

FACTORS AFFECTING THE PROMOTION AND DEVELOPMENT OF PUBLIC RELATIONS EXPOSURE WITHIN HIGHER EDUCATION INSTITUTIONS

Kanyakorn Sujarittnetikarn, Anocha Rojanapanich

Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand,

E-Mail: Kanyakorn.su@ssru.ac.th, Anocha.ro@ssru.ac.th

ABSTRACT

Abstract— The purpose of this study was to study the behavior of internal public relations media exposure of personnel in university in case of Faculty of Management Sciences, Suan Sunandha Rajabhat University, and to study the need for news and information from internal public relations media in university. The samples used in this study were administrators, teachers, staff and students of the Faculty of Management Science, Suan Sunandha Rajabhat University, a total 200 people. The results showed that most of the sample were female and aged between 21 – 30 years old. Channels for receiving news and public relations was receiving through Social Media of the Faculty of Management Science which has many channels, including facebook, imstagram, twitter, youtube, tiktok the most. The reason for receiving the news was to get as much information as possible and to exchange views with colleagues. How to receive news was carefully reading only the media that interest. The problem in receiving internal public relations news was that the form of public relations was not comprehensive and interesting. The media design was the attractive design, and the format was multimedia. In addition, the need for news and information from internal public relations media in university found that there was a need for public relations media through the website and social media the most and the least is the public relations board and mail merge. The type of news to receive was news about student recruitment the most, followed by training/seminars, organizing activities, awarding of personnel and students and activities open to personnel and student participation.

Keywords— Higher education institutions, Promotion, Public relations exposure

INTRODUCTION

Internal communication is important to the management of the organization because the organization is a collection of various departments and individuals who will work together in large numbers. Therefore, it is necessary to have a communication system that will help bring needs, ideas, feelings between person to person or group to group within the organization to understand common goals, to create a common understanding and for operations in various areas of the organization as well efficient and productive meets the objectives of the organization (Champatong, 2022). Public relations within the organization is another method of communication within the organization that uses various types of media to create understanding and good relations between executives and all workers in the organization. Including strengthening the morale and morale of the employees in order to promote and support the management of the organization to achieve the goals and objectives set by the organization (Pitpreecha, 1987).

The Faculty of Management Sciences is a department within Suan Sunandha Rajabhat University. According to the Rajabhat Institute Act 1995, it has a mission to provide academic education. and professions in various fields of study, conducting research, providing academic services to society, improving the transfer and development of technology and the preservation of arts and culture. The Faculty of Management Sciences, Suan Sunandha Rajabhat University has 3 teaching programs: Bachelor of Accounting Program, Bachelor of Economics Program and Bachelor of Business Administration Program. Faculty of Management Sciences is an organization that relies on communication to build relationships between people in the organization. Because it is an organization that consists of many departments, both disciplines, disciplines and support departments. Public relations within the organization is therefore essential. so that personnel can receive information about activities and various operational policies of the Faculty of Management Sciences. It is a good relationship between the organization and personnel by using internal public relations.

Public relations are responsible for publicizing activities, news of the organization to be known to personnel within the organization. Including various media to publicize the good image of the organization to be evident and achieve the objectives of public relations work, so good public relations will be successful. The beginning of good public relations is public relations within the organization must be successful before conducting public relations outside. 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 (Cornelissen, 2008).

However, Faculty of Management Sciences, Suan Sunandha Rajabhat University have a large number of personnel, building a common understanding between the Faculty of Management Science and personnel is very important. It must be taken account for personnel to receive information about activities and policies of the Faculty of Management Sciences and the University have as much access as possible. As well as to build a good relationship between the organization and the personnel in the department by internal public relations for the unity and unity of the people in the organization. Public relations work is a department that has a channel to publicize information to executives, professors and staff through various channels such as public relations boards, websites, Face book, email, circulars, personal media (word of word). So that internal public relations can reach all personnel thoroughly public relations. Therefore, internal public relations methods must be developed to cover all personnel.

From the background and such problems, therefore, the researcher was interested in studying factors that promote and develop internal public relations in Faculty of Management Sciences, Suan Sunandha Rajabhat University. The objective is to study which public relations methods within which channels are most effective for personnel's perception of news in order to develop the internal public relations model to reach the personnel as much as possible and will be useful in planning internal public relations in the future.

LITERATURE REVIEWS

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 (Lattimore, 2009). 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.

Related research was used to define the conceptual framework and research hypothesis. A 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 0.76% of the organization image perception, while direct marketing is the media that do not affect the organization image perception. 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 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. Moreover, the 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.

METHODS

The population used in this research were students and staff of the Faculty of Management Sciences, Suan Sunandha Rajabhat University. A total of 200 people divided according to the proportion of personnel and students. The determination of the sample used in this research was based on the size of the sample with an error of 5% for a total of 200 sample sizes. The instrument used for data collection was a closed-ended questionnaire divided into 5 section. Section 1 General Information of Respondents provides details about the demographics of respondents. The questions are closed-ended and multiple choice, consisting of questions about gender, age, status, affiliation and length of work at the Faculty of Management Science. Part 2 Perceiving public relations information within the Faculty of Management Science. There are 10 closed-ended questions. Part 3 Format of public relations media within the Faculty of Management Sciences is a detailed information about the form of public relations media within the Faculty of Management Science. There are 6 closed-ended questions. Part 4 The need for public relations media within the Faculty of Management Sciences is a detailed information about the needs of internal public relations media. There are 5 levels of standard, rating scale questions. The statistics used in data analysis was descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation.

RESULTS

General information of respondents, the sample group of students and personnel of the Faculty of Management Sciences, Suan Sunandha Rajabhat University, total of 200 people, whom are more females than males and most of them are aged between 21 – 30 years old.

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.

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 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. 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 need for news and information from internal public relations media in university found that there was a need for public relations media through the website and social media the most and the least is the public relations board and mail merge. The type of news to receive was news about student recruitment the most, followed by training/seminars, organizing activities, awarding of personnel and students and activities open to personnel and student participation. 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 (Mahayot, 2020).

Recommendations and future work

All information obtained from this study can be used to develop internal public relations media whether it is a news receiving channel. public relations media format including the need for public relations media which has a high level of demand weight. Therefore, the recommendations are as follows.

1. Faculty of Management Sciences, Suan Sunandha Rajabhat University should pay attention to the media that students and staff choose to receive news via the website (www.fms.ssru.ac.th), whether it is news of students and staff, teaching calendar, etc. The information on the website must be updated in a timely manner and must have complete, accurate and easy-to-access information. Important and urgent matters should be clearly visible to motivate students and staff to receive more information. News should be publicized through Line media more than ever and should use media in the form of multimedia, which includes animation, sound and text as appropriate for each type of media. There should schedule monthly activities in accordance with the needs of students and staff. and inserted various bits of knowledge that were gaining attention at that time.

2. Public relations should be provided at least 15-20 days prior to the event so that students and staff are thoroughly aware of the news.

3. It should be a medium and center for publicizing various news of faculties and universities covering all areas. It can be directly asked for information about the activities of the faculties and departments at the public relations event.

In the future research, the differences between students and staff should be investigated by finding correlation to bring the results to improve the news to be suitable for both students and staff. If they are different, how to improve internal public relations media appropriately and most effective. In addition, it should study about satisfaction and participation in internal public relations to use the results obtained to develop internal public relations media and allow students and personnel to participate in public relations and facilitate students and staff who want to know various news.

ACKNOWLEDGMENTS

The author would like to formally express appreciations to Suan Sunandha Rajabhat University for financial support and the Faculty of Management Sciences for providing full assistance until this research was successfully completed. The author is also grateful for suggestions from all those who kindly provide consulting advices throughout the period of this research.

REFERENCES

- Amchang, N. (2021). *Perceptions of public relations information through online media and the image of Burapha university from the perspective of Burapha university student*. Burapha university.
- Champatong, S. (2022). Internal organization communication affecting operational effectiveness of government employee. *International conference on Management Science, Innovation and Technology*, 2022, 117-122.
- Cornelissen, J. (2008). *Corporate communication: A guide to theory and practice*. London: SAGE.
- Deecharoen, M., Chaisiri, B., Tangduanmanit, C. (2022). The relation of the media exposure behaviors and the organizational image of a university in Nakhon Ratchasima. *Rambhai Barni Research Journal*, Year 16(3).
- Lattimore, D. (2009). *Public relations: the profession and the practice*. Burr Ridge, ILL: McGraw Hill Higher Education.
- Mahayot, N. (2020). *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*. Political and Social Communication Innovation Program. Faculty of Humanities and Social Sciences, Burapha University.
- Palasingh, C. (2012). Media exposure, public relations and image of the Faculty of Humanities and Social Sciences Burapha University in the view of the people in Muang District, Chonburi Province. *Journal of Humanities and Social Sciences*, Burapha University, 20(33), 75-93.
- Pitpreecha, R. (2017). *The power of public relations*. Bangkok: Faculty of Communication Arts, Chulalongkorn University.
- Robinson, J. P. (1972). Mass communication and information diffusion. In. F.G. Kline, & P.J. Tichenor (Eds.), *Current perspective in mass communication research* (71- 93). London: Sage.
- Wiironrath, S., Methiyothin, S., & Kaewsawan. C. (2021). *Relationship between promotion media and the image of the Commerce and Business Administration, Burapha University*. Faculty of Political Science and Law, Burapha University.