The Development of Public Relations Media on Online Platforms
for Organizational Communication of Educational Institution in Thailand, KMUTT

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Abstract
The Faculty of Industrial Education and Technology, King Mongkut's University of Technology Thonburi (KMUTT), Thailand had a mission to communicate and publicize with a variety of target groups, including students, teachers, personnel, parents, enterprises, alumni and other agencies. Therefore, in the digital era it was necessary to rely on technology to play a role and act as an intermediary in communicating the institution content through the economical and fast channel such the online platforms. Therefore, the faculty corporate communication segment had designed and developed public relations media to communicate with 2 target groups: internal groups and external groups with 5 objectives and 8 types of communication channels on online platforms. The research tool used in this study was a satisfaction survey on the faculty public relations media. Using google form collected result from a sample of 20 people with purposive chosen from teachers and students who were the heavy users of the faculty public relations media (every day exposed). The result found that the sample were satisfied with the content aspect at the highest level ($\bar{x}$ = 4.61, S.D.=0.48), with the media presentation aspect at the highest level ($\bar{x}$ = 4.75, SD.= 0.43), and the overall aspect of public relations on online platforms at the highest level ($\bar{x}$ = 4.70, S.D.= 0.46), especially Facebook and Instagram media. Therefore, the designed and developed faculty public relations media could be used to communicate the faculty information with quality.

Keywords: Public Relations Media, Online Platforms, Organizational Communication

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Introduction

In the present day, people are increasingly turning to use online social media instead of traditional media for communication and information sharing. Initially, the use of online social media was often for recreational purposes and communication among acquaintances. Then, it expanded and was applied to businesses for sharing various content to recipients through online networks. This has been widely accepted by people due to its ease of use, rapid access to groups of people, interactive discussions, and diverse types of shared media. The main reasons for the growing popularity of online social media are its user-friendly interface, quick access to groups of people, interactive discussions, and the diverse types of shared media it offers. Additionally, continuous advancements in communication technology and the internet have made it clear that online social media will likely become the primary medium for people in the future. Certainly, educational institutions' public relations work, which targets Generation Z students who primarily use online social media, must be designed, developed, and disseminated with various media types according to the receptivity of the target group.

The Faculty of Industrial Education and Technology at King Mongkut's University of Technology Thonburi (KMUTT) is locate in Bangkok, Thailand. It is an educational institution focused on science and technology and has been established for over 50 years. Therefore, it has a comprehensive public relations system and organizational communication that involves various target groups both internally and externally, such as students, teachers, staff, parents, businesses, alumni, and other organizations within and outside of KMUTT. These target groups collaborate, have mutual interests, and build relationships together. Public relations work is a method or process of disseminating information and news to strengthen relationships and understanding between the organization and its target groups, both internally and externally, to achieve organizational goals and gain widespread recognition, trust, and confidence among students, which impacts the education system and target group satisfaction [1]. This work is relevant to the target groups from the beginning, starting from their status as students before enrolling at the university until they become alumni. Additionally, there is internal and external faculty communication, which involves collaboration among faculty members and the network of communication strategy and marketing teams to ensure accurate, clear, and mutual understanding of the organization's policies and university directions. It also includes understanding the roles and mechanisms of communication in both crisis and normal situations. Furthermore, there are improvements in communication formats adapted to the context and current situations, including content creation, production, information dissemination, and public relations [2].

Apart from that, educational institutions are driven by data, and it is necessary to utilize technology as a central means of communication to connect and communicate through online social media, which is a relatively new form of media. It provides opportunities for people within the organization or faculty to exchange information, enhance collaborative work, and foster a sense of belonging among individuals within the organization. The distinctive feature of social media is that the sender of the information can share content in various formats with the recipients through online networks, enabling interactive communication between the sender and the receivers or among the receivers themselves [3]. Online social media can be categorized into various types commonly used by educational institutions for external communication, such as Facebook Pages, Instagram, and official Line accounts. Additionally, there are internal communication channels that involve bulletin boards, digital signage, Line groups, etc.

With the responsibility of communicating both internally and externally on various platforms, educational institutions aim to maintain high-quality communication with diverse target groups that have different objectives. Sometimes, organizations or faculties with numerous departments face challenges of repetitive or missing communication, leading to gaps in conveying critical information [4]. Therefore, this research seeks to analyze the linkages between media types and target groups through a Communication Matrix of organizational communication and assess the satisfaction of different target groups towards various communication channels. This research serves as a guideline for the continuous development of high-quality public relations media for educational institutions in the future.

Objectives

Faculty of Industrial Education and Technology at KMUTT, an educational organization, five objectives are outlined, which are to inform, create satisfaction, enhance learning, promote development, and foster understand.

1) To Analyze the network of connections between media types and target groups through an Organizational Communication Matrix
2) To assess the satisfaction of the target groups with various public relations media of the educational institution.

Literature Review

The importance of both internal and external communications for the success and sustainability of an organization. Internal communication helps guide, inform, motivate, and provide feedback to officers, ensuring efficient and effective work while meeting the needs of the audience. On the other hand, external communication plays a crucial role in presenting a positive image of the organization to the public and attracting partners and customers. Therefore, organizations should strive to make these communication aspects complementary to each other [5].

The general objectives of public relations are mentioned, including:
1) To create knowledge and understanding among the public about the organization's policies, objectives, activities, and various initiatives through different media channels.
2) To generate popularity among the public, gaining support for the organization's survival and encouraging trust and belief in its policies and activities.
3) To protect and maintain the organization's reputation and build positive relationships with the public, as a good reputation is essential for an organization's survival. Sometimes, an organization may need to sacrifice certain benefits to maintain its reputation because it directly affects how the public perceives the organization.
4) To seek cooperation and support from both internal and external target groups.

Social media has become a valuable tool for public relations professionals, enabling them to leverage its advantages in reaching a wider audience, tracking the success of campaigns, and monitoring potential crises or issues. PR professionals utilize their skills across various social media platforms to achieve their objectives effectively [6]. In Thailand, social media usage is widespread, with approximately 52.25 million users, accounting for 72.8% of the population,

particularly among the age group of 18 years and above, with a high usage rate of 84.8%. Thai people spend an average of 2 hours and 44 minutes per day on social media. The usage ratio between males and females is relatively close. The most popular social media platforms among Thais, ranked from the most to the least used, are Facebook (91%), LINE (90.7%), Facebook Messenger (80.8%), TikTok (78.2%), Instagram (66.4%), and Twitter (51.2%) [7].

As for the Faculty of Industrial Education and Technology at KMUTT, being an educational organization, it communicates with both internal and external target groups, requiring a multi-platform communication approach. The communication platforms used include bulletin boards, print media, website, Facebook/Instagram, Line groups, digital signage, Line Open chat, and Line OA.

Methodology

In the analysis of the linkage between media types and target groups through the Communication Matrix of the educational institution, the researchers focused on two target groups: internal groups and external groups. There were five main objectives and eight types of communication channels involved (2023).

To conduct the study, the researchers utilized a Google Form survey to evaluate the satisfaction of the target groups, who were heavy users, towards various public relations media used by the educational institution. The survey included 20 participants and was conducted in May 2023.

As part of the study, the research team developed and implemented examples of public relations media on various platforms.

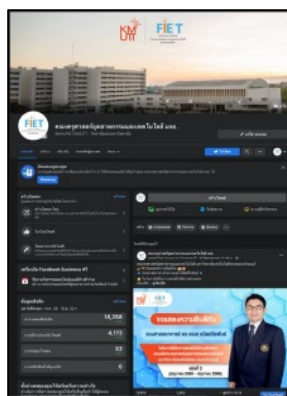Examples of public relations media developed and implemented by the research team on various platforms.

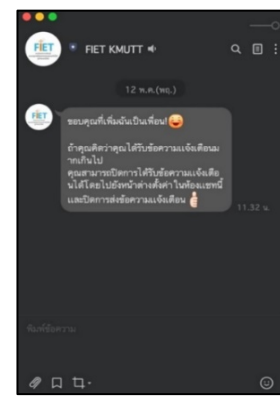**Figure 1**: Faculty Facebook   **Figure 2**: Faculty Instagram   **Figure 3**: Faculty Line OA
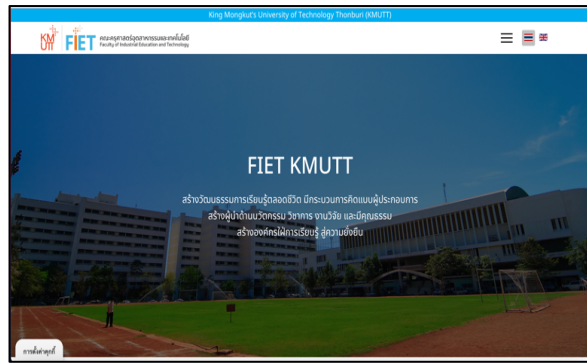
Figure 4: Faculty Digital signage

Figure 5: Faculty Website

Results

Analysis of the Linkage Matrix Between Media Types and Target Groups Through the Organizational Communication Matrix

Table 1. The analysis of the linkage matrix

Communication (X) / Target (Y)	Target		Objectives					Channels							
	Internal	External	Informing	Creating satisfaction	Enhancing learning	Promoting development	Fostering understanding	Bulletin boards	Print media	Web site	FB / IG	Line Group	DS	Line Open chat	Line OA
Students in Schools		✓	●	X	●	X	●	X	X	●	●	X	X	X	●
Students in KMUTT	✓		●	●	●	●	●	●	●	●	●	●	●	●	●
Professors	✓	✓	●	○	●	○	●	●	●	●	●	●	●	○	○
Staff	✓		●	○	●	○	●	●	●	●	●	●	●	●	○
Parents		✓	○	○	○	○	●	X	○	●	○	○	○	X	○
Businesses/ Colleges		✓	●	○	○	○	●	X	○	●	○	○	X	X	X
Alumni		✓	●	○	●	●	●	X	○	●	●	X	X	○	X
Other units/ organizations with in KMUTT		✓	●	○	○	○	●	●	●	●	●	X	X	●	○
International organizations/ agencies		✓	●	X	●	X	●	X	X	X	●	X	X	X	X

○ Indirect communication channels used
● Direct communication channels used
X Not related to each other

From the analysis of the linkage matrix, two target groups were identified: internal groups and external groups, with five objectives and eight types of communication channels. The student group, which is an internal target group, was found to be able to perceive all 5 communication objectives and utilize all 8 types of communication channels effectively. Following that, the staff group, which is an external target group, was found to perceive only one communication objective, which is to create understanding, and they use the fewest communication channels, with only the organization's website being utilized.

Results of the Satisfaction Assessment of the Target Groups Towards Various Public Relations of the Educational Institution

Table 2. The results of the satisfaction assessment of the sample group

Title for evaluation	Results		
	$\bar{x}$	S.D.	Level of Satisfaction
1. Content aspect	4.61	0.48	The Highest
2. Media presentation aspect	4.75	0.43	The Highest
3. Overall aspect of public relations on online platforms	4.70	0.46	The Highest
Overall Average Evaluation Result	**4.68**	**0.45**	**The Highest**

The research findings indicate that the sample group has the highest level of satisfaction in terms of content ($\bar{x}$ = 4.61, S.D. = 0.48). This is due to the clarity, accuracy, reliability, and up-to-dateness of the information provided, as well as the use of appropriate language. Regarding presentation, the sample group expressed the highest level of satisfaction ($\bar{x}$ = 4.75, S.D. = 0.43) as the design was aesthetically pleasing and suitable for all communication channels and media that represent the Faculty of Industrial Education and Technology, KMUTT. Regarding the overall online media, the sample group reported the highest level of satisfaction ($\bar{x}$ = 4.70, S.D. = 0.46). Notably, the sample group ranked the online media types used by the organization in descending order of preference: Facebook, Instagram, and LINE Open Chat.

Discussion

The analysis of the linkage matrix between media types and target groups through the organizational communication matrix reveals that the student group, as an internal target group, can comprehend all 5 objectives of public relations and utilizes all 8 types of communication channels comprehensively. These findings align with the research conducted by Namaso, K.et al, 2022 [8] the research findings reveal that the sample group, consisting of 30 third-year undergraduate students from the Department of Education Communications and Technology, Faculty of Industrial Education and Technology, KMUTT in the first semester of the academic year 2021, has the highest level of satisfaction in the interactive multimedia and activities for new normal public relations aimed at promoting the public image of the Continuing Education Center ($\bar{x}$ = 4.68, S.D. = 0.48). This is in line with the concept of perception as defined by Saksri, K. [9], which emphasizes the use of various media formats to enhance perception.

Furthermore, the research also found that the sample group has the highest level of satisfaction in the content aspect, media presentation aspect, and overall aspect of public relations on online platforms, overall average evaluation result was at the highest level ($\bar{x}$ =

4.68, S.D.= 0.45). The organization employed infographics to facilitate easy and rapid understanding, which aligns with Rider, Z.'s work in 2013 [10], suggesting that compressing information into visual graphics makes it easier for people to comprehend compared to reading. The use of attractive graphics allows people to access and understand large amounts of information through a single image.

Additionally, the research aligns with the findings of Princhankol, P., et al., 2023 [11], who designed and developed infographic video clips on various online social media platforms of the Faculty of Industrial Education and Technology, KMUTT, including Facebook, Instagram, and TikTok, along with live contents on Facebook Fanpage. The research found that the perception and satisfaction of the sample group regarding the media development and special hybrid event during the Covid-19 pandemic were at the highest level ($\bar{x}$ = 4.79, S.D. = 0.45), ($\bar{x}$ = 4.76, S.D. = 0.45). The item with the highest mean score was "The technique in the presentation of media and activities" ($\bar{x}$ = 4.85, S.D. = 0.45).

Conclusion

The analysis of the linkages between media types and target groups through the Matrix of organizational communication revealed that the group of students, who are the internal target group, can perceive all five objectives of public relations and utilize all eight types of communication channels comprehensively. This indicates that Gen Z has the highest level of perception when it comes to online platforms compared to other target groups.

Furthermore, the research findings also showed that the sample group has the highest level of satisfaction in the overall aspect of online media, with the organization's online media types such as Facebook and Instagram being the most widely used. This highlights the power of online communication tools for the sample group. As designers and developers, consideration should be given to both content and media presentation aspects simultaneously.

Suggestion

1) The organizational communication department should review the matrix of linkages between media types and target groups by intensifying the connections with the parents' group, which has the lowest level of linkage. Following that, the next target group to focus on is the business/college, both of which are considered external target groups, and are of high importance in promoting the educational institution.

2)When designing content and presentation formats for various online platforms, it essential to consider them together. The advantages of online platforms lie in their convenience and speed of production and dissemination. However, PR practitioners should exercise caution in content design, such as selecting images that represent the organization's identity, university, and Thai culture, which has intricate details and hierarchical practices before dissemination. This filtering process should also apply to offline media, including printed materials and bulletin boards.

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