

## USING CANVA TO PREPARE PRESS RELEASES OF THE DEPARTMENT OF PHILOSOPHY AND ETHICS, GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY

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### Abstract

The purpose of this research is to explore the use of social media in publicizing the Doctor of Philosophy program. Department of Philosophy and Ethics Graduate School Suan Sunandha Rajabhat University This research is a survey research. The sample group is graduate student Doctor of Philosophy program, 15 students. The researcher used a questionnaire as a tool to collect data. Data were analyzed using descriptive statistics. Frequency distribution, percentage: From the study, it was found that the majority of respondents were female, aged 41-50 years, with the highest single status. and have the highest average monthly income of 25,000-35,000 baht. As for the overall and individual opinions on the use of the Canva program, it was found that the overall picture was the highest. The average value is 4.57, in descending order as follows: 1) Marketing promotion. The average value is 4.22 2) Price The average value is 4.58 3) Distribution channels. The average value is 4.57 and 4) in terms of products. The average value is 4.54, respectively.

**Keywords:** Canva, Prepare Press Releases, Philosophy and Ethics

### Introduction

At present, information technology plays a very important role in operations because it is a tool that supports and facilitates the work process, from creating, storing, sharing knowledge, public relations, etc., to be able to operate efficiently and quickly. The use of information technology in operations also helps stimulate people in the organization to learn together more because it is convenient to access information, news, and various knowledge at any time and is a source of information to support matters of interest. The application of information technology can have both positive and negative effects on the organization's operations. Therefore, it is necessary to carefully consider and select information technology that is conducive to the work of individuals and organizations, to create learning, develop competence, and be able to adapt to the environment happily and sustainably forever.

CANVA is a graphic design platform, whether it's for use on SOCIAL MEDIA, PRESENTATION, printed materials, or even animations. The benefit of the CANVA app is that it can create beautiful images or retouching quickly because it's full of templates to choose from. Even if you don't have a background in graphics or video, you can start using it right away. It's available in both free and paid versions.

Public relations of the organization is a process of communication between internal and external agencies and individuals or society to create understanding and knowledge about the mission of the organization. Various activities that the organization conducts create a

combination of approaches, feelings, support, and cooperation in working. Therefore, public relations can be considered an important element in various management tasks. In the present era, communication or information public relations are popularly communicated through various communication channels, such as social media such as Facebook, Youtube Channel, Line, etc. The information used in communication today comes in various forms. One of them is making Infographics, which is the process of summarizing information or knowledge into information in the form of graphics designed as still images or moving images that are easy to understand quickly and clearly. It can convey the meaning of all the information to the audience without the need for a presenter to help expand the understanding. Designing Infographics is the process of presenting difficult-to-understand information or information in a large amount of text in various creative formats so that it can tell its own story. The important elements are interesting topics, images, and sounds. Sufficient information must be collected and summarized, analyzed, organized, and presented as images, lines, symbols, graphs, charts, diagrams, tables, maps, etc., which will help attract attention well. It helps reduce the time spent on further explanation. It is made to be beautiful, interesting, easy to understand, and memorable for a long time, making communication more effective. The Philosophy and Ethics program has therefore introduced a method of creating public relations media using the Canva program, and the Canva program is a platform that makes media production easier. Design, which is important, is used to learn how to solve communication problems, and how to design in a way that will please or delight the recipient. The designer must convey a story in the design that makes the user understand the message that they want to communicate more.

Therefore, the researcher is interested in applying the CANVA program to produce public relations news for the Department of Philosophy and Ethics, Graduate School, Suan Sunandha Rajabhat University.

## **Research Objectives**

To study the application of CANVA program techniques in the production of public relations news of the Philosophy and Ethics Program, Graduate School, Suan Sunandha Rajabhat University.

## **Scope of the Research**

### **1. Population Scope**

The population used in this research was 15 graduate students in the Doctor of Philosophy program. A simple random sampling method was used.

### **2. Content Scope**

Learn how to design communication using the CANVA program as a guideline for use in creating interesting, easy-to-understand online public relations media, resulting in more effective communication. There are 3 main topics as follows:

- 1) Getting to know the Canva program
- 2) Interesting things about using the Canva photo editing program
- 3) How to use the Canva photo editing program

### **3. Area Scope**

Graduate School, Suan Sunandha Rajabhat University

## Literature Review

The research on “Using Canva to Prepare Press Releases of the Department of Philosophy and Ethics, Graduate School, Suan Sunandha Rajabhat University”, the researcher studied documents and related research and presented them according to the following topics.

### Related literature

#### Innovation Decision Process Theory

Rogers (2003) explained that dissemination is a process that occurs over a period of time with 5 stages of occurrence:

1) Knowledge stage is the stage where individuals are stimulated to be aware of innovations. When individuals have the opportunity to encounter innovations and their characteristics, individuals may be active in seeking solutions to problems from various sources, such as the media and opinion leaders. Meanwhile, some groups of individuals may not be active (Passive), receiving information by chance or because they are the main target group of news publishers. The information that is often disseminated during this period is: Basic information (Software Information), which includes information that provides basic knowledge or creates awareness about innovations. It is usually information that helps answer questions about what the innovation is and what its benefits are. Knowledge on how to use it (How-to Knowledge), which includes information that describes where individuals can find innovations, the properties of the innovation, and how to use the innovation. Principles Knowledge, which includes important concepts about the innovation, such as whether the innovation is new or different from other innovations.

2) Persuasion stage: What happens to people during this period is when they start to have opinions or compare innovations, both in terms of both advantages and disadvantages. Friends or people close to them who have previously accepted the innovation may play a role in making people think of imitating such behavior.

3) Decision stage: This stage is where people evaluate various elements related to the innovation, such as information related to the innovation, their and their close friends' opinions on the innovation, and the resources required if the innovation is accepted. In this stage, innovation publishers often try to encourage people to accept the innovation in various ways, such as providing assistance, giving advice on how to use the innovation, providing demonstrations, using role models, etc.

4) Implementation stage: This stage is where people start to use or experiment with the innovation they have decided to accept. In this stage, information plays a very important role in accepting innovations, especially information that reflects the importance of the innovation to people, information about where they can access the innovation, information about how to use the innovation, etc. This information will affect their continued use of the innovation.

5) Confirmation stage: This stage is where people often seek information to confirm their thoughts on whether they should continue to accept the innovation or reject it. In this stage, Individuals who previously rejected an innovation may change their minds and adopt it again if they receive positive information about the innovation. At the same time, individuals who have already adopted an innovation may hesitate, be confused, or decide to stop adopting the innovation if they receive negative information about the innovation.

### Information Technology

Information technology is the application of scientific knowledge to information systems, from the process of collecting, processing and disseminating information to help obtain information that is efficient and timely. Information technology consists of various tools and equipment such as computers, office equipment, various telecommunications equipment,

including both ready-made and developed software for specific tasks. These tools are considered modern tools and use high technology (High Technology). The process of using the above tools and equipment to collect, store, process and display the results as information in various forms that can be further used, such as storing data in the form of a database.

### **Related research**

Nattakan Thitichamroenporn and Kalayakit Kirati-angkun (2018) studied the factors influencing the innovative behavior of employees of Toyota Daihatsu Engineering and Manufacturing Co., Ltd. The objectives were to study the factors influencing the innovative behavior of employees of Toyota Daihatsu Engineering and Manufacturing Co., Ltd. and to study the level of innovative behavior of employees of Toyota Daihatsu Engineering and Manufacturing Co., Ltd. The results of the study found that the behaviors of organizational leaders that affect the innovative behavior of employees of Toyota Daihatsu Engineering and Manufacturing Co., Ltd. consisted of 1. Organizational leader behavior that emphasizes change regarding leaders supporting skill development and participation in team development. 2. Organizational leader behavior that emphasizes change regarding leaders making the organization's vision attractive to employees. 3. Organizational leader behavior that emphasizes task regarding leaders. Clearly define the roles of members in the work. Environmental factors affecting the innovative behavior of employees of Toyota Daihatsu Engineering and Manufacturing Co., Ltd. include: 1. The mental environment regarding receiving feedback that can be used to think or develop better work performance. 2. The physical environment regarding the workplace has sufficient lighting. 3. The social environment regarding personnel in the organization has good communication among each other.

Sombat Namburi (2019) studied innovation and management and found that organizations that can create innovation must have executives who are committed to creating innovation, have a work atmosphere that supports innovation, accept mistakes or failures resulting from risk-taking, communicate at the same level, have a flexible organizational structure, have a long-term perspective, and have a vision and strategy for organizational development on how to develop, including a talent management system and a chain of command that is clearly divided according to the duties of each department.

### **Research Methodology**

In the research study on "Using Canva to Prepare Press Releases of the Department of Philosophy and Ethics, Graduate School, Suan Sunandha Rajabhat University", the researcher has conducted the study according to the following steps:

#### **1. Research Methodology**

##### **1.1 Population and Sample**

- The population used in this research was 15 graduate students in the Ph.D. program. Simple random sampling was used.

##### **1.2 Study Method**

- Collect data from the sample group, analyze and verify the data to be a guideline for publishing the research article.

##### **1.3 Location**

- Graduate School, Suan Sunandha Rajabhat University

##### **1.4 Study Period**

- August - September 2024

##### **1.5 Data Analysis**

- Quantitative Data Analysis

## 2. Data collection tools

The researcher created and developed the questionnaire by studying academic documents, articles, textbooks, theories, and related research. The questionnaire was presented to experts for suggestions and improvements according to the recommendations. The accuracy, completeness of the content, and content validity were checked.

Data collection

- 1) The researcher prepared a questionnaire sufficient for the sample group.
- 2) The questionnaire, which had been tested for quality, was given to the sample group under study. The researcher explained the purpose of the questionnaire to the respondents and explained how to answer the questionnaire before the respondents started to do it and collected the questionnaire by themselves. The data collection and collection period was approximately 1 month.

## 3. Data collection

The researcher collected data from the questionnaires by himself. The steps of data collection are as follows:

- 3.1 Write a letter to request cooperation in data collection.
- 3.2 Contact and coordinate to request assistance in distributing the questionnaires and collecting data.
- 3.3 Distribute the questionnaires by himself and make an appointment for the date and time to collect the questionnaires.
- 3.4 When all data is collected, select the questionnaires that are complete and analyze the data.

## 4. Data analysis and statistics

Data collection from questionnaires was carried out, data was organized, data was processed and data was analyzed using ready-made statistical programs as follows:

Part 1: The analysis of basic personal data was performed using descriptive statistics, including numbers and percentages. The data obtained from the analysis was presented in a table format for presentation.

Part 2: The satisfaction level data of the sample group was analyzed using descriptive statistics, including mean and standard deviation, and the values were compared with the following criteria:

- Average 4.50 – 5.00 points means the highest level of satisfaction.
- Average 3.50 – 4.49 points means the highest level of satisfaction.
- Average 2.50 – 3.49 points means the moderate level of satisfaction.
- Average 1.50 – 2.49 points means the lowest level of satisfaction.
- Average 1.00 – 1.49 points means the lowest level of satisfaction.

## Research Results

The results of data analysis in the research on “Using Canva to Prepare Press Releases of the Department of Philosophy and Ethics, Graduate School, Suan Sunandha Rajabhat University”, the researcher has collected data and checked the data in the questionnaire and found that the collected data is complete and can be analyzed according to the set objectives. The researcher has defined various symbols and abbreviations used in data analysis, which can be presented as follows:

The personal factors of the respondents found that most of the respondents were female, 12 people, or 80.00 percent, and male, 3 people, or 20.00 percent. The most were between 41 and 50 years old, accounting for 46.66 percent, followed by 31-40 years old, accounting for 33.33 percent, and 51 years old and over, accounting for 20.01 percent, respectively. The most were single, accounting for 73.33 percent, followed by married, accounting for 26.66 percent,

respectively. The average monthly income was 25,001-35,000 baht, accounting for 80.00 percent, and the income was 35,001-45,000 baht, accounting for 20.00 percent, respectively.

Satisfaction with the use of Canva program services is presented with mean, standard deviation and interpretation of the level of opinions according to the specified criteria. Details are shown in Table 1.

Table 1 Mean and standard deviation on intention to use Canva service

<b>Intention to use Canva service</b>	$\bar{x}$	<b>S.D.</b>	<b>Interpretation</b>
<b>Product</b>			
1. Has a variety of functions (menus)	4.46	0.639	a lot
2. Easy to use, convenient to choose	4.46	0.639	a lot
3. Can be used anywhere when there is internet	4.40	0.736	a lot
4. Save time working because there are ready-made forms to choose from	4.66	0.487	Most
5. There are ready-made forms that are beautifully designed for use, suitable for use in presenting work	4.73	0.457	Most
total	4.54	0.116	Most
<b>Price</b>			
6. The basic menu that can be used for free is sufficient for use.	4.60	0.632	Most
7. Canva Pro is worth the price.	4.46	0.833	a lot
8. It is more worthwhile than installing other design programs on the computer.	4.60	0.507	Most
9. There are many price levels of packages to choose from according to the appropriateness of use.	4.66	0.487	Most
10. There are many payment channels such as credit or debit.	4.60	0.507	Most
total	4.58	0.593	Most
<b>distribution channels</b>			
11. Easy access to the platform service channels via browser	4.73	0.457	Most
12. There is a website for inquiries, which is sufficient to provide information and answer questions	4.66	0.487	Most
13. There is comparative information to help in deciding to use the platform service	4.33	0.487	a lot
total	4.57	0.477	Most
<b>marketing promotion</b>			
14. There is a detailed and complete user manual.	4.40	0.736	a lot
15. There is a package that increases value with Canva Team.	4.73	0.457	Most
16. There is a 1-month free trial service to evaluate the value before deciding to buy a package.	4.73	0.457	Most
total	<b>4.62</b>	<b>0.550</b>	<b>Most</b>

Intention to use Canva service	$\bar{x}$	S.D.	Interpretation
All aspects included	4.57	0.122	Most

From Table 1, it was found that the results of the analysis of opinions regarding the use of the Canva program overall and in each aspect found that the overall was at the highest level, with an average of 4.57, ranked from highest to lowest as follows: 1) Marketing promotion aspect, with an average of 4.22, 2) Price aspect, with an average of 4.58, 3) Distribution channel aspect, with an average of 4.57, and 4) Product aspect, with an average of 4.54, respectively.

### Discussion

The study of the use of Canva program found that opinions on the use of Canva program overall and in each aspect found that the overall was at the highest level with an average of 4.57, with the aspect of marketing the highest. This is consistent with the research of Phuangphet Thongrit and Pordee Sukphan (2020) who studied the quality of service that affects the confidence of service users. Case study: Krasae Water Supply and Maintenance Project, Royal Irrigation Department The results of the study found that the factors affecting the confidence of service users of the Krasae Water Supply and Maintenance Project were the service provider's attentiveness, the accuracy of problem analysis, punctuality, and consumer friendliness.

### Recommendations

1. The research results should be used to further develop the knowledge gained from the study results by creating marketing strategies and creating acceptance of online graphic design platform innovations using qualitative research methods with focus groups to confirm the appropriateness of the created strategies.

### Acknowledgements

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

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