

The Effectiveness Using Management Tools To Develop Public Relations Of Medical And Public Health Secretary Of College Of Allied Health Sciences, Suan Sunandha Rajabhat University

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Abstract

The efficiency which management methods can be used to improve public relations of Medical and Public Health Secretary, College of Allied Health Sciences Suan Sunandha Rajabhat University. It's called action research. The objectives were as follows: 1) to examine the level of effectiveness of utilizing the PDCA quality management cycle in organizational public relations; 2) Examine media formats, media production, page access evaluation, and the growth of digital media in public relations; 3) To investigate the efficacy of management tools for public relations development and 4) Examine the influence of PDCA cycle-based quality management on corporate public relations in the digital age. The sample group consisted of 400 students who followed the Medical and Public Health Secretary Department's page and completed a questionnaire to gauge their views on the quality management cycle (Plan: Do: Check: Act) or PDCA principles in management for development work. So, to do the

analysis of data employs frequency, the percentage of statistical inference was utilized by the Chi-Square Test and Multiple Linear Regression. The efficacy of using management tools to develop public relations work is determined by analyzing media formats that reach target groups. The result indicated that the level with the highest mean is action (Do), followed by review (Check) and enhancement (Act), and the level with the lowest mean is planning (Plan). Examining media formats and media production revealed that Action for digital media development for public relations received the highest score (4.83). Next, the effectiveness of using management tools to improve public relations is in the highest level and the influence of PDCA cycle-based quality management on corporate public relations in the digital age and the effectiveness of using the PDCA quality management cycle in public relations in the digital age yielded a P-value 0.05 and an R2 value of 0.95, indicating a 90% statistically significant impact on public relations development management.

Keywords: Administrative Tools / Management / Public relations / Development / Medical and Public Health.

Background - Public relations is the process of effectively and appropriately disseminating information to the public. (Jutane Thongchu and Papawadee Montriwat, 2019). This is done in order to obtain the cooperation of the intended audience, which assists the envoy in achieving his goals. PR also functions as an image-building tool. Create values that facilitate the development of relationships between organizations and individuals by fostering public trust. Public relations are essential to any organization's prosperity. (Atchara Kongthap, 2020). And have a comprehensive and step-by-step action plan for fulfilling this role. Taking the individuals involved into account, public relations activities will aid the organization in obtaining visibility and create an image that will foster a positive relationship with people. So, the organization's public relations efforts will increase its visibility and create an image that will help you establish a strong rapport. Consequently, in order to make others known Advertising is a form of communication that aims to sell a product or service, although the two terms can be used interchangeably. However, advertising and public relations are two distinct concepts (Suthana Kritakhom, 2022). Public relations via traditional and digital media, with an emphasis on the messengers' credibility. In addition to the context, situation, media type, message concerns, and target audiences must also be considered. (Saolak

Bunyarak, Saowanee Sikkhabundit, Panya Theerawitayalerd, 2021). Therefore, both offline and online media contribute to the success of public relations (Suchada Sangduangdee, 2021). College of Allied Health Sciences is one of the schools that offer instruction and education in medical sciences, public health, and health sciences. The College of Allied Health Sciences disseminates its news and communications through online media channels. Therefore, the researcher is interested in the efficacy of utilizing management tools to develop public relations in the field of medical secretary and public health at Suan Sunandha Rajabhat University of Allied Health Professions. Evaluating the effectiveness of the instruments used in public relations management in order to acquire information on the public relations media that people value and find interesting.

Objective

The objectives were as follows: 1) to examine the level of effectiveness of utilizing the PDCA quality management cycle in organizational public relations; 2) Examine media formats, media production, page access evaluation, and the growth of digital media in public relations; 3) To investigate the efficacy of management tools for public relations development and 4) Examine the influence of PDCA cycle-based quality management on corporate public relations in the digital age.

Methods - The target population consisted of 400 individuals selected by simple random sampling for quantitative research. Utilizing an online questionnaire, data analysis including descriptive statistics and statistical inference, and multiple regression analysis, the ability to explain variations was evaluated statistics.

Results – The effectiveness of employing management tools to create public relations work, The results indicated that the level with the highest mean is action (Do), followed by review (Check) and enhancement (Act), and the level with the lowest mean is planning (Plan).

Conclusion - The efficacy of implementing the PDCA quality management cycle in public relations was exceptionally high. In addition, consisting of planning (Plan) meetings to assess the current situation and generate guidelines for future growth. Concerns regarding Media Format Media Production Page Reach Evaluation and the expansion of digital media in public relations were also

effectively addressed. Therefore, public relations is one of the tools for fostering positive community relations and persuading individuals. Consequently, PR via social media as a communication tool, it plays an important function and has a significant impact on agencies or organizations in the public and private sectors, as well as, the general public. In addition, the effectiveness of the PDCA quality management cycle has an impact on corporate public relations. So, in the digital age, the digital content created for public relations consists of image, audio, and video assets distributed via Facebook, TikTok, and other social media platforms.

Background - Public relations is the process of disseminating information to the public in an effective and appropriate manner. This is done to obtain the cooperation of the target audience, which aids the envoy in accomplishing his objectives. Public relations also serve as an image-building instrument. By nurturing public trust, create values that facilitate the development of relationships between organizations and individuals. Public relations are crucial to the success of any organization. And possess a detailed and step-by-step plan for fulfilling this role. Considering the individuals involved, the organization's public relations efforts will increase its visibility and create an image that will foster positive relationships. Therefore, in order to inform others, the terms advertising and marketing can be used interchangeably. However, advertising and public relations are separate concepts (Suchada Sangduangdee, 2021). It is common for businesses, including social enterprises and market to use narrative-based public relations to convey their constituents' affective values. (Mottard Andre & Rutten Kris, 2009). In addition to establishing transparency in business operations with a primary emphasis on social objectives (Sarawadee Srivatebodee, 2021), it is necessary to implement an ethical code with basic knowledge. (Sean Buakanok, 2012). Social media is a form of public presentation that can be accessed via Website, Facebook E-mail, and Application Line. Using social media, educational institutions of all levels can establish a form of public relations. (Tossaphon Damnoom, Seksan Yampinit and Sophon Meecharoen, 2022). The Quality Cycle Guidelines (PDCA) are comprised of (Planning), (Doing), (Inspecting), (Correcting), and (Checking) in accordance with Deming's Quality Control Guidelines (PDCA). (Suthipong Phakthong, 2020). Establish a structure. Evaluation and enhancement of effective public relations management models utilizing social media. (Saolak Bunyarak, Saowanee Sikkhabundit,

and Panya Theerawitayalerd, 2022). Public relations via traditional and digital media, with a focus on the credibility of the messengers. (Sasiwimol Chukaew, 2012). In addition to the situation and context, media type, message concerns with story and target audiences must be considered (Chris Willian, 2007). Both traditional and digital media contribute to public relations' success. (Sarawadee Sriwetbodi, 2021). The College of Allied Health Sciences is one of the educational institutions that offer instruction and education in medical sciences, public health, and health sciences. The College of Allied Health Sciences disseminates its news and communications via online media channels or website. (Jakraphan Satmune and Sirilak Borirak, 2019). For example, the Facebook page of the Department of Medical and Public Health Secretary, the College of Allied Health at Suan Sunandha Rajabhat University, etc., and electronic documents (E-mail) sent to personnel. (Phanee Rojanabenjakun & Jatuporn Ounprasertsuk and et al.,) According to the information presented above, College of Allied Health Sciences Suan Sunandha Rajabhat University faculty, students, and visitors include: Utilization of management tools to build public relations to gain more contents model in the medical secretary and public health fields. (Jiraporn Khantong, 2017). The researcher is interested in Suan Sunandha Rajabhat University's College of Allied Health Sciences. Evaluating the effectiveness of the instruments used in public relations management in order to acquire information on the public relations media that people value, happiness and find interesting. (Junghyun Kim & Jong-Eun Roselyn Lee, 2011)

Methodology

The process is two steps; 1) The questionnaire was used to gauge opinions regarding the quality management cycle (Plan: Do: Check: Act) or PDCA principles in work development management. Which comprises of the steps listed below: Observing difficulties 1) Planning (Plan) 2) Plan's implementation (Do) Examining (Check) Enhancing actions (Act)

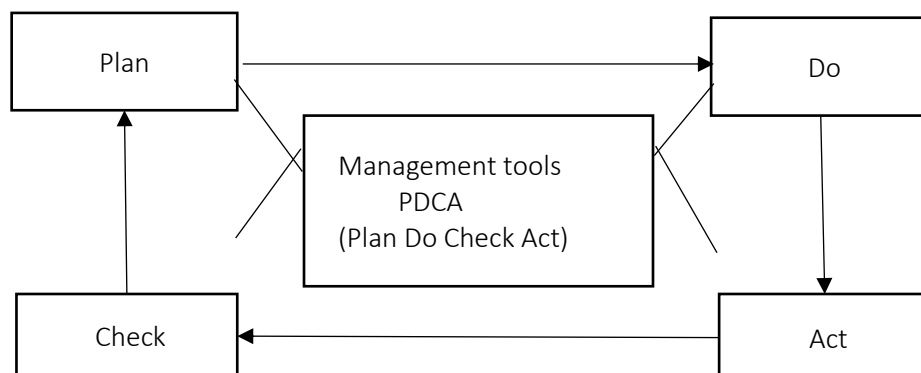


Figure 3.1 Using PDCA Management Tools, Source: Wanwisa Puksue (2022)

Used are the PDCA (Plan Do Check Act) the tool and the conceptual framework of research. Create a procedure to Facebook page similar to this: 1) Planning (Plan) entails examining digital media formats, public relations, including Video, TikTok, Images, and Posters, 2) Practice (Do) of digital media production includes the pre-production phase, production and post-production. 3) Inspect the evaluation of page access includes 1) the number of page views, 2) the number of favorites page, and 3) the number of referrals page. Summarize the evaluation and analysis of all data based on the conceptual framework, including the total number of page views. the number of senders, the number of followers, and the number of favorites Experts will evaluate the results of the activities. In addition to providing recommendations for advancement and development and 4) The development of digital media for corporate public relations that includes content quality and media quality is the Improvement (Act) by soliciting advice from experts to enhance content creation, producing media that encourages people to like the page, experiment with enhanced media types displaying on the page and Follow up, assess, and summarize outcomes.

2) To develop a questionnaire for this investigation. (Likert, R., 1932). So, the instruments for investigation were defined as follows: Characteristics of the instrument The questionnaire developed by the researcher is used as a tool in this investigation. The questionnaire consists of three sections as follow; 1) Basic information 2) Plan-Do-Check-Ack Quality Cycle Management of public relations and 3) Additional recommendations.

Data analysis

Using the Chi-Square Test and Multiple Linear Regression, the Chi-Square Test and Statistical Inference are used to analyze audience-reaching media formats. Determine how digital media production influences page reacher monitoring. Examine the influence of content and media quality on the expansion of digital media in corporate public relations. and used to determine the effectiveness index (Effectiveness Index: E.I.) (Goodman, Fletcher, and Schneider, 1980) to assess the effectiveness of utilizing the PDCA quality management cycle in corporate public relations in the digital age.

Results

Table 1 Frequency and percentage of College of Allied Health Science students' general data (n=400)

Basic Information	Frequency	Percentage
1. Gender		
Male	165	41.30
Female	235	58.80
2. Age		
17 – 19 years	46	11.50
20 - 22 years	205	51.20
23 - 25 years	141	35.30
>/= 26 years	8	2.00
3. Major		
Chinese Medicine	7	1.80
Public Health	102	25.50
Medical Marijuana	36	9.00
Health and Beauty Sciences	24	6.00
Applied Thai Traditional Medicine	38	9.50
Public Health and Health Promotion	134	33.50
Medical and Public Health Secretary	52	13.00
Health Service Business Management	5	1.30
4. Year class		
Year 1	32	8.00
Year 2	109	27.30
Year 3	139	34.80
Year 4	120	30.00
5. Page access experience You have followed the page		
Follow	359	89.80
Not following	41	10.30

Responses from College of Allied Health students who accessed the survey Follow the medical and public health secretary branch page, where the majority are female (58.80%), the oldest are between 20-22 years old (51.20%), and the majority are in their third year in the field of public health and health promotion (33.50%). 33.50 with knowledge of accessing and following pages in the Department of Medical and Public Health Secretary's office; 89.80 without such knowledge.

Table 2 Mean and Standard Deviation of Quality Cycle Plan – Do – Check – Act Public Relations Management and the effectiveness of using management tools to improve public relations. (n=400)

Quality cycle in public relations management	$\bar{x}$	S.D.	Interpret
Planning	4.77	0.45	The highest
Doing	4.79	0.43	The highest
Checking	4.82	0.39	The highest
Action	4.82	0.45	The highest
Summary	4.80	0.45	The highest

Analysis of media formats that effectively reach the intended audience Determine the impact of digital media production on page reacher monitoring. Assess the impact of content and media quality on the growth of digital media in corporate public relations. Utilize the effectiveness index to determine the efficacy of implementing the PDCA quality management cycle when organizing public relations in the digital age. The efficacy of using management instruments to cultivate public relations. The average score was 4.83, with reviewing and action cycle at 4.82, followed by doing and planning, and interpret scoring the highest.

Table 3 Public Relations format for digital media (n=400)

(Planning) Format for public relations in digital media is 4.76, (Doing) Digital media production is 4.81, (Checking) Page reach assessment is 4.80, and (Action) Action for public relations digital media development is 4.83. Therefore, the mean score is 4.80. The highest result is awarded to the Action for digital media development for public relations. The detail as following;

Item	Planning format for public relations in digital media	$\bar{x}$	S.D
1.	There should be a plan for making both still and video media.	4.86	0.42
2.	Public relations via Facebook, Instagram and TikTok pages are appropriate.	4.83	0.52
3.	Diverse enhancement strategies for still image media and posters are in place.	4.43	0.63

Item	Planning format for public relations in digital media	$\bar{x}$	S.D
4.	The plan to enhance TikTok's visibility	4.83	0.52
5.	Daily public relations planning can expand a company's audience.	4.84	0.49
Average		4.76	0.52

The average score was 4.76. The score for a media plan that includes both still images and video for public relations is 4.86, followed by a daily public relations plan with an average rating of 4.84 and a plan to enhance the quality of still image media, the organization is able to expand access to a greater number of people and the median average of media posters is 4.43.

Table 4 Digital media production (n=400)

Item	(Doing) Digital media production	$\bar{x}$	S.D
Media production procedure		4.84	0.49
1.	The information that will be used in the media has been appropriately prepared.	4.83	0.49
2.	Formulation or design of the medium is required.	4.84	0.49
3.	It is essential to coordinate with the media production staff.	4.83	0.49
	Essential production planning meetings are required.		0.49
4.	Do you believe it is essential to describe the various components of media production, including sound recording apparatus, recording	4.84	0.48
5.	rooms, editing rooms, and video cameras?	4.85	
Media production for public relations		4.75	0.52
1.	The video's editing conveys the intended message.	4.83	0.50
2.	When presenting still images and videos, both formats are acceptable.	4.44	0.58
3.	The audio in the video is extremely clear.	4.83	0.52
4.	The photographs are varied and sharp.	4.83	0.52
5.	Photographs, camera angles, present image	4.83	0.49
Post production		4.85	0.47

1.	The numerous media formats used by the public relations page should be enhanced.	4.84	0.47
2.	Organizing Facebook pages, such as profiles, with vibrant backgrounds and interesting content.	4.86	0.42
3.	Public relations information is routinely presented.	4.84	0.48
4.	This presentation contains accurate and reliable information.	4.84	0.49
5.	The received information can be utilized effectively.	4.85	0.50

From the Do Table, digital media production, it was determined that the organization of the Facebook page, such as the profile, colorful background, and intriguing content, had the highest average of 4.86, followed by the belief that the preparation of specifics pertaining to the production of media is the most important, including audio recording devices Recording room, editing room, and video camera are required, the received information can be utilized effectively with an average score of 4.85, and the time allotted for still and video presentations is adequate. respectively with the lowest average of 4.44

Table 5 Checking of Page reach assessment (n=400)

Item	Checking of Page reach assessment	$\bar{x}$	S.D
Accessibility (page access)		4.77	0.45
1.	Do you find the media to be appealing and engaging?	4.88	0.36
2.	Do you believe that sharing or forwarding affects the number of likes?	4.44	0.56
3.	Do you find content to be interesting? Concise and straightforward Does it influence the quantity of likes?	4.84	0.46
4.	Do you find it enjoyable to participate in a question-answering activity? Does it impact the quantity of visitors to the page?	4.86	0.41
5.	Do you believe alluring and engaging media influences the number of visitors to a page?	4.85	0.44
Liker side		4.77	0.46
1.	Do you believe the media influences the number of likes?	4.84	0.46
2.	Consider having fun activities to answer page-based inquiries. Does it influence the quantity of likes?	4.84	0.45

3.	Consider the media to be attractive and intriguing. Does it influence the quantity of likes?	4.88	0.36
4.	Do you believe that sharing or forwarding affects the number of likes?	4.44	0.56
5.	Do you find content to be interesting? Concise and straightforward Does it influence the quantity of likes?	4.84	0.46
Forwarder side (sharing)		4.85	0.45
1.	Do you believe that the media influences the amount of referrals?	4.85	0.45
2.	Do you find content to be interesting? whether the number of forwarders is affected or not.	4.85	0.44
3.	Consider having fun activities to answer page-based inquiries. whether the number of forwarders is affected or not.	4.85	0.43
4.	Consider the media to be attractive and intriguing. whether the number of forwarders is affected or not.	4.84	0.47
5.	Do you believe your profile picture's background color affects the number of forwarders?	4.85	0.44

Table 6 Action for digital media development for public relations (n=400)

Item	Action for digital media development for public relations	$\bar{x}$	S.D
Content Quality		4.82	0.51
1.	Do you believe the content's accuracy should be enhanced or not?	4.80	0.55
2.	Do you believe the language used is appropriate for the page?	4.84	0.47
3.	You believe the content to be accurate and trustworthy.	4.83	0.49
4.	Do you believe the page's content integrity should be improved?	4.82	0.53
5.	Do you think content detail information that is straightforward, appropriate, and transparent?	4.83	0.49
Media Quality		4.84	0.48
1.	Do you believe the font size is appropriate for plain visibility?	4.84	0.48
2.	Do you believe that publicized images reach the public? Is it pointed or not?	4.84	0.47
3.	Do you believe that presentation graphics such as background images and text frames are appropriate?	4.84	0.47
4.	Do you believe that the font design, including font size and color, is appropriate or not?	4.82	0.52
5.	Do you believe the font size is sufficient for straightforward reading?	4.84	0.48

From table 6 Enhancing (Act) the development of digital media for public relations Found whether you believe the page is suitable for the language used. with the highest average of 4.84, followed by the content of the information that is simple to understand, relevant, and clear, with an average of 4.83; do you believe the accuracy of the content should be improved or not? respectively with the lowest average of 4.8

Table 7 The effectiveness of management tools for PR development. (n=400)

Item	The effectiveness of employing management tools for PR development	$\bar{x}$	S.D
	Access to the page	4.82	0.51
1.	Do you think the page is easy to find?	4.81	0.51
2.	Do you have taken part in page activities such as receiving scholarships or a textbook?	4.79	0.59
3.	Do you think that sharing or forwarding makes it easier to access?	4.83	0.49
4.	The page is interesting, appealing, and simple to use.	4.83	0.49
5.	The page remains up to date with the latest news.	4.84	0.45
	The speed at which the target audience is reached.	4.84	0.47
1.	Quickly respond or communicate your opinions.	4.85	0.44
2.	There is rapid communication in public relations.	4.83	0.49
3.	According to social trends, easily comprehended language is used.	4.84	0.46
4.	It has been continuously shared.	4.83	0.49
5.	There are entertaining activities on this page.	4.85	0.46
	Satisfaction with the branch's page	4.84	0.46
1.	Executive summary of public relations.	4.85	0.44
2.	Information is accurate and exhaustive.	4.83	0.49
3.	There are numerous channels for public relations.	4.84	0.46
4.	Information is beneficial and engaging.	4.83	0.49

Item	The effectiveness of employing management tools for PR development	$\bar{x}$	S.D
5.	There is a well-organized Facebook profile picture and page.	4.85	0.46

Standard deviation and mean value of performance management instruments. Managed for the advancement of public relations, the information was found to be beneficial and intriguing with the highest average of 4.85, followed by the page with news updates rapidly and frequently with an average of 4.84 and the page on which you have participated in activities such as winning scholarships or a textbook with the lowest overall average of 4.79.

Table 8 Regression analysis of the efficacy of utilizing the PDCA quality management cycle in corporate public relations in the digital age. (n=400)

Variable	Unstandardized Coefficients		Standardized Coefficients	t	p-value
	B	Std. Error	Beta		
Constant	0.07	0.06		1.23	0.21
Planning	0.01	0.03	0.01	0.31	0.75
Doing	0.10	0.04	0.10	2.62	0.09
Checking	0.04	0.03	0.03	1.08	0.27
Action	0.83	0.03	0.84	22.87	0.00*

p-value < 0.05, R=0.95, Adjusted R 0.95, F=1906.72

The statistical regression analysis of the effectiveness of using the PDCA quality management cycle in public relations in the digital age yielded a P-value 0.05 and an R² value of 0.95, indicating a 90% statistically significant impact on public relations development management.

Discussion

The implementation of the PDCA cycle for quality management in public relations was highly effective. (Atchara Kongthap, 2020). This is consistent with Sutthipong Phakthong's (2020) assertion that

potential development guidelines include planning (Plan) by analyzing the current situation in a meeting. Using the group process to plan the fund's operation during the planning phase, resulting in a comprehensive action plan. Media Format Production of Media Page reach evaluation and the expansion of digital media in public relations were carried out to an exceptional degree. According to Sasalak Bunyarak et al. (2022), school administrators must pay particular attention to their public relations responsibilities. Since public relations is one of the tools used to foster positive community relations or persuading community members of the school's benefits, which will foster mutual understanding. Currently, public relations are handled through social media as a cost-effective communication instrument with outstanding features, it serves an important purpose and has a significant impact on public and private sector agencies and organizations, as well as the general public. help reduce expenses in the era of social media, it is possible to communicate at any time, from any location, with the content of providing information and news on various aspects. So that, the audience or those who interact can gain recognition and acceptability. The effectiveness of the PDCA quality management cycle has an effect on corporate public relations in the digital age. This is consistent with the claim made by Thosaphol Damnoom (2022) about the developed digital media consisted of promotional image, audio, and video files and dissemination of digital media through the use of social media, Facebook, the OTOP tourism community, and Saeng Arun community innovation in digital media.

Conclusions - In public relations, the implementation of the PDCA quality management cycle was exceedingly effective. The testing of hypotheses revealed that the PDCA quality management cycle was exceedingly effective in public relations. In addition, consisting of planning (Plan) meetings to assess the current situation and generate guidelines for future growth. utilizing the group process to plan the fund's operation during the stage of planning. resulting in a comprehensive action strategy. Next, we consider Media Format Media Production Page Reach Evaluation and the expansion of digital media in public relations were carried out to an exceptional degree. Therefore, public relations is one of the tools for fostering positive community relations and persuading individuals. So, Public relations via social media as a communication tool, it plays an important function and has a significant impact on agencies or organizations in the public and private sectors, as well as the general

public. In addition, the effectiveness of the PDCA quality management cycle has an impact on corporate public relations in the digital age. The digital content created for public relations includes image, audio, and video assets through the use of the internet. Digital publishing utilizes social media platforms such as Facebook, TikTok, and Twitter.

Limitation

This investigation focused exclusively on The Effectiveness of Using Management Tools to Develop Public Relations of the Medical and Public Health Secretary at Suan Sunandha Rajabhat University's College of Allied Health Sciences. Should have prepared themselves better for online content, which is an engaging activity. Therefore, training individuals to create diverse content was necessary.

Declaration of Conflicting Interest

The authors declare no conflict of Interest.

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