

|                |  |
|----------------|--|
| THESIS TITLE   | MEDIA EXPOSURE, SATISFACTION, UTILIZATION, AND<br>EXPECTATION OF PEOPLE TO ISRANEWS AGENCY:<br><a href="https://www.isranews.org/south-news.html">https://www.isranews.org/south-news.html</a> |
| KEYWORDS       | MEDIA EXPOSURE, SATISFACTION, UTILIZATION, EXPECTATIONS  |
| STUDENT        | PEERAPAT DILOKKALAYAKUL  |
| THESIS ADVISOR | ASSISTANT PROFESSOR DR. KANCHANA MEESILAPAVIKKAI   |
| LEVEL OF STUDY | MASTER OF COMMUNICATION ARTS   |
| FACULTY        | SCHOOL OF COMMUNICATION ARTS SRIPATUM UNIVERSITY   |
| YEAR           | 2019   |

### ABSTRACT

This research aims to study 1) demographic characteristics of the Isra News Agency website, 2) public's exposure to the Isra News Agency website, 3) satisfaction of people towards the Isra News Agency website, 4) utilization of of the Isra News Agency website by the public, and 5) expectations of people towards the Isra News Agency website. Data was collected from a sampling of 443 people who visited the Isra News Agency website: Case study of the Southern News Center by using questionnaires as a research tool and using statistical analysis of data such as percentage, mean, standard deviation. Comparison of the differences between 2 independent variables together with Independent-Samples T-Test. Comparison of the differences between two variables with one-way analysis of variance (ANOVA), F-test and statistical values, Pearson's Correlation. Research samples were mostly male, more than female; aged between 46-55 years; mostly with Master's degree; civil servants or state enterprise; and Buddhist. The Southern News Center website was set up and opened to receive news about the situation in the 3 southern border provinces. The sample group is satisfied with the content of general news column or event news that is presented for the greatest public benefit, and use as a reference source for studying the problems in the 3 southern border provinces. There is a high level of satisfaction with the website of the Southern News Center in relation to

the use of the website in accordance with the hypothesis at the statistical significance level of 0.1. It is expected to be a website that monitors the operation of state toward the success of various projects.