
The Participatory Development of Website for Public Relations Sriya Sufficiency Economy Learning Center Hintang District, Muang District, Nakhon Nayok Province

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The purpose of this research were to develop website for public relations of Sriya Sufficiency Economy Learning Center and to evaluate satisfaction of website's users by collect data from 384 representative samples. This website development use The Participatory Action Research for by the members of Chanthra herb group participated in every step to achieve a direct-to-use website. At the beginning permit all members of this group study about website and collect data together, participation in set purpose and goal for development plan, participation in decision by study and sort data to set structure and design website, designing specialist for a quality assessment then released for public relations and evaluated satisfaction. The statistical analysis for interpretation of user satisfaction were percentage, mean and standard deviation

The results of the research reveal that the website for public relations Sriya Sufficiency economy learning center was suitable by criteria where with the total of quality assessment of content from representative sample is suitable (IOC = 1.00) and the total of quality assessment of design from designing specialist is suitable (IOC = 0.93) and overall satisfaction of website users were excellent rankings ($\bar{x} = 4.19$) considering from each part reveal in Excellent rankings for example the data access, search, and usage are equal mean ($\bar{x} = 4.22$), picture design and presentation design are equal mean ($\bar{x} = 4.19$), content ($\bar{x} = 4.17$), color design ($\bar{x} = 4.16$), and character design ($\bar{x} = 4.15$)

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Introduction

These days, website is becoming as an important media channels that has a major role in advertisement and promotion. As the internet is a network

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system that can be used 24 hours, we are able to access information, including message, pictures, and voice that have been posted in different format and content. It is not only fast to use, but also not money consuming. From these benefits, majority of organization whether public or private sector and general people are wanting to create their own website to be a new communication channels with the benefit to share information to the target group, for example, the advertisement of products and services in several forms with the business purpose, or using website to share organization's information to promote positive organization image to the society at large. Website is considered as one of the most effective media channels and has becoming more popular. Many computers have connected to it and it becomes the largest computer network in the world. (Khemthong, 2004)

Sriya Sufficiency Economy Learning Center, Hintang Sub-district, Muang District, Nakorn Nayok Province is a destination to disseminate knowledge on agriculture. Uncle Sawai Sriya is the one who sparks the idea in changing normal branch of trees to become fancy trees; for instance, dancing trees, growing fruit in glass bottle, hexagon jackfruit, making fertilizers, making biofertilizers, and producing biodiesel from used oil. Furthermore, the centre also has herbs product made available for sales to create job and generate for local community. The products for sale includes shampoo, conditioner, body lotion, skin cream, facial foam, herb soap, balsam water, and cold pressed coconut oil. According to the research, it was found that Sriya Sufficiency Economy Learning Center is not having sufficient media to promote the dissemination of information of this center. Creating website might be considered as appropriate channel to quickly and widely promote information and service of the center.

Local participant is one main factor of the process. It is the cooperation between local community and public or private organization for the development and problem solving of the community. The main idea is that local community members have to participate in planning and implementing process to respond or solve the problems of community members. Moreover, the word "local community participation" also covers the participation of members in planning, implementing, and evaluating the result. It means that in every new project, the starting point is to ensure local members need to help each other in consulting, analyzing problems, finding common solutions, until the process of implementing and evaluating. Then, improving and plan for the next project and starting this process over and over. For the community members to follow this process successfully, they have to know and understand the project and government procedure that will be in form of Two-way Communication (Sooksamrit, 1988) so as the creation of website with the

purpose for promotion. The idea of stimulating community participation in the development process will ensure that the project can meet the needs of local members and can be easily used by them.

Therefore, the research was interesting in the creation of interactive website for promoting Sriya Sufficiency Economy Learning Center, Hintang Sub-district, Muang District, Nakorn Nayok. It is hoped that the research finding will allow the center to get into tourists or someone who is interested in it as the promotion through the use of website can effectively communicate information with the target audiences. It can be used to reach them conveniently anywhere anytime while reducing the cost of promotion. It will increase chance for the audiences to access source of learning center or new tourism destination.

Objectives: 1. To develop website for promoting Sriya Sufficiency Economy Learning Center. Through the participation of member.

2. To study and evaluate satisfaction of web user's Sriya Sufficiency Economy Learning Center, Hintang Sub-district, Muang District, Nakorn Nayok's website

Materials and methods

In this research, Participatory Action Research method was employed in the development of website for promoting Sriya Sufficiency Economy Learning Center, Hintang Sub-district, Muang District, Nakorn Nayok. The researcher played an important role in stimulate and coordinate in order to ensure high level of participation as suggested by Shadid *et al.*, (1982) Thaveethong Hongwirat (1984) and Kaewsong (1994). The process in developing the website includes the collecting of information, planning, decision making, implementing, and evaluating by collecting information from content and design evaluation form from experts and satisfaction evaluation form filled by the web users. The analysis involved the use of statistical analysis program to analyze finding as percentage, mean, standard deviation, satisfaction rating scale that was set in 5 level 5 using Likert theory. The level of satisfaction rating include 5 means extremely satisfied, 4 means satisfied, 3 means neutral, 2 means slightly dissatisfied and 1 means extremely dissatisfied. The average of satisfaction at 4.50 - 5.00 means extremely satisfied, 3.50 - 4.49 means satisfied, 2.50 - 3.49 means neutral, 1.50 - 2.49 means slightly dissatisfied and 1.00 - 1.49 means extremely dissatisfied or need the improvement (Kannasoot. 1992).

Results

Research procedures for the development of interactive website for the promotion of Sriya Sufficiency Economy Learning Center, Hintang Sub-district, Muang District, Nakorn Nayok are as follow:

Step 1 Data Collection

Data collection is of importance in designing the website; for example, general characteristic, problems and needs in the development of the website. The data were gathered by interviewing 15 local members. This was to collecting data and identifying problems and needs to be guideline for website development.

From the discussion between the researcher and local members, it can be concluded that the center were lacking of media for the promotion of activities and products. Therefore, there was a need to develop the website that will help promoting of Sriya Sufficiency Economy Learning Center to be known while supporting Chantra Herbs Products to the society at large.

Step 2 Participating in the process of planning

Creating purposes, objective, and plan

From the discussion between the researcher and local members, it can be concluded that the purpose of developing this website is to promote Sriya Sufficiency Economy Learning Center to be well-known. The research explained the importance of them in participating in the website development process. There 15 participants were asked to joined the development of the website whereby Mr. Sawai Sriya was the one who proving information towards Sriya Sufficiency Economy Learning Center. Ms. Chantra Sriya provided general information, Ms, Darunee Sriya provided information on Chantra herbs product while the rest of members have a mutual responsibility to design website structure, selecting web contents, and checking to ensure correctness. (figure 1)



Figure 1. Participating in the process of planning.

Step 3 Participating in decision making process

After the creation of purposes, objective, and plan, the researcher was making appointment with 15 members to making decision in developing the website. The procedures are as follow:

1. Searching and arranging information to set website structure

There was the discussion between 15 members to make decision on website structure. The researcher has created the example of website for the members to briefly see the big picture. They were asked to brainstorm for the formation of website's name which was "suansriya" which represents Sriya Sufficiency Economy Learning Center (Using Thai language as it was preferred by the group members). The researcher was asked to buy and register the domain. It was registered as www.สวนศรียา.com. At the same time, the group members continue with their information arrangement to create the website.

2. Flowchart creation and website design

2.1 From the data collection, the researcher has studied on how to create website from various sources of information such as textbook and websites for the web creation and design. The data collection was aimed to combine design idea, content, and all the benefit of website usage in order to utilize those data in creating flowchart and designing the website. The researcher asked the group members to participate as follow:

2.1.1 Website structure

The researcher and group member has designed the website in hierarchical structure. It is the structure that is appropriate for managing complex information by categorizing each content into sub-grouped like what have been done on organization flowchart. (figure 2) Consequently, the website will be easy to understand. This type of website has the same starting point which is called "Homepage" that is connected to web content.

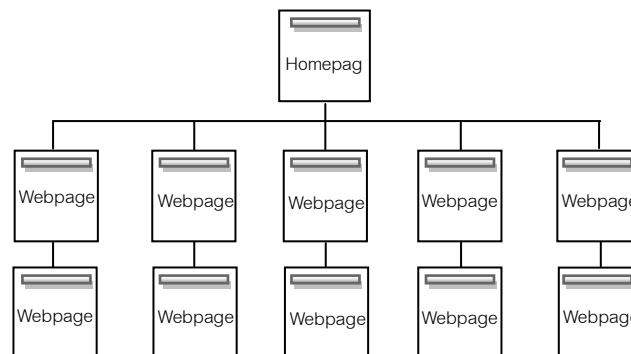


Figure 2. Hierarchical Structure.

2.1.2 Content

The researcher has collected the data regarding the Sriya Sufficiency Economy Learning Center by having 3 main participants in providing that information as mentioned earlier. The website content includes background information of Sriya Sufficiency Economy Learning Center, background of Mr. Sawai Sriya, Chantra herbal products, learning activities in the center, multimedia, the interesting website, and contact. Once the content has been selected, the researcher has categorized it into group to avoid confusion for the web user to be understandable.

2.1.3 Information access

The research has designed the information system and has checked the connection network to ensure correctness. The website was developed in such a way that can be supported by each browser such as the Internet Explorer, Mozilla Firefox, or Opera. Not only that, the search engine system is also developed to allow web user to conveniently search for the information.

2.1.4 Web Page design

The research and group members were helping each other in selecting web page design. The web page and home page are having the same 3 main parts, including 1) Page Header 2) Page Body that show the website content such as message, graphic, video, as well as the main menu in this part, and 3) Page Footer at the bottom of the page. (figure 3)

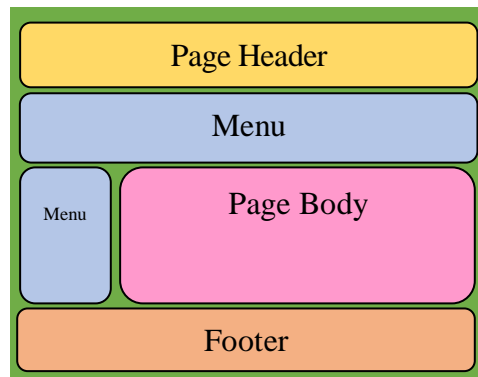


Figure 3. Structures of Home Page and Web Page.

2.1.5 Navigator

The research and group members have designed the Navigation Bar that can be easily used, locating at the top left corner of the website. It will allow the web user to easily see as normally human will start reading from top left hand corner. The design will be in form of graphic that

provide meaningful meaning, clear explanation, and have the same position in every pages.

2.1.6 Picture

The researcher has chosen the pictures that represent the Sriya Sufficiency Economy Learning Center; for example, activities in the center and products. The focus was given to quality of graphic, resolution, beauty of the pictures, and small size of file for fast picture display.

2.1.7 Font

The researcher has chosen font used in the website, including TH Sarabun New and Tahoma. These fonts are standard and easy to read. The font size that was used is 14 pixels. The content format in each page is not too long for the user to read it easily.

2.1.8 Color

The researcher and group members has selected the color that going to be use in the website; for example Web page background color, message color, graphic color for the decoration, buttons, or the color of navigation bar. This is to make it relate to the web content to build trust to the website. The use of cool toned color such as green and white will trigger that feeling of cold while relaxing stress.

2.1.9 Sound

The researcher and group members utilized the benefit of sound to increase the level of interest among the web users. The sound that has been selected is instrumental song. There is also on/off button as a choice for web user to decide.

2.1.10 Language

The research used informal language in the content for the website not to be so serious.

2.2 Flowchart

It is used to explain the website working procedure. Once the users enter the website the system will bring them to homepage whereby they can select the content they prefer by selecting menu. The system will then go to the content page that was selected and providing links to get into other websites. (figure 4)

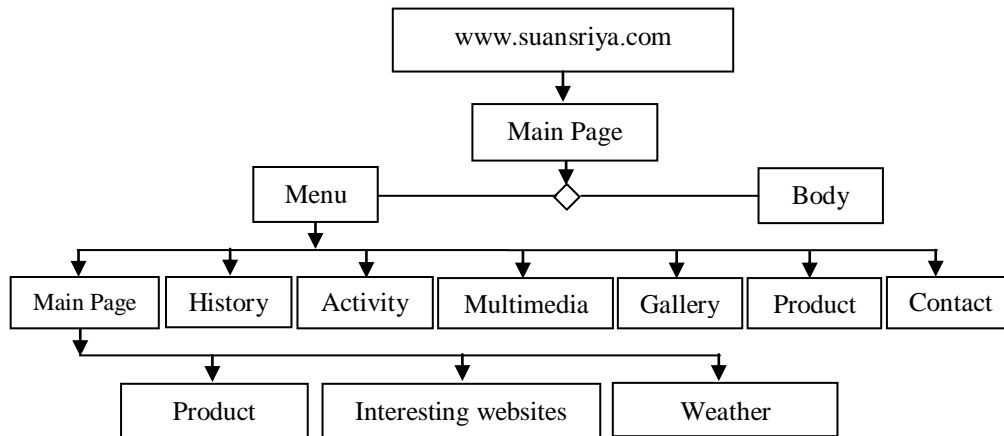


Figure 4. Flowchart of the website functions for public relation of Sriya Sufficiency Economy Learning Center.

After that, it is the development of Sriya Sufficiency Economy Learning Center, designing web structure by using group discussion between group members.

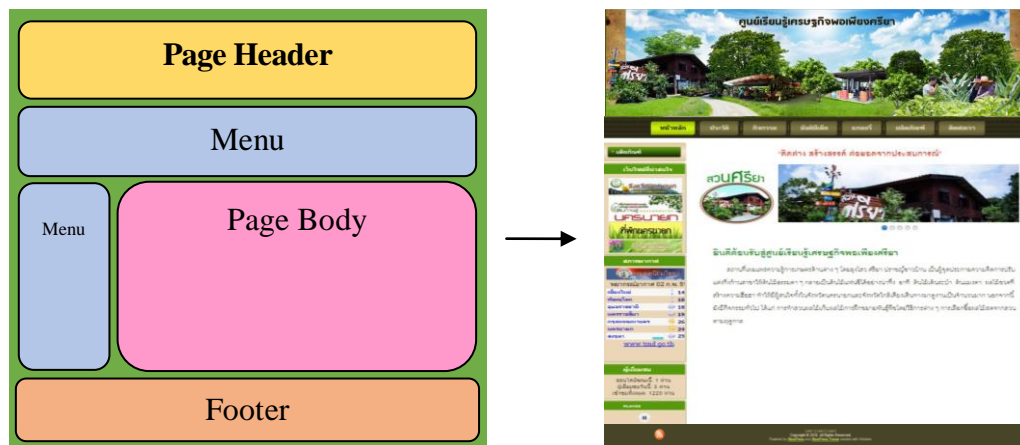


Figure 5. Website Structure Design

Step 4 Participating in the implementation

The researcher has developed the website with the group members as planned in the flowchart. From the advice of design experts after the checking correct of the website, it was found that the summative evaluation on web content was good and appropriate (IOC=1.00). Other 3 design experts were invited to checking the quality of the website. The result is that the summative evaluation on web design was in standard and appropriate

(IOC=0.95). The standard that has been set the result have to be equally or more than 0.5. Then, website was promoted to the audiences.

Step 5 Participating in evaluation

After the researcher and group members has collected the data. The researcher analyzed the level of web user's satisfaction towards the website that has been made available in the internet.

Evaluation result

Can be categorized into 2 parts, including

1. The evaluation result on content and web design

From table 1, Index of Item Objective Congruence (IOC) of the Sriya Sufficiency Economy Learning Center's website overall was IOC=0.97.

When individual aspects were considered, IOC for content was 1.00 while IOC for web design was 0.95 (IOC=0.95).

Table 1. Total scores of IOC that measures from quality of information of Jantral herbal products and specialist design.

| List | IOC | Meaning |
|-------------------------|------|----------|
| Content | | |
| 1. Personal information | 1.00 | Suitable |
| 2. Activities | 1.00 | Suitable |
| 3. Product | 1.00 | Suitable |
| 4. Multimedia | 1.00 | Suitable |
| 5. Gallery | 1.00 | Suitable |
| 6. Web link | 1.00 | Suitable |
| 7. Contact us | 1.00 | Suitable |
| Total | 1.00 | Suitable |
| Design | | |
| 1. Homepage | 0.95 | Suitable |
| 2. Webpage | 0.94 | Suitable |
| Total | 0.95 | Suitable |
| Total of Webside | 0.97 | Suitable |

2. The evaluation result on web user satisfaction

The research has collected data through the distribution of questionnaire in the website and this information has been saved in the data base. In all, there were 384 respondents. The details are as follow:

1. Demographic characteristic of the web user of interactive website for promoting Sriya Sufficiency Economy Learning Center, Hintang Sub-district, Muang District, Nakorn Nayok Province: in all, about 61.20% were female at the age between 21-30 years old. About 34.40% was bachelor degree graduates.

60.20% was government official and state enterprise employee. About 36.50% has average monthly income of 10,001-20,000 baht. 27.90% likes traveling to the northern part of Thailand. 46.10% has experience in using the internet for more than 4 years. 81.3% using internet for information searching. 35.20% like to agriculture tourism. 18.60% used to travel to Nakorn Nayok Province. 92.20% used to come to Nakorn Nayok Province for more than 5 times. 35.90% used www. to search for information at home. 44.50% used to visit and search for Sufficiency Economy Learning Center. 65.60% has never known promoting Sriya Sufficiency Economy Learning Center

2. Table 2 shows overall satisfaction level of the web user towards the interactive website for promoting Sriya Sufficiency Economy Learning Center, Hintang Sub-district, Muang District, Nakorn Nayok Province: the result revealed that the level satisfaction was high with the average of 4.19 sorting *in* descending order as follow. For the access to information and benefit received had the highest level of satisfaction that was 4.22 and followed by the design that was 4.19. For content aspect, the satisfaction level was at the average of 4.17, followed by the color design that was 4.16. Font design, the satisfaction level was at the average of 4.15.

Table 2. The total average (\bar{x}) and the standard deviation (S.D.) of customer satisfaction and website visitors

| List | The target audiences' satisfactions | | |
|--|-------------------------------------|------|----------------|
| | \bar{x} | S.D | Interpretation |
| 1. Content | 4.17 | 0.80 | High |
| 2. Design-Characters | 4.15 | 0.86 | High |
| 3. Design-Picture | 4.19 | 0.80 | High |
| 4. Design-Color | 4.16 | 0.82 | High |
| 5. Design of presentation | 4.19 | 0.84 | High |
| 6. Data access and search | 4.22 | 0.79 | High |
| 7. Consisting of benefit and utilization | 4.22 | 0.83 | High |
| Total | 4.19 | 0.82 | High |

Conclusion

In conclusion, the development of this interactive website has several procedures as follows 1) Data collection 2) Participating in the process of planning: creating purposes, objective, and plan 3) Participating in decision making process 4) Participating in the implementation of the development plan and checking the correctness of content 5) Participating in evaluation of satisfaction. The result suggested that the website of Sriya Sufficiency

Economy Learning Center is in standard level. The evaluation result on content and web design and the evaluation result on web user satisfaction revealed satisfied result. Overall, the level of satisfaction towards Sriya Sufficiency Economy Learning Center is in the satisfied level.

Discussions

The analysis of “Developing interactive website for promoting Sriya Sufficiency Economy Learning Center, Hintang Sub-district, Muang District, Nakorn Nayok are as follow:

1. The development of the interactive website for promoting Sriya Sufficiency Economy Learning Center revealed that by allowing the group members to participate in every stages of development (ranging from the data collection, creating purposes, objective, and development plan participating in decision making process, participating in the implementation of the development plan and checking the correctness of content, and participating in evaluation of satisfaction), the website can be developed appropriately based on their needs. This idea was supported by Kasemsuk (2011) who claimed that public participation is the thought that derived from the concept of democracy. This concept emphasized on the awareness of people to know how they will be affected by the matter and let them know their rights in proving advices, suggestions, and recommendations on every matter that will affect them. Therefore, the development process should be started from the needs of the public rather than the government authorities. The cooperation among community members is the concept that will create strong community, focusing on their participation in implementing and problems solving. In order to achieve the common goal and becoming a strong community, participation from every level of the community is required.

2. The evaluation result on web user satisfaction towards this interactive website for promoting Sriya Sufficiency Economy Learning Center was that the overall satisfaction level was high. It might be the result from the user-friendly design made available to the user. There were a flow of web contents and was well-coordinated through the whole website. Message and pictures are well-linked as Srisuthep (2001) suggested that a good web design is to design in such a way that it is appropriate for the target audience and match with the website characteristic, focusing on the user to be able to use it easily and conveniently.

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