THE DEVELOPMENT OF MULTIMEDIA AND TRAINING ON PUBLIC COMMUNICATION TECHNIQUES IN PROMOTING BEST IMAGE OF THE COLLEGE OF LOGISTICS AND SUPPLY CHAIN

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ABSTRACT

Abstract— This research aims to study perceptions and satisfaction of multimedia in public communication as well as the satisfaction with training of public communication technique. The tool of this research contained 1) the development of multimedia for public relations of the College of Logistics and Supply Chain such as offline multimedia and online multimedia, 2) perception and satisfaction assessment form on multimedia media, 3) satisfaction assessment form of satisfaction for personal in the College of Logistics and Supply. The purposive sampling was employed to select 50 samples.

The results revealed that the samples in the College of Logistics and Supply chain college had a high level of satisfaction with multimedia for public communication ($\bar{X}$ = 4.47, S.D = 0.05). The perceived level of multimedia in public communication was highest score ($\bar{X}$ = 4.67, S.D = 0.19). The samples were highly satisfaction with the training ($\bar{X}$ = 4.57, S.D = 0.02). It can be concluded that the well-developed in multimedia for public communication is high-quality that can employ in public communication. The training on public communication techniques can also assist to promote in building of best image for the College of Logistics and Supply Chain in the future.

Keywords— Multimedia / Online Media / Offline Media / Public communication

INTRODUCTION

From the problem of labor shortage in Thailand There are many reasons and factors. The cause of labor production does not meet the needs of the labor market. and lack of preparation for workers before entering the labor market in each age and educational period causing the labor force to choose to study further and choose a career with no direction This results in inconsistencies in the labor market.

College of Logistics and Supply Chain Suan Sunandha Rajabhat University Nakhon Pathom Campus foresees such problems. Therefore, proceeding to modify the teaching style to meet the needs of the labor market Reduce the unemployment problem of logistics workers. as well as improving the knowledge skills of students at the secondary level to cultivate a logistician and ready to pass on to the labor market that meets the needs of both graduates and establishments go hand in hand.

Education public relations Therefore, it is another important process that can help solve such problems. By preparing people in terms of knowledge, ability, interest, aptitude and personality to meet the needs of the labor market. I will work happily. reduce the problem of change or leave work make it successful and is in demand in the labor market.

Current media There are many types of media such as print media, online media, offline media, activity media, etc. Each media is important to every factor in life. Whether it's business, economy, including education, which may be a direct result. The use of media in education If used in the right way, it will result in human development, social development, and country development in the future. But if we use the media in the wrong way The consequences that follow may affect many other factors. Therefore, we should know and apply media with education to create or develop ourselves, communities, society around the nation for maximum benefits. or even using the media as a dissemination channel or transfer knowledge in various ways for education that causes

communication, public relations, learning networks and many other options that we will choose to use in the development of many things around

Multimedia is the use of various types of media in combination with materials, equipment and methods for maximum efficiency and effectiveness in teaching and learning. By using each media in the order of the content. And nowadays, computers have been used in conjunction with the production and control of various equipment. In presenting information including text, graphics, photographs, animations and sounds.

College of Logistics and Supply Chain Also pay more attention to the use of social media or social networks (Social Network) in marketing more. Because it's one of the ways to advertise. good public relations effective and see results in a short time many types of social media for the main media that has the most popular use is Facebook Line, Google should choose to use the media that match the objectives. and the need for public relations to help achieve the ultimate goal.

The researcher then prepared a mixed media. and training on public relations techniques to promote a good image for the College of Logistics and Supply Chain personnel. To develop public relations of the college and promote effective collaboration.

LITERATURE REVIEWS

1. Multimedia

Multimedia means the use of many forms of media such as text, letters, still images, animations, sounds, which are in the form of document files. Image files and music files stored in various types of storage media are combined together. To present information or news to users, viewers, listeners to gain knowledge and understanding of the news or information presented. and have fun and enjoy Examples of multimedia that are commonly seen are computer assisted instruction (CAI), computer games. movie music video

Warin Rassameephrom (1988) discussed that multimedia package means a collection of materials for teaching and learning that consist of more than one type of media to be systematically arranged in order to teach a single subject matter.

Atchanan Promprakob (2001) has summarized the meaning of multimedia is an educational innovation that relies on the integration of many types of media to be used in teaching and learning at a time. Shared media must support each other and enable each learner to achieve their objectives. This is because specific media cannot fulfill all aspects of learning. and everyone is the same at present, the principles and theories of multimedia have been applied as teaching and learning innovations in many types.

2. Online Media

Social media is a medium through which messengers share messages. which are in various forms to recipients through online networks by being able to interact between the sender and receiver or the receivers themselves which can divide social media into different types of The most commonly used ones are Blogging, Twitter and Microblogging, Social Networking, and Media Sharing.

Nawik Namsiang (2011) given a limit of social media that It is a place where internet users can exchange experiences with each other. using various media represent the conversation The types of online social media have been categorized into several types such as Publish type with Wikipedia, Blogger, etc. Type of exchange media (Share) with YouTube, Flickr SlideShare, etc. Type of discussion (Discuss) with MSN Skype. Google Talk etc.

Siwat Juntanasupaporn (2011) A study was conducted on attitudes toward online media exposure on social networking sites. A comparison of attitudes toward online media exposure on online social networks. When classified by gender, it was found that there was a difference in concept. When classified by age, it was found that there was no difference. when classified by faculties found that there are differences in terms of thought When classified by level of academic year, it was found that there were differences. in terms of feeling When classified by place of use, it was found that there was no difference. When classified according to the length of use, it was found that there were differences. When classified by frequency of use, it was found that there were differences. in action When classified according to the purpose of use and social network that choose to use regularly, there is no difference.

3. Offline Media

A form of marketing communication that is not related to the internet. Divided into two categories, Above the line and below the line, such as television advertising, newspapers, magazines, brochures, flyers, which these tools are often used for traditional marketing.

Khanawat Thiranithiwat (2012) stated that Offline marketing means marketing communications using the tools of the Above the line group and the Below the line Activities group, that is, advertising, marketing and sales activities that see not about the internet can be tangible.

Pawana Tiensiri (2012) said that traditional marketing means marketing offline. or marketing through various media except online media, for example, brochures, flyers, television advertisements Advertising in newspapers, etc.

4. Public communication

public relations It is an organizational communication process. agencies with people or society to create a combination of feelings, support, cooperation in working between organizations. agencies with the people involved therefore, it can be considered that public relations is an important element in various administrations in the development of countries, organizations, agencies and society as a whole. to get complete success using public relations to help spread the practice. It is an increase in the potential for building relationship of personnel within the organization and relationships between organizations agencies. Nowadays, most of the organizations or agencies in the government, state enterprises and private sectors realize the importance of having an agency. public relations because he saw that public relations It is a way to achieve good understanding with the people. which the good understanding of this people is an essential part of existence and expanding the scope of organizational work all kinds of agencies. Therefore, the responsible person involved in public relations. Therefore plays an important role in considering Make almost all decisions on the general policies of the organization, agency (Methee, 2005)

Rawiwong Srithongroong (2000) Mentioned the importance of public relations that public relations is the key to contributing It facilitates mutual understanding and cooperation from all parties because it is difficult for human beings to succeed by working alone. without acceptance, understanding, and cooperation from others.

METHODS

The target population used in the research were personnel of the College of Logistics and Supply. Suan Sunandha Rajabhat University, 50 people random sampling by simple random method The tool used to collect this data is a questionnaire developed by the researcher from studying various concepts and theories. It consisted of different types of questions divided into 3 sections as follows: Part 1 General information of respondents, Part 2 Satisfaction with multimedia and Part 3 Satisfaction with public relations technique training. It is a 5-level Likert's estimation scale questionnaire. is the highest level of satisfaction. have a high level of satisfaction moderate level of satisfaction have a low level of satisfaction have the least satisfaction level of 20 items. The quality of the tools is checked before use. The data were analyzed using the computer program SPSS. The statistics used in data analysis were percentage, mean and standard deviation.

RESULTS

1. The results of the assessment of the level of satisfaction of the sample with the mixed media.

Assessment of the satisfaction of the target group towards the multimedia. by analyzing the mean and standard deviation shown in Table 1.

Table 1
Assessment results of satisfaction with mixed media

Assessment Items	Analysis results		
	$\overline{X}$	S.D.	Level of satisfaction
1. Poster			
1.1 Media Interest	4.42	0.45	More
1.2 The content is complete and accurate.	4.57	0.53	Most
1.3 The size and font style are suitable for the media size.	4.60	0.58	Most
1.4 The use of font colors suitable for the background	4.30	0.47	More
1.5 The design is beautiful and attractive.	4.60	0.57	Most
Average	**4.50**	**0.06**	**More**
2. Video Clip			
2.1 The video clips are interesting.	4.40	0.50	More
2.2 The image placement is related to each other.	4.47	0.48	More
2.3 The content is concise and easy to understand.	4.50	0.47	More
2.4 The use of colors and font sizes are appropriate.	4.30	0.55	More
2.5 The background music sounds appropriate to the picture.	4.57	0.56	Most
Average	**4.45**	**0.04**	**More**
Assessment results	**4.47**	**0.05**	**More**

Table 1 Analyzing the satisfaction assessment form of the College of Logistics and Supply Chain personnel towards the media, it was found that in the poster It was found that the total mean was 4.50 standard deviations. is equal to 0.06 Compared to the criteria satisfaction was at a high level. In the video clip section, It was found that the total mean was 4.45 and the standard deviation was 0.04 when compared to the criteria satisfaction was at a high level. Summary of satisfaction assessment results It was found that the total mean was 4.47 and the standard deviation was 0.05 compared to the criteria satisfaction was at a high level.

2. The results of the study on the level of awareness of multimedia

Assessment of target audience's perception of multimedia by analyzing the mean and standard deviation shown in Table 2.

Table 2
The results of the assessment of perceptions towards mixed media

Assessment Items	Analysis results		
	$\overline{X}$	S.D.	Level of satisfaction
1. Awareness towards the media			
1.1 Get to know the modern teaching style that meets the needs of the logistics labor market.	4.74	0.13	Most
1.2 know and understand the curriculum and open branches.	4.62	0.06	Most
1.3 Know the way to develop and drive the organization into the Thai logistics industry	4.66	0.07	Most
Average	**4.67**	**0.19**	**Most**

Table 2 The results of the perception of mixed media are summarized. at the highest level the total mean was 4.67 and the standard deviation was 0.19, which was in line with the research hypothesis.

3. The results of the study on the level of satisfaction towards the training on public communication techniques in promoting best image of the College of Logistics and Supply Chain

Assessment of the satisfaction of target groups towards the training on public communication techniques in promoting best image of the College of Logistics and Supply Chain. by analyzing the mean and standard deviation shown in Table 3.

Table 3
Assessment results of training satisfaction

Assessment Items	Analysis results		
	$\overline{X}$	S.D.	Level of satisfaction
1. Knowledge gained through hands-on demonstration training	4.59	0.50	Most
2. The use of knowledge from training to transfer knowledge to those who are interested	4.59	0.51	More
3. A shared learning experience between the organization and outsiders	4.58	0.51	More
4. Applying training results to daily life	4.59	0.51	More
5. Those who are interested in continuing their education will benefit from social services.	4.47	0.51	More
6. The benefits obtained from the training are in accordance with the objectives.	4.56	0.49	Most
7. Sequence and continuity of training	4.57	0.57	Most
8. Training is facilitated.	4.55	0.51	Most
9. Appropriateness of training time	4.57	0.49	Most
10. Appropriateness of the place used for training	4.59	0.53	Most
Average	**4.57**	**0.02**	**Most**

Table 3 Analyze the satisfaction assessment form of the College of Logistics and Supply Chain personnel toward the training on public communication techniques in promoting best image of the College of Logistics and Supply Chain. It was found that the total mean was 4.57 and the standard deviation was 0.02 compared to the criteria. The satisfaction was at the highest level.

CONCLUSION AND FUTURE WORK

Result of training satisfaction questionnaire It was found that the total mean was 4.47 and the standard deviation was 0.05 compared to the criteria. The satisfaction of the samples was at a very satisfied level. It is based on the research hypothesis. The form of training Is to create awareness of the way to develop the organization. Corporate public relations in line with the management's policy to support and drive the organization which the trainees can practice and follow the researcher has studied principles and concepts related to perception. which is consistent with the concept of Chattrarat Hotrawaisaya and Karnnapat Chumkad1 (2021) study the subject Research Direction in College of Logistics and Supply Chain Suan Sunandha Rajabhat University by discussing the application of principles and concepts of the university national strategy and research strategy that mentions the importance of logistics system Defined as the mission of the college that wants to create research and create knowledge for careers in logistics and supply chain to develop enterprises and society to produce graduates Knowledgeable practitioners in logistics and supply chain that meet the needs of graduate users and produce and develop professionals in logistics and supply chain that respond to changes throughout ASEAN. and world society by promoting increased research production that meets the qualifications and expertise of professors and published to be accepted both nationally and internationally. to transfer knowledge and expertise to students entrepreneurs and communities Make the nation have a potential personnel. support the country's economy.

The results of the study of the sample's perception of mixed media found that the perception of the media The mean was 4.67, the standard deviation was 0.19, at the highest perceived level. which is consistent with the concept of Chamnian Chungchot and team (1972) mentioned recognition It is meaningful touch, perception is translated. or to interpret the received touch as something meaningful or known to understand in which this translation or interpretation is necessary to use previous experience. or prior knowledge or the clarity that has come from the past.

The results of the study of the satisfaction of the sample with mixed media. with satisfaction with mixed media it was found that the mean was 4.57 and the standard deviation was 0.02 when compared to the criteria. The satisfaction of the sample group was at the highest satisfaction level this is consistent with the concept of Yubol Benjarongkij (1985) discussed important concepts about the use of media for the benefit and satisfaction of the audience. Emphasizes the importance of the audience as a key factor in deciding on the type of media. and the content of substances that can meet the needs of individuals Until leading to satisfaction for the recipients from the use of media and exposure to that substance and could become an important motivator. To mold the behavior towards exposure to the same type of program next time.

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