

Development of Printed Media for Public Relations of Community Products in Bang Khonthi District, Samut Songkram Province

Authors : Kathaleeya Chanda

Abstract : The objectives of the research on the development of printed media for public relations of community products in Bang Khonthi District, Samut Songkram Province were to; 1) develop printed media for public relations of community products in Bang Khonthi District, Samut Songkram Province and 2) study the satisfaction towards the printed media for public relations of community products in Bang Khonthi District, Samut Songkram Province. The study was on the satisfaction focused on content, illustration, design, and quality. The sampling group of this study included 30 local community producers selected by probability sampling and simple random sampling. The research procedure consisted of 4 phases; 1) problem and situation study, 2) the development of printed media for public relations, 3) research tool development, and 4) data collection. Questionnaires to evaluate the satisfaction of local community producers towards the printed media for public relation were used to collect data which were analysed to find percentage, arithmetic means, and standard deviation. The results showed that the informants reported their satisfaction on 4 aspects as follows: 1) very high satisfaction on the content, 2) high satisfaction on the illustration, 3) very high satisfaction on the design, and 4) very high satisfaction on the product quality. This can be concluded that the developed printed media for public relations of community products can be used effectively with high satisfaction.

Keywords : printed media, public relations, community products in Bang Khonthi district, Samut Songkram Province

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