THE DIGITAL TECHNOLOGY APPLICATION GUIDELINE FOR PUBLICIZE EDUCATIONAL PROGRAMS, COLLEGE OF INNOVATION AND MANAGEMENT SUAN SUNANDHA RAJABHAT UNIVERSITY

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INTRODUCTION

The advent of the digital age has brought about a paradigm shift in communication. With faster dissemination of information, it is more interactive and accessible on a global level. As educational institutions strive to differentiate themselves in an increasingly competitive environment, the strategic use of digital technologies has thus become a key component in data access efforts. This research aims to provide guidelines for educational institutions. The emphasis is placed on the application of digital tools and platforms to increase the efficiency of publicizing educational programs.

The importance of effective curriculum promotion is not just in terms of visibility. It plays an important role in attracting interested students. Engage with current students and foster meaningful relationships with stakeholders. Digital technology encompasses tools such as social media, websites, and multimedia content. and data analysis. It offers a wide range of communication approaches; however, effective use of these tools requires a deep understanding of the educational landscape and a strategic framework tailored to the unique characteristics of each institution.

Promoting an effective academic program is not just about making the program known. But it is important for a good image among future students. and be able to interact with enrolled students and cultivate deep relationships with stakeholders. Digital technology includes various resources such as websites, multimedia, and social media, as well as data analysis. There are various communication methods available, however, to use these tools effectively. We must have a thorough awareness of the educational environment and strategic plans tailored to each institution.

Media and public relations activities It is an important tool that organizations use to communicate and publicize their activities and information to target groups. Production standards that take into account the nature of the media There are five forms of public relations media Chaengjankit, C. (2001) , if classified according to nature: 1) printed media such as flyers, magazines, journals, newspapers, and brochures 2) electronic media such as movies, television programs, and radio 3) computers and other contemporary media, websites, the Internet, CDs, MP4 4) media Miscellaneous or special media includes bookmarks, pens, pencils, drinking glasses, hats, shirts, etc. 5) Folk media includes Manohra, Likay, Lam Tad, Pong Lang, Mor Lam, and Luk Thung songs.

Creating an image an image is an image that arises in a person's mind based on their feelings and thoughts about something Ekajit, S. (2019). It is the process of thinking and feeling arising from direct and indirect experiences, which individuals will evaluate and interpret from different experiences. The organization's image arises from the perception or impression of a person. or those involved with the organization who may be aware of or have an impression of something consisting of 1) confidence and acceptance 2) faith and faith 3) flexibility in management

The College of Innovation and Management is another educational institution that is making progress. that is committed to creating an environment filled with creativity and excellence. Know the importance of effective promotion of educational programs and the role they play in attracting future students. Joining current students and building good confidence with all participants the aim of this research is to outline the use of tailored digital technologies to increase the distinctiveness and impact of academic programs within colleges.

From this research, we expect to empower educational institutions with the knowledge and tools needed to successfully drive the digital frontier. By adapting digital technology to be consistent with the institution's goals and values. Universities and colleges can expand this. Engage with a variety of people and foster a culture of innovation in the ever-evolving landscape of higher education. This research not only aims to indicate the current state of digital technology in promoting educational curricula but also to offer practical guidelines that can be implemented. This paves the way for a more digitally connected and engaged educational community.

OBJECTIVE

1. To study the satisfaction of students and teachers with public relations media for educational programs.
2. To develop digital media for publicizing educational programs.
3. To study the results of an experiment using digital media for publicizing educational programs.

METHODOLOGY

1. Research tools

     1.1 Satisfaction questionnaire of undergraduate students of the College of Innovation and Management at Suan Sunandha Rajabhat University who decided to study at the College of Innovation and Management at Suan Sunandha Rajabhat University

     1.2 Questionnaire on teachers' satisfaction with digital media for publicizing educational programs. The College of Innovation and Management Suan Sunandha Rajabhat University

2. Target group

Group 1: To study the factors that are components of the decision to study an educational program.

Population: first-year undergraduate students studying in the College of Innovation and Management. Suan Sunandha Rajabhat University

Sample group I am a first-year undergraduate student studying at the College of Innovation and Management. Suan Sunandha Rajabhat University

Group 2: To experiment with digital media for publicizing educational curricula according to component factors.

The population is made up of teachers and staff. Under the College of Innovation and Management at Suan Sunandha Rajabhat University, 30 people

Sample group Be a teacher and officer. Under the College of Innovation and Management at Suan Sunandha Rajabhat University, select specifically a person who participates in further education and guidance activities.

3. Data analysis

Descriptive statistics were used, including mean percentage. and standard deviation, in the data analysis. Interpreting the mean criteria to find the range and stratum Then use the obtained differences to set the criteria for measuring the level of opinion as follows.

4.21-5.00 represents a very high level.

3.41–4.20 indicates a high level.

2.61–3.40 indicates that it is at a moderate level.

1.81–2.60 indicates a low level.

1.00–1.80 indicates a very low level

RESULTS AND FINDING

The incorporation of digital technology into public relations for academic courses brings forth notable advantages, including heightened communication efficiency through various channels, increased convenience in information dissemination and updates, improved accessibility for students, and enhanced monitoring and evaluation capabilities. However, challenges exist, encompassing limited access for non-tech-savvy individuals, privacy concerns regarding digitalized information, the complexity of maintaining and updating technology, and potential cultural resistance to technological changes. Striking a careful balance between the benefits and drawbacks is crucial to ensuring the effective utilization of digital technology in educational public relations as shown in Table 1.

Table 1
Summarize the digital technology application usage

No.	Details	QR Code	Cloud Storage	Calendar Online	Official E-mail	Website
1	Print Ads (Poster, brochure, flyer, banner)	/	/		/	/
2	VTR presentation	/	/	/	/	/
3	Event for PR	/	/	/	/	/

The college employs diverse communication channels for disseminating news, advertisements, and public relations information, as evidenced by its comprehensive utilization of digital and traditional media. The college's website, with an average satisfaction rating of 4.84, is a particularly prominent and effective platform for communication. Similarly, printed media, including vinyl signs, brochures, and journals, is employed with a satisfaction rating of 4.40, indicating a high level of approval. Telecommunications media, comprising radio and television, are harnessed with an average satisfaction rating of 4.72, underscoring a noteworthy level of contentment. Additionally, the college successfully engages with its audience through social media platforms such as Line, Facebook, and YouTube, achieving a commendable satisfaction rating of 4.68. Furthermore, direct guidance in various educational institutions stands out as an impactful communication strategy, boasting a high satisfaction rating of 4.76. This comprehensive approach to communication across diverse channels reflects the college's commitment to effectively reaching and satisfying its stakeholders as shown in Table 2.

Table 2

Results of satisfaction assessment by respondents

No.	Question	Average	Standard deviation	Level of satisfaction
1	There is news, advertisements, and public relations through the college's website.	4.84	0.37	most satisfied
2	There is news, advertising, and public relations through printed media such as vinyl signs, brochures, and journals.	4.40	0.71	very satisfied
3	There are news, advertisements, and public relations through telecommunications media such as radio, and television.	4.72	0.46	most satisfied
4	There are news, advertisements, and public relations through social media such as Line, Facebook, and YouTube.	4.68	0.56	most satisfied
5	There is news, advertisements, and public relations through direct guidance in various educational institutions.	4.76	0.44	most satisfied
	Average	4.68	0.50	most satisfied

In conclusion, the integration of digital technology into public relations for academic courses demonstrates significant advantages in enhancing communication efficiency, convenience, accessibility, and monitoring capabilities. However, a range of challenges, including limited access for non-tech-savvy individuals, privacy concerns, technology maintenance complexities, and potential cultural resistance, necessitate a careful balance between benefits and drawbacks. As indicated in Table 1, the comprehensive utilization of diverse communication channels by the college, such as digital and traditional media, reflects a strategic approach to public relations. The notably high satisfaction ratings across various platforms, detailed in Table 2, underscore the effectiveness of the college's communication strategies Rakbumrung, W., & Sang-on, P.. (2022). The success of its website, printed media, telecommunications, social media engagement, and direct guidance in educational institutions showcases a commitment to reaching and satisfying stakeholders through a well-rounded and audience-sensitive communication approach. To navigate the evolving landscape of educational public relations, continuous adaptation, and refinement of these strategies will be imperative.

Figure 1
Examples of banner public relations media

CONCLUSION AND DISCUSSION

This research aims to provide a comprehensive approach to leveraging digital technology to promote the promotion of the College of Innovation and Management's educational programs. Suan Sunandha Rajabhat University In an era of rapid technological advancement, this study recognizes the important role of effective course promotion in attracting interested students. Engaging with current students and building good relationships with stakeholders the guidelines cover various aspects. of the application of digital technology. Including optimizing content for digital platforms. Strategic use of social media Creating engaging multimedia content and applying data analysis to measurement and adjustment. This study emphasizes the importance of aligning digital strategies with an institution's vision, mission, and values.

This research not only aims to provide knowledge about the current state of digital technology in the context of promoting educational programs, but it also provides actionable insights. To enhance the potential of the College of Innovation and Management to proactively shape public relations, this study aims to contribute to the growing body of knowledge on the digital transformation of higher education. At the same time, it proposes guidelines for the college's pursuit of excellence in promoting educational programs with digital technology.

In future system development in the future, new technologies may arise, which operators or public relations departments will have to develop all the time. To bring new technology Those who come to help carry out the work efficiently. suitable for users the systems in the future will tend to be more automated, which is a challenge for operators at the user level. They must develop themselves and bring new technology. Come to help with further work.

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