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0069	The Development Of Academic Achievement Was Through The Use Of Teaching Aids On The 5 Main Food Groups Of Elementary School Students At Ban Truat School, Srinarong Distric Surin Province.....	606
	<i>Samart Chomrum, Naruicha Phongsai and Chakkaphan Chancharoen</i>	
0070	Teachers' Participation In Internal Quality Assurance Of The Basic Education School Under Chiangklom Group Pakchom District, Loei Under Loei Primary Educational Service Area Office 1.....	612
	<i>Santipron Puttathongsri and Cherdsak Srisangachai</i>	
0071	Academic Administration Related To The Academic Achievement Of Students Under The Office Of Khon Kaen Primary Educational Service Area 5.....	622
	<i>Saowanee Wichit and Sanae Komsommai</i>	
0072	A Study Of Teachers’s Opinions On The Administration According To The Principle Of Good Governance Of School Administrators Schools Under The Khon Kaen Primary Educational Service Area Office 2.....	628
	<i>Sayumpron Khacharoen and Jirayu Srisangachai</i>	
0073	Promoting Community Economy Through Community Business Development: Case Study Of Andong Reusey Pottery Community, Kampong Chhnang Province, Kingdom of Cambodia.....	638
	<i>Searivoth VORN, Sureechai Sukantararat and Akkharadet Supannafai</i>	
0074	Processing, Writing Chinese Transliteration: Food Product Name.....	650
	<i>Nopparat Noyjarean, YUXIA WEI, JINGJING LIAO, LIANGLING WU, XUN ZHAI and SIYUAN HU</i>	
0075	The Script Adaptation For Bilingual Playwriting : Case Study of “A Fruitcake Christmas” Story By Max Lucado.....	658
	<i>Chayada Rungtao and Somjate Yamacharoen</i>	
0076	Utilization Of Online Media In Decision Making Of Grade 12 Students To Select Higher Education Institution, Muang District, Khon Kaen Province.....	644
	<i>Sudarat Yommarat and Kanchana Meesinlapawikkai</i>	
0077	People's Expectations for Financial Planning in Bang Khanun Sub-District, Bang Kruai District, Nonthaburi Province.....	672
	<i>Panpen Sittipatana and Sunanta Sangkatat</i>	
0078	Guidelines For The Academic Administration Of Small Schools With In Nakhonratchasima Primary Educational Service Area 5.....	680
	<i>Teemaporn Mobkhunthod and Cherdsak Sringachai</i>	
0079	Learning Innovation And Multimedia: Fraction To Mathematic Learning Result Development Of Primary 4 Students In Sammoonak School Under The Office Of Chaiyaphum Primary Educational Service Area 2.....	688
	<i>Thammarat Singsong, Mullika Luepanya and Chakkaphan Chancharoen</i>	

0076

**Utilization Of Online Media In Decision Making Of Grade 12 Students To Select
Higher Education Institution, Muang District, Khon Kaen Province**



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Abstract

This research has the objective 1) To study the behavior of using online media for continue study in undergraduate study. 2) To study the factors of admission to undergraduate study and the decision of Secondary 6 students in Muang District, Khon Kaen Province. The top four schools were selected from the number of students studying in Secondary 6 students in order to find a suitable group. The researcher used the computation at 17% with a sample of 412 people who analyzed the data using statistical packages The statistics used for data analysis were descriptive statistics ie percentage, mean and standard deviation. The inferential statistics are t-test, One-way ANOVA, and multiple regression. The results showed that the sample group of students used online media the most, 67.48%, with the aim of communicating with their friends on social media. Which is used within the time after school is 18.01 - 24.00 High school students spend a maximum of 5 hours a day each day online. Factors of online media usage influenced and consistent with the tertiary decision-making behavior among the sixth graders who chose to attend higher education through chatting with friends and searching for information on their Facebook. undergraduate study institution Or the faculties wishing to continue study The results of the research showed that the sample students would go to the undergraduate study level they were interested in. By seeking information on online publicity for continue study on the tertiary institution's Facebook Because of its fast and convenient usage characteristics, and the admin can always respond to questions about the information of the undergraduate study institutions, affecting the decision to choose to continue study Can be supported on all devices. It has interesting illustrations and videos. These factors influence the decision-making on the admission to undergraduate study of students of secondary 6 students. In the district Khon Kaen Province Significantly.

Keywords: Use of online media, decision-making for admission to study, online public relations media

1. Introduction

Online media has become a factor in today's life. Communication has been developed without borders. It is very convenient and fast. Having roles in economic, political, social, educational by the Electronic Transactions Development Agency: ETDA (Public Organization) which reported that Internet user behavior in Thailand in 2019, which had 14,242 people who participated in a survey via the website, reported that the occupations that use the Internet the most Is Student / student 10.50 hours per day (2019), and online media also affects education as well, so the current behavior of using online media in student education has changed dramatically. Because the effectiveness of online media can also help students find the knowledge they are interested in through online media. Can also exchange information with friends or interested parties Exchange personal opinions for others to know Build broad interactions When online media affects perception and is also a deciding factor. The forms of online public relations media of educational institutions have also been modified to support the search for information to choose to enter higher education. From such circumstances This makes the researcher realize the importance of online media that may influence the decision to choose to study further. The researchers therefore studied the use of online media and the decision of choosing to continue study of student in Secondary 6 In Muang district, Khon Kaen Province.

2. The purposes of the study

1. To study the behavior of using online media for continue study in undergraduate study of student in Secondary 6 In Muang district, Khon Kaen Province.
2. To study the factors of admission to continue study of student in Secondary 6 In Muang district, Khon Kaen Province.

3. Review of literature

The word "education" according to the dictionary edition of the Royal Institute has defined "Education," which is used in the English word "Education", which Good (1973: p.202) has given the meaning in the dictionary of educational terminology. It is all the processes that enable a person to develop abilities, including attitudes and other behaviors.

Adul Chatrongkakul (2000: 160-166) Buying decisions consist of four steps to a purchasing decision. 1) Realization of the need. By stimulants from within In addition, demand may be triggered by external stimuli. 2) The pursuit of consumer news that is stimulated by a number of news sources, such as individual news sources, commerce, public sources. News to obtain the chosen set of brands for final decision-making, that is, the methods that consumers use. Select brand news Marketer's choice of marketing strategies must influence the buyer's decision. 4) Purchase decisions. Generally speaking, consumers' purchasing decisions tend to purchase the brands they like best through reflection.

Solis (2008) argues that social media is a great evolution in the history of public relations in public relations and corporate communications, recognizing social media as a best practice as a facilitator. This allows for effective communication between the organization and the public and those involved (Grunig, & Dozier, 2003) as a means of facilitating communication to help. Build relationships with each other (Hon, & Grunig, 1999; Kent, & Taylor, 2002; Ledingham, 2006), which increases corporate publicity opportunities.

4. Conceptual frameworks

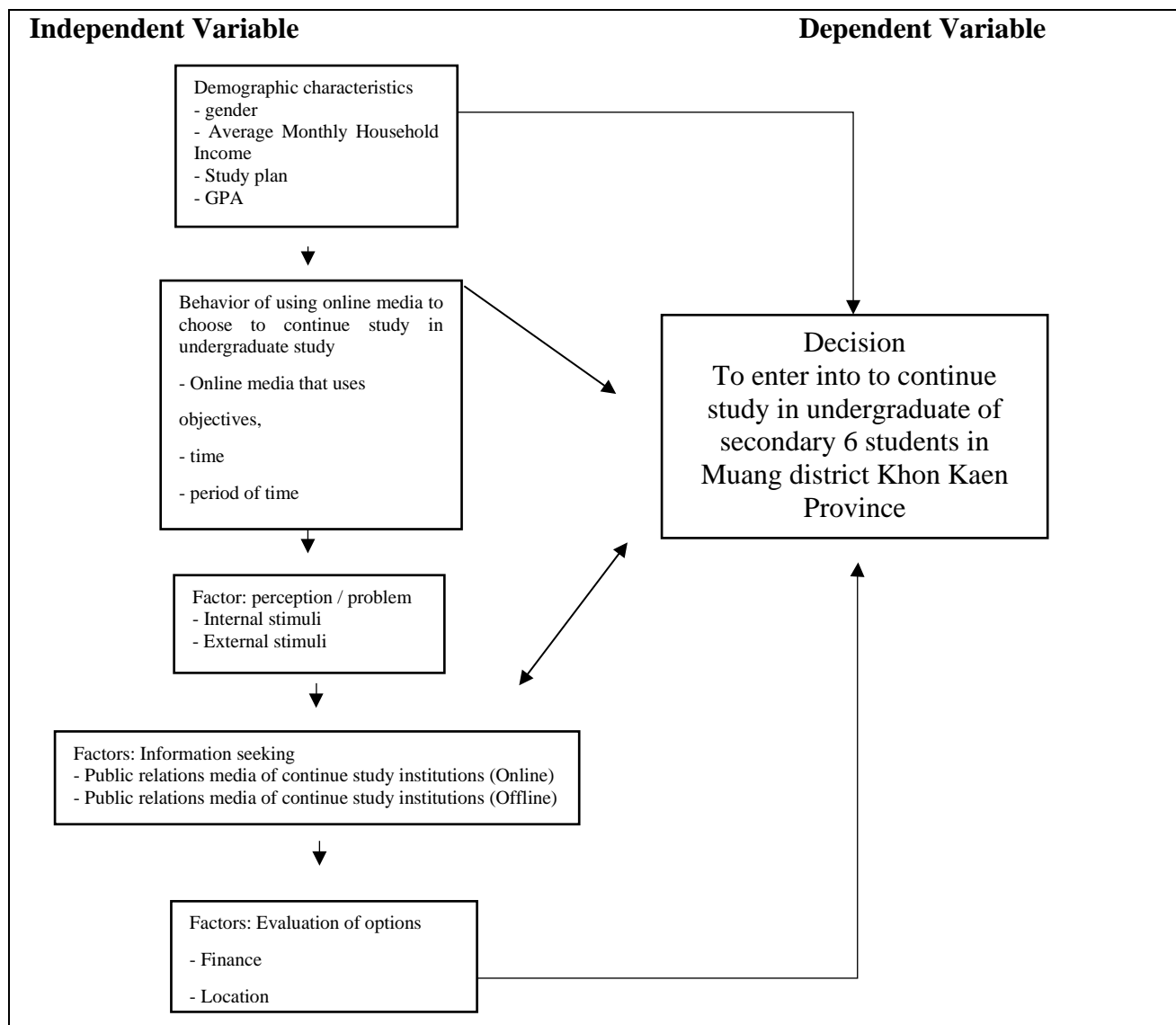


FIGURE 1: Conceptual framework of the study

5. Research methodology

1. Using the sampling method by selecting from the top four schools with the highest number of students studying in Secondary 6 in order to find a suitable group. The researcher used the calculations at 17 percent with a sample of 412 people.

2. The quantitative data analysis. The statistical package of descriptive statistics was percentage, mean and standard deviation. Inferential statistics, t-test, One-way ANOVA and multiple regression.

6. The result of the study

Part 1 Demographic characteristics It was found that a total of 412 people were found to be female. 55.34 percent of which are male, 44.66 percent, when considering the Average Monthly Household Income, the highest income is 20,001-30,000 baht, accounting for 44.90 percent, followed by 10,001 - 20,000 baht, or 24.76 percent and less. The highest was 40,001 baht or more, accounting for 12.86 percent. Occupation parents were the most government officials, 27.43 percent, followed by farmers, 25.49 percent, and the least was employment, 1.94 percent

Mathematics accounted for 45.39 percent, followed by language-society, accounting for 32.28 percent, and the least is mathematics-language, accounting for 22.33 percent, the most GPA was 2.01-3.00, or 53.64 percent, followed by 3.01- 4.00 or 32.77% and the least is 1.00-2.00 or 13.59%.

Part 2 Behavior of Online Media Usage of Secondary 6 Students in Muang District Khon Kaen Province to decide to study in undergraduate study.

Table 1 Number, Percentage, Mean, Standard Deviation and Interpretation of Online Media Use of student in Secondary 6 in Muang District, Khon Kaen Province to decide to continue study in undergraduate study.

Using online media	level comments Frequency (percentage)					\bar{x}	S.D.	results
	Most	More	Moderate	Low	Verylow			
Facebook	278 (67.48)	74 (17.96)	43 (10.44)	14 (3.40)	3 (0.73)	4.48	0.87	Most
Twitter	137 (33.25)	100 (24.27)	84 (20.39)	48 (11.65)	43 (10.44)	3.58	1.33	More
Instagram	178 (43.20)	69 (16.75)	89 (21.60)	55 (13.35)	21 (5.10)	3.80	1.27	More
Line	158 (38.35)	89 (21.60)	94 (22.82)	56 (13.59)	15 (3.64)	3.77	1.20	More
YouTube	241 (58.50)	98 (23.79)	53 (12.86)	17 (4.13)	3 (0.73)	4.35	0.91	Most
Online media used						4.00	0.75	Most

The results showed that the overall use of online media was very high. In 2014, the average number of high-profile users of the 6th grader's online media was 4.58, and twitter accounted for an average of 3.58. The average was 4.15, after which the sample data was used, the average was 4.08 and the average was 3.74. The average average is 3.80 and 12.01 pm- 6:00 pm. The average is 3.55, the average is 3.21 and a minimum of 24.01 to 06.00. The average amount is 2.99, the average time of day is 3.13, the average is 3.75 hours a day, the average is 3.75, the average is 3.36 less than or equal to 1 hour per day, the average is 2.36 hours per day. The average of 3.12 samples was the highest daily, with an average of 4.30, a median of 5 - 6 days a week, a minimum of 1-2 days a week, an average of 2.42.

Part 3 Factors: Perception of needs / problems To decide to continue study in undergraduate study for secondary 6 students in Muang District Khon Kaen Province The research results were found that Sample groups have A stimulant of awareness of internal needs / problems. To decide to study in higher education Overall is at a high level. With an average of 4.04 when considering each area found that they want to study at the undergraduate study level of interest. At the highest level The average

was 4.22. Followed by wanting to enter a course that has the labor market. Very level The mean of 4.08 stimulus for external demand / problem awareness was found that the sample had a high level of external demand / problem stimulus with the total mean of 4.01. A reputable higher education institution influences the decision to study in. Most level The mean is 4.24 followed by the society that recognizes the knowledge and abilities of the graduates. Very level The average is 4.08 and the teachers are famous. Minimal level The mean is 3.7.

Part 4, Factors: The Search for Information on Online Publicity Media of undergraduate study Institutions for undergraduate study Admission Decision of Secondary 6 Students in Muang District Khon Kaen Province

Table 2 Number, Percentage, Mean, and Standard Deviation of Institutional Online Public Relations for undergraduate study Admission Decision of Secondary 6 Students in Muang District Khon Kaen Province

Finding information	level comments					\bar{X}	S.D.	results
	Frequency (percentage)							
	Most	More	Moderate	Low	Verylow			
Public relations for continue study on the website of the undergraduate study institutions	178 (43.20)	100 (24.27)	95 (23.06)	30 (7.28)	9 (2.18)	3.99	1.07	More
Public relations for continue study on Facebook of undergraduate study institutions	210 (50.97)	122 (29.61)	50 (12.14)	19 (4.61)	11 (2.67)	4.22	1.01	Most
Public relations for continue study on the tertiary institution's YouTube channel	145 (35.19)	99 (24.03)	114 (27.67)	38 (9.22)	16 (3.88)	3.77	1.14	More
Public relations for continue study through the Line of undergraduate study institutions	137 (33.25)	81 (19.66)	104 (25.24)	53 (12.86)	37 (8.98)	3.55	1.31	More
Public relations for continue study of undergraduate study institutions Through the introduction of friends through social networks (sharing)	177 (42.96)	101 (24.51)	87 (21.12)	27 (6.55)	20 (4.85)	3.94	1.16	More
; public relations for continue study in undergraduate study institutions through the establishment of a group on social networks (Join the group)	176 (42.72)	106 (25.73)	79 (19.17)	26 (6.31)	25 (6.07)	3.93	1.19	More
Public relations for continue study on Of undergraduate study institutions through fan pages on social networks (Fan Page)	202	109	62	22	17	4.11	1.10	More
Online public relations materials of undergraduate study institutions						3.94	0.76	More

From Table 2, the findings were as follows: The sample group sought information from the online public relations of the higher education institution. The decision to enter the undergraduate study level is overall at a high level. The total mean is 3.94 and the value of the standard deviation is 0.76. In terms of online undergraduate study institutions' Public relations for continue study on Facebook of undergraduate study institutions was at the highest level. The average is 4.22, followed by Public relations for continue study on Of undergraduate study institutions through fan pages on social networks (Fan Page) at a high level. The mean is 4.11.

Public relations media of continue study institutions (Offline) The research found that the sample group used the public relations media of the higher education institutions offline. The total mean is 3.29 when considered by each aspect. Public relations media of continue study institutions (Offline) Is an educational guidance activity Very level The average was 3.85 and the undergraduate study field trips for interested students (Open House) were the mean of 3.64 and the least radio was the mean of 2.91.

Part 5 Factors: Evaluation of options for decision-making to choose to study at the undergraduate study level of Secondary 6 students in Muang district, Khon Kaen Province. The results of the research showed that the sample group had a high level overall evaluation of options to decide to study in undergraduate study. The total mean is 3.93 and the value of the standard deviation is 0.71. Evaluating financial options At the highest level Support for the Student Loan Fund. With an average of 4.25 and the least. Good academic quota for admission, for example, an athlete scholarship without competitive exams. The mean is 3.69.

Part 6 Deciding to Admission to undergraduate study of Secondary 6 Students in Muang District Khon Kaen Province. The results of the research showed that the sample group decided to study at the tertiary level, overall at a high level. The mean value was 4.03, the value of the standard deviation of 0.59 was found to be self-determination. At the highest level The average is 4.33 at the higher level, followed by admin can respond to questions about the information of higher education institutions. Any time, it affects the decision to choose to continue study. The mean of 4.24 and the lowest level. Friends influence decisions. The mean is 3.28.

7. Discussion

The use of online media and the decision to undergraduate study for Secondary 6 Students in Muang District, Khon Kaen Province. The results showed that the most commonly used by students using social media was Facebook, which was intended to communicate with friends on social media. After-school hours are 6:01 pm–12:00 pm. On a daily basis, secondary school students use up to 5 hours of online media per day.

The behavior of online media usage is consistent with the decision to study for undergraduate study for Secondary 6 Students in Muang District, Khon Kaen Province, where the majority of students decide to attend higher education institutions by talking to friends and searching for information on the Facebook fan page of the undergraduate study institution or faculty who wish to attend. It also found that the sample students attended their own tertiary education, which was motivated by the stimulation of their own internal needs. The external stimulus is to gain a prestigious tertiary education, where students will seek information from the online press release of undergraduate study institutions. It found that the highest level of financial information was found. Support for Education Loan Fund (K-1000) This resulted in the decision to continue the student's admission by searching for information from online media by the student to make the most of the self-determination, in line with The Bangkok Bank Credit Card's Facebook Fan page Bangkok Bank Credit Card. The objective is to know about promotional activities and the most like-click interactions for easy purchases of products and services. It shows that these factors affect customer relationship management.

The results of the secondary research affecting the decision to study undergraduate study for Secondary 6 Students in Muang District, Khon Kaen Province, is that admins can respond to questions about the information of higher education institutions at any time, affecting their decision to study, but also in line with the concept of metha krieng (2011: 74). Enjoy as much content as your page. That's why many large business pages have admins in the way of the admin team. Information from the online press release of the Institute of Higher Education, Facebook on the higher education institution, must provide detailed information related to the study and to the administrator to respond to questions about the information of higher education institutions, to engage in online media and the decision to attend higher education for Secondary 6 students in Muang District of Khon Kaen district, which is in line with Sanjoy Ghose & Wenyu Don (1998). There is a one-way communication that prevents communication from interacting while Facebook is an interactive medium where the messenger can counteract.

8. Recommendations

1. Educational institutions should use online materials, especially Facebook and YouTube, where students value the most. Used to communicate in marketing By presenting information of the university To stimulate awareness for students to search for information further.
2. Educational institutions should build external perceptions. By presenting the reputation of academic institutions in the field of establishment Or graduates have the ability to meet the needs of the establishment.
3. Educational institutions should have information and have immediate response to financial information, scholarships, discounts or expenses throughout the course.

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