PREPARATION OF WEBSITE IMPROVEMENT AND DEVELOPMENT MANUAL FOR DEVELOPING THE WORK PROCESS OF FACULTY OF FINE AND APPLIED ARTS, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The study of the preparation of website improvement and development manual for developing the work process of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University is a guideline for preparing a website for responsible functions management as well as it has been used in each function to figure out the problems.

The result found that this website preparation is an in-depth interview. This interview concerns the guidelines and the system of website improvement and development for developing the work process, step and the operating system, data access, and data generation, including a survey regarding the above-mentioned and the work design. This is new thinking and redesign of the entire business procedure to improve quality and service which has rapid operation, reduces cost, and works flexibly. Using technology may need to change the operation, reduce unnecessary processes such as the same process or redundant works being combined, reduce paper or no longer use paper, and reduce the operating process. Website creation is used to support the electronic work process to reduce time and provide more effective service, reduce the work process and filing system, and well as more convenient for visitors.

Keywords: manual, improvement, website development, development, work process

INTRODUCTION

Current world is the ear of rapid changing that is full with competition due to advancement of technology, communication or economic condition which affects to success and survival of organizations. and internet has been used as media to disseminate information rapidly and has an important role in our lives. It is an open network system that can be connected 24 hours, therefore data can be accessed whether in text, image, or sound that is presented in different formats and contents. In addition, it can exchange various knowledge and experiences (Athipat Kleesoontorn, 1999). An organization uses the internet to present its information in various formats and provides more services for visitors who wish to contact an organization, then the internet is a part of public relations. However, the media that is used to publicize should be appropriate for each organization and the popular media is a website. Website is one of the most important channels for public relations and communication which is easy to access and widespread as it is two-way communication and action. It has completed and updated useful information as well as a channel to express opinions and perceptions of service recipients and listen to any complaints. The website requires a person who has direct responsibility to monitor. Therefore, the website is a place for gathering many webpages that have the same topic, but the difference between television programs, content in magazines or newspapers, and websites are websites is infinite information as we always change and add any information. Moreover,

each web page may link within its website or link to other websites which is convenient for visitors to read in a short time (Piyavit Janekitjapaiboon 1997: 4; Jakkrapong Chueachan 2000: 24).

In accordance with Hypotheses of research (Nathipas Chandrasorn, Prasopchai Pasunon: Discussion of results) which studied the factors of digital literacy and technology acceptance that influence decision making. Buy digital lottery tickets through the Paotang application for consumers in Bangkok. It was found that digital literacy has a positive influence on the decision to purchase digital lottery tickets through Paotang application for consumers in Bangkok Considering the representative questions, it can be seen that Technology helps consumers to do various activities better, such as working with others. Buy things online, etc.

A researcher is interested in improving and developing the websites of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University to be a channel for information dissemination, public relations, services, activities, and academic data sources. Information can be accessed in unlimited time and place which provides efficiency in teaching and learning. Service is improved to keep up with the change and increase the number of information which is a result of information technology development. Further, it accomplishes the objective of developing the work process regarding the maximum needs of service users, increasing the service's efficiency. Users may access information via a website effectively and use it as desired. It also strengthens the potential to conform to the objective, vision, mission, and strategy of Suan Sunandha Rajabhat University.

OBJECTIVES

1. Prepare a manual for website improvement and development
2. Develop the work process
3. Reduce the work process

RESEARCH METHODOLOGY

1. **This research instrument** consists of

The tools used in this research consisted of 1.) an interview form regarding website improvement and development systems. for the development of work processes Procedure and operating system Access to information Creation of information 2.) Questionnaire about guidelines and systems for website improvement and development. in developing work processes, procedures, and operating systems Access to information data generation

2. **Collection of information** The researcher proceeded as follows.
   a. A researcher studies the concept, theory, and relevant research to conduct an interview form that is appropriate for the content and the scope of the topic.
   b. A researcher submits an interview form to a qualified person to review and revise the form according to the suggestions of a qualified person to conform with its objectives.
   c. A researcher prepares a complete interview form for further data gathering.
   d. A researcher gathers data from an interview to analyze and figure out the best practices for website improvement and development for developing the work process.
   e. A researcher prepares website improvement and development for developing the work process.
   f. A researcher proposes website improvement and development for developing the work process to a qualified person to evaluate the appropriateness and feasibility of implementation.

g. A researcher prepares guidelines for website improvement and development for developing the work process.

h. A researcher prepares a manual for website improvement and development for developing the work process of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

3. Data Analysis

A researcher reviews and analyzes data from an interview and inquiry by using a content analysis table, then summarizes and presents it in an essay. A researcher conducts guidelines for website improvement and development for developing the work process of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

RESULT

From a study and data gathering on a manual for preparation of website improvement and development of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, a researcher uses qualitative research to analyze and synthesize relevant documents, use an in-depth interview, and survey responses. The opinion summaries on the practice are as follows:

1.) A former system is risky to infect computer viruses, updating the computer is not convenient, and the Joomla program makes it difficult to fix data. In some cases, a monitoring person does not graduate in the IT field which causes the work to be disrupted, then they need to be trained regarding the IT process and the operation. On the other hand, a new system has a web page added which is convenient to work with the link management, generating a Thai-English page which we work on one page but is displayed on two pages, it easy to post news or information. The new system is suitable for a person with basic knowledge to implement and it helps the work, updating, and amendment of data to be faster.

2.) Information system supports the accuracy, convenience, rapidity, and efficiency of work. When information technology is implemented in an organization, all communication, coordination, processing, data gathering, and information dissemination will be fast and on time as it reduces the work process and increases efficiency.

3.) The system design is new and redesigns the entire business procedure to improve quality and service. It has a rapid operation, reduces costs, and works flexibly. Using technology may need to change the operation, reduce unnecessary processes such as the same process or redundant works being combined, reduce paper, or no longer use paper.

4.) Website creation is used to support the electronic work process to reduce time which provides effective service, reduces the work process and filing system, as well as it is convenient for visitors.

Development of a learning management model for social psychology using community and experience as a base to enhance desirable graduate characteristics. The objective is to develop and study the effectiveness of a learning management model for social psychology using community. and experience as a base to strengthen the desired graduate characteristics (Chaiwat Jewpanich. 2014, page55), then the creation and development of lessons on networks has been accomplished and effective as desired. and drive work according to strategy Suan Sunandha Rajabhat University To be effective and respond to the needs of students.

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