

# PUBLIC RELATIONS EFFICIENCY FOR CHINESE TEMPLE

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## ABSTRACT

To study public relation efficiency of Chinese Temple, Leadership in a New Normal, Organizational Management, Public Relations Strategy and Media Use. The study subjects included the Chinese Temple 305's Ubasik-Ubasika. People from Chinese Temple in Thailand, 14 locations. Research tools include questionnaires, statistics used in research, frequency distribution, percentage, average, Standard deviation (SD). The results showed that the level of Public Relations Efficiency of Chinese Temple, Leadership in a New Normal, Organizational Management, Public Relations Strategy and Media Use

**Keywords:** Public Relations Efficiency / Chinese Temple / New Normal

## INTRODUCTION

Before the 20th century, scholars discovered a style of communication management in ancient civilizations from Aristotle's rhetoric that explained the principle of persuasion of rulers towards the people (Shifta, 2020). And there is evidence that publicity continued to evolve during the colonization of the New World and during the movement to abolish slavery in England (Smith, 2004). Buddhism: Since the Buddhist era, publicity has been used and has been very successful, there are many believers of faith and benefit. Public relations for evangelism by sending 60 disciples to preach the religion. They shall go for the good of the multitude of peoples for the sake of the people of the world. For the benefit and happiness of gods and men" (Thai Tripitaka, Vol. 4). In addition, the Buddha and his disciples communicated with various individuals and groups by applying the method of reaching the Supreme Dharma to the development of society until it became evident the changes that appeared in Indian society (Thasani Jainwithi, 2011). Until the number of religious people increases, and this is followed by problems and damages such as misbehavior that cause society to blame. In order to solve the problem and prevent such consequences, the Buddha developed a greater variety of traditional forms of publicity, such as the establishment of discipline and there are word-of-mouth advertisements or jokes. Until the time of King Asoka, the teachings were first inscribed in the stone stone (Dharmapitak Prayuth Payutto, 1997). In terms of governance and social environment, public relations in Buddhism have developed new forms accordingly. It can be seen that the activities of Thai monks today are proactive public relations, such as training foreign embassies, Dharma performances through radio, television and online channels, etc.

For Chinese Buddhism, the Mahayana Buddhist sect received the royal patronage from His Majesty King Rama V, who granted land on Charoenkrung Road for the construction of Siam's first Chinese Sangharam. Kamalawas Dragon Temple (Leng Nei Yi) and His Majesty established the Chinese Monastic Sect as the opening of the history of the Chinese Sect of Monastic History. In addition to its role as the embodiment of the Chinese faith. Since then, the Chinese Buddhist sect has begun promoting the role of major Chinese Buddhist sects in building prosperity and social science, art, It has expanded widely in the provinces (Anam Sect, 2017). At present, temples and monasteries affiliated with Chinese Buddhist monks in Thailand

have expanded to 8 locations in Bangkok and 9 provinces for a total of 17 sites. There are 14 temples and 3 monasteries, all of which are models of Chinese architecture in Thailand that reflect the cultural traditions and traditions of the Chinese Thai people (Bhakorn Chatcharoensuk, 2015). It is also the heart center of Thais of Chinese descent as well as Chinese from foreign countries such as China, Singapore, Malaysia, Hong Kong, Indonesia, etc. In the New Normal, lifestyle people's lifestyle habits, working style, Uncertainty and unpredictability. As a result, people's living and living norms change with the changes. Ability to manage the organization, use of technology for communication (Bekir, 2021). Including public relations strategies Therefore, it must be adjusted to keep up with the changing situation in the New Normal. To be able to create a loving bond, develop a positive attitude towards the organization, Ubasika and the general public have been informed and accessed the activities of Chinese temples with faith and are ready to support the spread of Chinese Buddhism in Thailand. For the reasons mentioned above. The researcher, who is the person in charge of public relations of Chinese Temple. Plays an important role in the management of Chinese Temple public relations. In the past, it was managed under normal circumstances. But in the New Normal Temples and Monks, Ubasika, the general public has been affected by the COVID crisis, making their lifestyles, people's well-being, receiving news, The use of technology, etc. Dramatically changed. The researchers saw it as an opportunity to study the effectiveness of Chinese Temple in New Normal public relations, which is to pass on the culture and practices of Chinese Temple to those who believe in Chinese Buddhism.

## **RESEARCH OBJECTIVES**

To study public relation efficiency of Chinese Temple, Leadership in a New Normal, Organizational Management, Public Relations Strategy and Media Use.

## **RESEARCH METHODOLOGY**

Quantitative research begins with the study of the relationship of variables (1) leadership in the new normal (2) organizational management (3) Public relations strategy (4) Media use and (5) Public Relations Efficiency of Chinese Temple with questionnaires created by the researcher, it consists of a gauge of all observable variables. According to the research conceptual framework obtained from the review of the literature. Content validity, reliability, and practicality are tested. (Practicality) of the variables from the question before the actual data collection. The validated questionnaire is then collected with the specified sample and the data obtained from the questionnaire is analyzed statistically.

## **FINDINGS**

### **1) The results of the study of the level of leadership of the new normal, organizational management, public relations strategy, use of public relations materials and public relation efficiency of Chinese Temple**

The results of the study of the level of leadership of the new normal, organizational management, public relations strategy, use of public relations materials and public relation efficiency of Chinese Temple visitors' temple, 305 people. By presenting the data in 2 characteristics, namely mean and standard deviation, the results of the data analysis as shown in Table 1-5.

**Table 1** Average and standard deviations on overall new normal leadership

<b>The New Normal of Leadership</b>	$\bar{X}$	<b>S.D.</b>	<b>Priority</b>	<b>Order</b>
1. Acceptance Of Change	4.46	0.35	Highest	1
2. The Awakening to New Knowledge	4.42	0.40	Highest	2
3. Self-confidence	4.42	0.38	Highest	3
<b>Combine</b>	<b>4.43</b>	<b>0.30</b>	<b>Highest</b>	

According to Table 1, the overall new normal of leadership is the most important ( $\bar{X}$ =4.43, S.D.=0.30). On a case-by-case basis, acceptance of change was the most average ( $\bar{X}$ =4.46, S.D.=0.35), the second is the awakening to new knowledge ( $\bar{X}$ =4.42, S.D.=0.40) and self-confidence ( $\bar{X}$ =4.42, S.D.=0.38), respectively.

**Table 2** Average values and standard deviations regarding overall organizational management

<b>Organizational Management</b>	$\bar{X}$	<b>S.D.</b>	<b>Priority</b>	<b>Order</b>
1. Human Resource Development	4.40	0.39	Highest	1
2. Technology	4.36	0.40	Highest	3
3. Budget	4.37	0.43	Highest	2
<b>Combine</b>	<b>4.37</b>	<b>0.32</b>	<b>Highest</b>	

According to Table 2, overall organizational management was found to be the highest priority ( $\bar{X}$ =4.37, S.D.=0.32). On a case-by-case basis, it was found that human resource development It has the highest average ( $\bar{X}$ =4.40, S.D.=0.39), the second is the budget ( $\bar{X}$ =4.37, S.D.=0.43) and technology ( $\bar{X}$ =4.36, S.D.=0.40), respectively.

**Table 3** Average values and standard deviations on overall public relations strategy

<b>Public Relations Strategy</b>	$\bar{X}$	<b>S.D.</b>	<b>Priority</b>	<b>Order</b>
1. Accuracy	4.39	0.39	Highest	2
2. Targeted	4.39	0.38	Highest	3
3. Completeness	4.44	0.37	Highest	1
<b>Combine</b>	<b>4.41</b>	<b>0.29</b>	<b>Highest</b>	

According to Table 3, the overall public relations strategy was found to be of the highest importance ( $\bar{X}$ =4.41, S.D.=0.29). When considered on a case-by-case basis, it was found that the completeness It has the highest average ( $\bar{X}$ =4.44, S.D.=0.37), The second is accuracy ( $\bar{X}$ =4.39, S.D.=0.39) and targeted ( $\bar{X}$ =4.39, S.D.=0.38), respectively.

**Table 4** Average and standard deviations for overall use of public relations materials

<b>Use Of Public Relations Materials</b>	$\bar{X}$	<b>S.D.</b>	<b>Priority</b>	<b>Order</b>
1. Online Media	4.42	0.36	Highest	1
2. Offline Media	4.39	0.39	Highest	2
3. Network	4.33	0.53	Highest	3
<b>Combine</b>	<b>4.38</b>	<b>0.33</b>	<b>Highest</b>	

According to Table 4, the overall use of public relations materials was found to be of the highest importance ( $\bar{X}=4.38$ , S.D.=0.33). On a case-by-case basis, it was found that online media It has the highest average ( $\bar{X}=4.42$ , S.D.=0.36), followed by offline media ( $\bar{X}=4.39$ , S.D.=0.39) and network ( $\bar{X}=4.33$ , S.D.=0.53), respectively.

**Table 5** Average and standard deviation on Public Relations Efficiency of Chinese Temple as a whole

Public Relations Efficiency of Chinese Temple	$\bar{X}$	S.D.	Priority	Order
1. Loyalty	4.43	0.39	Highest	3
2. Image	4.45	0.39	Highest	1
3. Reliance	4.45	0.37	Highest	2
<b>Combine</b>	<b>4.45</b>	<b>0.33</b>	<b>Highest</b>	

According to Table 5, public relation efficiency of Chinese Temple as a whole was found to be of the highest importance ( $\bar{X}=4.45$ , S.D.=0.33). On a case-by-case basis, it was found that the image ( $\bar{X}=4.45$ , S.D.=0.39) and reliance ( $\bar{X}=4.75$ , S.D.=0.37) have the same average, The second is loyalty ( $\bar{X}=4.43$ , S.D.=0.39), respectively.

### SUMMARY OF FINDINGS

Level of Public Relations Efficiency of Chinese Temple, Leadership in a New Normal, Management, Organizational Management, Public Relations Strategy and Media Use.

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