THESIS TITLE   PERCEPTION AND EXPECTATION OF THE VIEWERS IN
                CREATING THE STRATEGY OF CHANNEL'S 7 WEATHER
                PROGRAM "FON-FAH ARCARD"

KEYWORD   PERCEPTION, EXPECTATION, CREATE A STRATEGY, FON-
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Abstract

Thesis study on perception and anticipation on a developing strategy Channel 7 HD Weather Show (1) to study an audience's awareness toward program production process (2) to study an audience expectations towards the program production process (3) To study a strategy of a program production that relate to an audience expectation. This is a study of Survey Research using quantitative methodology (Quantitative Research) offer an questionnaires (Questionnaire) as a tool for collecting data and processing from a computer program.

Quantitative research were used to survey opinions from questionnaires. The sample group are from the 7HD weather program audience from all over the country. From 6 regions, 70 each as in a total of 420 people by answer an online questionnaire. An audience must have been watching at least 5 7HD weather programs since the researcher will send to a regional reporter in Chiang Mai, Khon Kaen, Nakhon Si Thammarat, Chonburi, Phra Nakhon Si Ayutthaya, Central Region, Bangkok and Metropolitan area.

According to the results of recognition and anticipation to develop a strategy for Channel 7HD weather program research show that a gender, age, education level, occupation, income and address difference of the sample group affecting the perception of

ch7 HD weather program. More further, a result of the study found that age, occupation, income and income affect on the perception on the audience especially with the audiences with age range of 21-30 years.

Public company employee tends to get effected to the weather forecast program more than the other occupational groups. The audience with the income lower than 15,000 baht per month got effected than the other income level.

For the analysis of the perception of CH7 weather program shows that sample group recognize the tv host as the top of mind, followed by the news content, costume, graphic design, and the theme of the program that create a least recognition.

For expectation, (1) program host, an audience expect a program host to provide an accurate information of the weather forecast, warnings about weather conditions that must be considered, use of a sound effects to draw audience's attention, use a variety of voice toning (2) news content, an audience expect to get a Weather forecast from different news sources apart from the Meteorological Department (3) costume, an audience expect to a fantasy costume unlike a general fashion (4) The graphic design of the project is expected to develop from an original scenes create a different style up to a current situation. As for the program theme, the program is expected to see a parody theme based on a mainstream topic, also a channel 7 drama.

Therefore, to set a work guideline setting direction and creating strategies for developing the Channel 7HD weather program we should give a priority to the program's host as the first priority, based on Strategy 5 Ps consists of a plan (plan = P1), pattern (pattern = P2), position (position = P3), perspective (perspective = P4) and play tactics (ploy = P5) to deliver an audience expectations to remain the show popularity in a competitive digital TV era.