation. The results of the study revealed that most of the respondents perceived the news releases through the university's Facebook page the most and had a good view of University's overall image. In addition, the research results showed that different ages, faculties and years of study of students making the news awareness level publicize through different online media and make different perspectives on the image of the university at the statistical significance level of .05. Including the perception of public relations related to the image of Suan Sunandha Rajabhat University at the statistical significance level of .01.

Keywords— Image of university, Public relations, Social media

INTRODUCTION

In the competitive society of the digital technology era, the persistence of students and the cooperation of stakeholders to develop educational institutions towards quality and standards must rely on a good image of the organization. A good image of the organization arises from the roles of executives and personnel in the organization, so that they can aim for success with quality. The educational institution administration system has the duty to administer and manage education in accordance with the provisions of the law and the constitution and in accordance with the needs of service recipients who want to develop learning. The curriculum serves as a compass pointing the way for the development of learning management that creates a unique identity that is in accordance with the vision of each educational institution that wants to create an image of an educational institution that has students as a product of the labor market. Factors contributing to the image of an educational institution is the result of trust, acceptance, and faith that a person has towards the university. Therefore, the image of the university is important and beneficial to the progress of the university. It is caused by the feelings of people towards the university. The image of an educational institution can be built using the right strategies. Therefore, creating a good image of an educational institution requires cooperation from all aspects, including the administrators of the educational institution, personnel in the organization, stakeholders, board of committee, parents, alumni, and most importantly are the students which will be a spokesperson leading to a good image of the educational institution organization (Pakotung & Runcharoen, 2022).

A university is an educational institute that can produce knowledge and wisdom for the nation's youth to grow into quality individuals. Nowadays, the number of educational institutions has increased significantly whether it is a university in the public sector, the private sector or the government sector. Increasing numbers and competition between universities in order to attract more students has made it necessary for many universities to fully adapt to the market in order to cope with the increasing competition in education. Because the university can exist if students come to study. The competitive environment of universities is how to make the best image in front of as many outsiders as possible. They try to create various strategies to create a truly impressive image for the educational institution. Creation of the image of the university by using digital technology to be used in the management of that institute. Executives must have leadership in learning management in the digital age by studying identity creation. Identity in using digital media by using various methods to combine, especially having

outstanding points in teaching and learning management and having clear innovations that have a point of interest, making the image of the university unified and attractive to participants at different levels, especially the interests of the learners interestingness of the curriculum, learning content, and techniques and methods for using media by managing educational institutions by using media in the digital age requires cooperation from teachers, students, parents as well as the community take part in managing and implementing the guidelines.

Therefore, public relations operations are considered important activities for organizations, whether in the government sector, education sector, and private businesses. This is because public relations are the work of creating and coordinating understanding between the organization and the relevant people in order to create good relationships that lead to knowledge, understanding and togetherness, including a good image for the organization. It is well known that image affects the performance of an organization and to personnel in the organization. If any organization has a good image, people will gain trust, faith, acceptance, and support. If any organization has a negative image, people will lose trust, disrespect and lack of cooperation (Deecharoen, et al., 2022).

Nowadays, social media is a channel that plays an important role in people's perception of news in today's era because it is a network that can be connected anytime, anywhere. Therefore, it is a popular channel for people to exchange information, opinions, experiences, needs and views on various matters among themselves. There are many types of popular social media used in public relations, including websites, YouTube, Facebook, Line and E-mail. Public relations via social media is a new media that has changed the social structure and communication behavior between people rapidly and widely, causing the traditional media to adapt to respond to the social structure. and changing communication styles to achieve more interaction (Klaysung & Meethongjan, 2021).

Therefore, creating a good image is something that higher education institutions can create. by applying appropriate principles and methods in line with the context of the organization, which will lead to the development of the organization to progress and increase quality. The study of public relations through social media to enhance the image of the university is another important matter. The results obtained can be used for planning, improvement, development and public relations in order to create a good and accurate image for students which is a group of people who are related directly with all activities of university to see the movement, change both in terms of academic development, academic services, landscape and building, and service activities of the university the most.

LITERATURE REVIEWS

Lattimore (2009) defines public relations as an organizational management to build good relationships with various groups of audiences to understand their opinions, attitudes, and values. or communicating with internal and external communities to build an image of the organization with the public. Guidelines for public relations operations in each era can be summarized as the foundation of 3 concepts (Pitpreecha, 2017). That is, approach 1, a one-way communication approach emphasizing the importance of persuasive speech in presenting public relations news in the manner of dissemination. Approach 2, a persuasive communication approach, focuses on communication to change the attitudes and behaviors of the masses. Including approach 3, a communication approach to build relationships and two-way communication emphasizing on building mutual satisfaction between organizations and the target population including public and corporate social responsibility. These 3 approaches are the foundation of important ideas that are used as guidelines for making Public relations work until now.

From the study of concepts and theories about image, it can be said that image is the sum of thoughts, feelings, and attitudes that arise within an individual through their exposure to news through various media, both positive and negative. It depends on the process of recognizing and screening news of each individual which will vary according to experience and lifestyle. The concept of creating a good corporate image in 5 aspects of Mahayot (2020) that mentions academic image, management image, image of student affairs, image of participation in the community and the image of community development to be used to create a form to measure the image of the university in the future in order to match the vision and mission of Suan Sunandha Rajabhat University and to bring the research results to be developed and applied in the work of public relations in the future and this has been used to create a conceptual framework for research.

Related research was used to define the conceptual framework and research hypothesis. A study of Amchang (2021) on perceptions of public relations information through online media and the image of Burapha university from the perspective of Burapha university students found that students with different characteristics have

different perceptions of news releases through online media. Different ages and years of student study have different levels of perception of press releases through online media. The perception of press releases was associated with the image of Burapha University. The frequency and level of interest in the type of information were positively correlated with the image with statistical significance at the .01 level. The study of Deecharoen, et al. (2022) on the relation of the media exposure behaviors and the organizational image of a University in Nakhon Ratchasima (2022) found that opinions on the image of a university in Nakhon Ratchasima Province come from the mission of the university as a whole at moderate by the mission of academic services has the highest average value, followed by graduate production and preservation of art and culture, conservation of natural resources and the environment, respectively. In addition, people who have more exposure to news will have a good image with a more positive relationship. People have opinions on receiving university news, especially benefiting from university news will enhance the image of the university even better with a positive relationship and has a high level of correlation. Kongkaphan (2011) has studied image of Ratchaphruek College outdoor education center located at Phuket Technological College in the view of the people of Phuket, found that the samples with different backgrounds in terms of sex, age, occupation and income had a moderate perception of the identity of Rajapruet College as a whole and the side with the average at the highest recognition. The sample group with different educational backgrounds found that the overall image perception was at a moderate level. The results of the hypothesis testing revealed that differences in age, income, and residence affected the perception of the image of Ratchaphruek College. However, differences in sex and education level did not affect perceptions of the image of Ratchaphruek College. Moreover, the study of Wiroonrath, et al. (2021) on the relationship between promotion media and the image of the Commerce and Business Administration, Burapha University, found that advertising, public dissemination, direct marketing, and social media together can predict the organization image perception, while direct marketing is the media that do not affect the organization image perception.

METHODS

The target population used in this research were students from Suan Sunandha Rajabhat University. The calculation of the sample size was derived from Taro Yamane's formula (Yamane, 1967) at a 95% confidence level with a sampling error of 0.5. The sample size was 400 people and divided among the 6 faculties located in Bangkok by using simple sampling and quota sampling. The instrument used for data collection was a closed-ended questionnaire. The questionnaire consists of questions about the demographic characteristics of the sample and the questionnaire to measure the perception of public relation of university from social media. Questions for measuring the opinions towards the image of university in the aspect of academic image, management image, image of student affairs, image of participation in the community and the image of community development. The questionnaire was categorized on a 5-point Likert's scale: strongly agree, agree, moderately agree, disagree, and strongly disagree. Data collection was done using a questionnaire that was tested for its validity and validity.

Statistics used in data analysis was descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using Pearson correlation coefficient analysis and Multiple regression analysis.

RESULTS

General information of respondents, most of them were female, representing 62.54 percent, aged between 18 - 20 years, representing 68.20 percent, studying in the first year, representing 41.25 percent, domiciled in Bangkok the most, representing 36.5 percent, For the group of disciplines, the number is the same because according to the random sampling of 16.67 percent per faculty.

The perception of press releases through online media, most of the respondents were aware of the press release through the university's Facebook fan page. There was an overall level of frequency of acknowledging news and information through online media of the university at moderate level. They are interested in general news at a quite high level. It has the most important objective of acknowledging university press releases to know the general news of the university.

The image of Suan Sunandha Rajabhat University in the perspective of students, most of the respondents had a level of feeling about the overall academic image at a quite good level. When considering each side, it was found that all aspects of academic image are quite good which consists of being a university with outstanding academic reputation, being a university with quality teaching, having cooperation with famous foreign institutions and is a university that brings new technologies and innovations for students to use in teaching and learning respectively. In terms of management image, the respondents had a moderate level of feeling about the overall management image. When considering each side, it was found that the management image of students graduating from the university is accepted by the job market and society at a good level. Other matters are at a relatively good level, whether the university is ready in terms of educational media, teaching materials, equipment and information technology, the information disseminated is clear, and is a university with a good management system. For the image of student affairs, most of the respondents had a level of feeling about the overall image of student affairs at a rather good level. When considering each side, it was found that the image of student affairs in the university has promoted student activities through modern media and the university encourages and supports students to participate in activities that enhance academic knowledge and ability at a good level. There are activities to promote the image of student affairs through websites and social media, there are activities that promote moral behavior ethics for students and good management of student welfare Relatively good level, respectively. As well as the image of participation in the community, the respondents had a good level of feeling about the overall community participation image. Considering each side, it was found that the image of participation in the university has organized service activities at a good level. The university has a good relationship with the community around the university, cultivating students to be public-minded in social development, participate in the development of a strong community and able to rely on themselves at a good level. There are academic service projects to the community at a relatively good level.

In addition, the research results showed that different ages, faculties and years of study of students making the news awareness level publicize through different online media and make different perspectives on the image of the university at the statistical significance level of .05. Including the perception of public relations related to the image of Suan Sunandha Rajabhat University at the statistical significance level of .01.

CONCLUSION AND FUTURE WORK

Conclusion and discussion

From the findings of the research results, the researcher brought important issues to discuss the results according to the following details. The research results showed that different ages, faculties and years of study of students making the news awareness level publicize through different online media and make different perspectives on the image of the university. This corresponds with the study of Palasingh (2012) who studied the exposure to public relations media and the image of the Faculty of Humanities and Social Sciences, Burapha University in the view of people in Muang District, Chonburi Province found that sex, age, income and occupation were different, resulting in have views on the image of the Faculty of Humanities and Social Sciences Burapha University is different. In addition, Mahayot (2020). who studied the influence of new media information exposure behavior on image and interest in choosing to study at Burapha university among 12th grade students under the secondary educational service area office 18., it was found that the sample group with demographic characteristics in terms of sex, grade point average, family income and different types of schools have different knowledge about the Faculty of Mass Communication Technology. As Robinson (1972) stated that education or knowledge is another characteristic that influences the perceiver, which is a factor apply to create an image of people receiving different education in different eras and in different educational systems. Therefore, there will always be feelings different ideologies and needs. Because educational institutions are institutions that nurture individuals to have different personalities as well as education will make people have more potential. It also causes differences in attitudes, values and ethics. In addition, education is also a characteristic that can important and influencing the audience. The people were educated differently, different eras, different education systems and different disciplines therefore have different feelings, ideologies and needs.

In addition, the results found that the perception of public relations related to the image of Suan Sunandha Rajabhat University at the statistical significance level of .01. From the study, it was found that the frequency of news exposure correlated with overall image and the image of the quality of education at the statistically

significant level of .01. For the image of the university, the image of management, image of student affairs, image of participation in the community and the image of community development were correlated with statistical significance at the .05 level. In addition, the duration of exposure to news has a significant relationship with the overall image and image of student affairs at the statistical significance level of .01. For the image of the quality of education and the image of educational management, image of participation in the community and the image of community development, there was a statistically significant relationship at the level of .05. This corresponds with the study of Deecharoen, et al. (2022) found that people who have more exposure to news will have a good image with a more positive relationship. As well as People have opinions on receiving university news, especially benefiting from university news will enhance the image of the university even better with a positive relationship and has a high level of correlation. Including a study of Amchang (2021) found that the perception of press releases was associated with the image of Burapha University. The frequency and level of interest in the type of information were positively correlated with the image with statistical significance at the .01 level. That is, when a person has the intention or determination in seeking news according to their own interests, then it is often the beginning of a good image because it is something that interests and accesses the news itself. According to Kawamoto (2003), the influence of exposure to meet the needs can be considered as one of the most important factors that the human selection process must be met both physical and mental needs to be an indicator or to have the power to choose to meet needs and obtain desired information to show taste, social acceptance and self-satisfaction.

Recommendations and future work

Recommendations obtained from applying the research results that the perception of public relations news through online media is mostly perceived via the Facebook page of the university through the Facebook page of the university. If to achieve maximum efficiency in disseminating news in order to be distributed to the target group comprehensively. Therefore, it should be added to the way of perception, such as Twitter, Instagram, Line Ad, Tik Tok, etc., for ease of access for students. It is also a popular online media with content that matches the era as well. In addition, the content should be considered consistent and let students get to know more news about that area to encourage students to have a more positive outlook, for example, to present more news about international academic participation, presentation of news about student activities, also news about the professional management of the university. Including the news presentation should be adjusted to the speed of the news and the presentation style is more interesting because social media also helps to create a good image and image for the general public as well which is not only university students.

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