

DEVELOPING PUBLIC RELATIONS MEDIA TO PROMOTE THE ELDERLY'S QUALITATIVE LIFE, CASE STUDY FROM THE ELDERLY IN PIYAMIT TUNNEL 1 COMMUNITY, BETONG DISTRICT, YALA PROVINCE

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ABSTRACT

This research aims to 1) study the behaviors in caring life quality of the elderly in community 2) develop public relations to promote elderly's quality of life and 3) disseminate and appraise satisfaction of public relation to promote elderly's life quality. The research was conducted by mixed-method design. The location is the community of Piyamit Tunnel 1, Betong district, Yala province. The main informants were elderly with age 60 years old and able to take care of themselves who agreed to join the research construction. A total number of 21 people voluntarily participated in the research. The research instruments were interviews and satisfaction questionnaires. The research was analyzed by finding the mean, standard deviation, and interpretation. The research results were as follows: 1) The behavior of taking care of elderly's life quality in Piyamit Tunnel 1 community following the principles of Five Aor; in terms of air, the environment in the community is covered with trees that occur naturally and from the agricultural. The houses are not too crowded. Many households almost plant trees and vegetables around the house, food: eat all five mains food groups, especially the cooked food such as vegetables and fruits, avoid sweet, oily, and salty foods. In terms of exercise; walking towards neighbors and have movement in daily activities such as doing housework and gardening. Emotional; manage stress by watching movies, listening to Chinese music, exploring the internet on the phone, and practicing religious activities. Sanitation; take care of the physical hygiene excretion system and have a physical examination annually. 2) The public relations media were developed into video because the elderly and people in the community pay attention to new media, especially social media, and 3) the elderly and people satisfied with public relations media to promote the quality of life of the elderly. Overall, it was high, with an average of 4.40, including published by social media, YouTube, 494 views.

Keywords: Development of Public Relations Media for the Elderly, Betong District, Yala Province

INTRODUCTION

The 12th National Economic and Social Development Plan (2017-2021) has planned the country's development by using the economy as a tool and focus on "People as the Center of Development," aiming to create the quality of life, develop people of all ages and prepare for entering to a quality aging society. Naturally, the country's economy continues to grow, and wealth is distributed evenly and fairly (Office National Economic and Social Development, 2021, Online) due to the change in the Thai population structure from the declining birth rate and higher average age. As a result, Thailand enters an aging society. It follows that, in 2016,

there were 10 million older people or 16% of the total population and will enter an entirely aging society in 2022 (Rattanamongkolgul et al., 2017). For that reason, the research on the elderly in Thailand has become severe and prevalent wanted. The National Research Council of Thailand has determined that the aging of the population has been a critical research issue since 2007. Moreover, the 8th National Research Policy and Strategy (2012-2016) has designated research on aging society as one of 13 subjects that should focus on because of the advances in science, technology, and medicine that make people live longer. Therefore, the study of life quality of the elderly is an important policy that must be focused on, analyzed, and formulated in various dimensions such as health care, safety, and living together with other different ages in the society happily. Therefore, utilizing the abilities and development of the elderly to improve their quality of life is considered a long-term solution for the elderly themselves because taking care of themselves or taking care elderly by the other can save the government's budget for nursing care for the elderly (Lupkitaro & Sawangrat, 2020)

The Piyamit 1 Tunnel village is located on Piyamit 1 house, Tanoamaero Sub-district, Betong District, Yala Province, the village of political movement group under the name "Communist Malaya." The group's history started from Chinese-Malay, who took up arms to fight with the Japanese army in 1943. Later in 1987, they came to rely on the Bodhisombara and changed the status to "Thai Nation development cooperators." In general, the community is located on a hill with rich natural resources and cool weather, so it becomes a tourist attraction of the village, invite tourists to learn the history. At this present, Tanomaero Sub-District has 9,143 people (Tanoamaeroa Subdistrict Administrative Organization, 2021). There are older people 1,028 people, or 11.24 % (Department of Elderly Affairs Ministry of Social Development and Human Security, 2021). After a field survey in Piyamit 1 Tunnel village found that the elderly group operated the tourism and products distribution in the community, it can be shown that the elderly in the community is healthy and can take care of themselves. Moreover, they explore the internet in their free time by communicating with their children through social media and also searching for interesting content through the internet.

Presently, the public relation plays an important role; many organizations utilize the public relation to promote products and services or internal communication in the organization, blending with technology that can create an excellent image and clear communication between an organization and people in the community (Chaiyachate et al., 2021). From the previous mentioned; therefore, the researcher is interested in the development of public relations media to promote the quality of life of the elderly in the Piyamit Tunnel 1 community, Betong District, Yala Province, which will study the lifestyle behavior of the elderly in terms of air, food, exercise, mood, and hygiene. Develop public relations media to promote the quality of life of the elderly, which is the result of this research. It is expected that the elderly in the Piyamit Tunnels community and other areas will be role models in taking care of their own and family health; this will lead to a healthy body and long life. Including various agencies can use the research results and public relations materials used for policy and use in the agency's operation.

This research paper presented the results of a study on the behavior of caring for the quality of life of the elderly in the Piyamit Tunnel 1 community, Betong District, Yala Province by using the principles of the Department of Health, Ministry of Public Health, in the term of air, food, exercise, mood, and sanitation. The results of this research expect that the elderly in the Piyamit 1 Tunnel community and other areas will be role models in taking care of their own and family health. Consequently, develop public relations media appropriate to promote the quality of life of the elderly. This will lead to a healthy body and long life. Including relevant agencies can use the research results and public relations materials for planning to improve the quality of life of the elderly.

LITERATURE REVIEW

The research of developing Public Relations Media to Promote the Elderly's Qualitative Life, Case Study From the Elderly in Piyamit Tunnel 1 Community, Betong, Yala Province had studied essential documents as follow;

The Elderly Conceptual

Presently, the elderly population is a massive situation all over the world. Many countries encounter the increasing of older people situation because the birth rate is decreased and long live. The research strategy in elderly and aged society (2013– 2016) reported that the developed country has older people at 23%. However, the developing country has older people at 9%, and the underdeveloped country has older people at 5%. In Thailand, the situation of an aging society, an estimated number from the Nation Economic and Social Development Board show that in 7 years later, in 2023 the people older 60 years old will increase to 14.1 million people, or at 21% of the total population. It can be implied that Thailand will enter to "completely aged society," and from now on, 15 years later, or in the year 2033, Thailand will have people older than 60 years old at 18.7 million people, at 29% of the total population. Meanwhile, the ratio of youngers 15 years old gradually decreases from 19% in the year 2013 to 14% of the total population in the year 2033. It can be said that not over 20 years later, Thailand will significantly encounter a "super-aged society." From the prediction, the researches about elderly become mass and most wanted. The International Affairs for The National Research Council of Thailand has determined that the older population has been a crucial research topic since 2007. The 8th National research policy and strategy (2012 – 2016) determined that elderly research is one of thirteen kinds of research that should be focused. Furthermore, the research of overall quality of life of the elderly in some areas was moderate; 63% were inconsistent with the percentage of older people's ability to perform daily activities, which is better at 86.12% (Nongnuch Yamwong, 2014). In addition, in the three southern border provinces, the statistics of the elderly have increased in the past three years. Since 2018, there were 234,041 older people, 240,354 people in 2019, and 247,562 people in 2020, 35.97% of the total population. Yala Province has increased the proportion of older people in 2019 and 2020, accounting for 2.95% and 2.91%, respectively (Department of Elderly Affairs Ministry of Social Development and Human Security, 2021).

The Public Relation Development Concept

The developing public relation media is the innovation created to replace the last one to sustain the quality of utilizing and convenience, developing from analog to digital. Digital media is the sound and video media that can distribute to various channels comparison of analog. The primary characteristics of digital consist of five types as follow; text, audio, picture, animation or motion graphic, and video Manu, 2016, referred to Jariya Kerdkeaw, et al., 2020. Therefore, the popularity of the digital channel is "Social Media" consistent with Peera Panluktaw (2019) mentioned about social media that there are two words involved with the young generation, social media and social network. A few people are not involved with these two words because they innovation computer technology and networking. The activities can be performed through the internet, reading, watching movies, selling online, studying online, and upload pictures or videos through the online community. However, to develop public relation media, the main focus is the precise information of what we want to communicate through the process such as target group analysis and the context of media, designed content production, media development, distribution, and assessment, the previous mentioned consistently with the theory of ADDIE Model, Seels and Glasgow, 1998, (mentioned in Komain Dokboran, 2017) can be classified into five processes as follow;

- 1) The analysis process is the foundation of the development process. In this step, must identify the target audience, study the living context, attitudes, behaviors, and lifestyles to see how they are, and analyze the results of the media presentation because these results will be further used as information for the subsequent design process. In which the analysis process can be classified in detail as follows:
 - The Target group and environment factors such as age, knowledge level, status, religion, environment, the lifestyle of living, values, attitude, and behaviors of life living
 - The delimitation of the content is considered from the target audience's environment so that the content is consistent and relates to the relationship expectation.
 - The relevant resources is an analysis of all resources required to develop the media to be presented, including knowledge resource, operation, personnel, relevant data. The analysis in production is to know what roles are supported by personnel and under the budget allocation, which is considered an essential factor in producing and developing media.
 - The action plan establishment uses the data obtained from the analysis of the various above to determine and plan the operation with clear goals as a measure of success at each stage.
- 2) The design process. The design process uses the results of the analysis process to plan strategies for developing media. During this process, an outline and methods of achievement must be determined. This is the further step and extended analysis step. It contains the details of each section as follows:
 - Planning pattern of content, bringing analysis data came to the design of presenting the content. The pattern of presentation is most consistent with the context and environment factors of the target.
 - Storyboard is the next step of the planning process to make the story clearer. The story is laid out, introductory, and narrative, putting up an interview and adding sound effects.
 - Composition, the extension of the storyboard process, focuses on the detail and composition of media to be presented with completeness as expectation such as the picture's composition, light, tone, and create interest in the media.
- 3) Development, the development process is created base on the analysis and design process. This step aims to develop public relations media to promote the quality of life of the elderly. This step is to develop the media that the analysis and content design process want to present in succession. It is a process of hands-on shooting, composition. and editing until it is a complete public relations media
- 4) Implementation is a process of disseminating media to promote the quality of life of the elderly by raise awareness with efficiency and effectiveness through various channels, especially social media. Social media is a channel that the elderly and people in the community pay more attention to new media because it is used to contact family and search for news, including searching or transmitting health knowledge information.
- 5) Evaluation, the final process to evaluate the result of media presentation from the audience to analyze how much of satisfactions, knowledge perception and understand the content, and evaluate how much ability to utilize knowledge in supporting health quality in the community

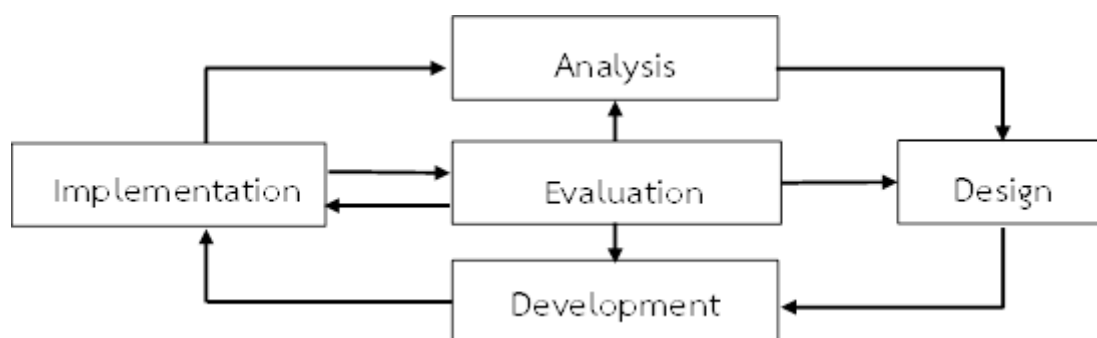


FIGURE 1
ADDIE MODEL
 (Seels & Glasgow, 1998)

The Compositions of the Healthy Concept According to Five Aor. Principles

The preparation of health care to cope with the increasing trend of older people. Additionally, the preparation of elderly health care and encourage the elderly to take care of

their health, the elderly will have a quality life, reducing the incidence of disease and alleviate the symptoms of illness. The main factor that makes the elderly have good health consists of the five leading elements: food, air, food, exercise, and excrement (Department of Elderly Affairs Ministry of Social Development and Human Security, 2021).

1. Air; able to breathe in breath out with fresh air, no pollution. This is because the human heart needs air to pump blood to nourish the organs to work all the time. Fresh air can bring refreshed and happiness.
2. Food is must suitable for the body, good for the body, not unhealthy or have side effects to cause the disease later
3. Exercise; exercises both internal and external organs; getting movement helps strengthen the lack part or reduce the heart, lung, etc. However, the people who do not exercise; seem weak, lack immunity, and are easily sick.
4. Emotional; people with a cheerful, lively mood are happier than those with frustration, irritability, and anger. It also affects the functions of various organs within the body.
5. Excrement is the waste that the body digests and uses the excellent part. After that, it will be excreted; if it stays in the body for too long can cause disease. People with a sound digestive system will have a bright face; on the contrary, people who rarely excrete, also known as constipation However, some elements have been modified by adding principles of sanitation and hobbies as detail below;
6. Sanitation strengthens good health behaviors, always have health check-ups, behave hygienically. The health check-up should be performed once a year, take care of oral and dental health, quitting bad habits, smoking, alcohol, intoxicants, and drugs.
7. Hobby is creating creative work, add value and help society. The favorite hobbies can fulfill enjoyment and have spiritual value, such as reading Dharma books, listening to sermons, listening to Dhamma, socializing, giving advice, listening to music, planting trees (Panyapayatijati, 2013).

Therefore, the research team recognizes the importance of health care for the elderly because if the elderly have proper health support, it can lead to lower disease affecting. Therefore, good health and long life are increasing. In this research, the five principles, consisting of air, food, exercise, mood, and hygiene, were used as guidelines for the study.

RESEARCH METHODOLOGY

The researcher designed this research as mixed methodology research which consists of qualitative research, collected data by an in-depth interview with key informants and quantitative research conducted by research survey, collected data by questionnaires of the topic as following;

Population and Sample

1. The qualitative research; collected data by an in-depth interview with specific vital informants: (1) Elderly with age over 60 years old, have self-reliance, and live in Piyamit 1 Tunnel Community, Betong District, Yala Province. Twenty-one people agree to join in conducting research.
2. The quantitative research; the researcher determined the population and sample as the elderly and people who live in Piyamit 1 Tunnel community, total 305 people. The sample size determination was applied Yamane principles with a confidence level at the percentage of 95 (Rathachatronon, 2019). There was 173 sample. However, the researcher determined the sample at 200 samples to avoid errors.

The Research Instrument

1. The qualitative research; the interview was applied in this research following the concept of Five Aor. principles health care by Department of Health, Ministry of public health which consist of air, food, exercise, emotional and sanitation
2. The quantitative; the researcher applied the questionnaire of satisfaction in public relation media to promote life quality of elderly. The questionnaire consisted of 10 clauses of the satisfaction in public relation media, content, image, audio, and utilization that evaluated in five levels which are least, less, moderate, high, highest

Data Collection

1. The qualitative research; the researcher made an appointment and collected data with key informants at the date, time, and place. The data had collected by in-depth interview, wrote in documents, sound, and video recording
2. The quantitative research; the researcher collected data by questionnaire

Data analysis

1. The qualitative research; the content analysis was applied and analyzed as a group of data to relate and present all that content.
2. The quantitative research; the researcher analyzed data by computer to find the percentage and standard deviation.

RESULTS

The Result of Study Behavior in Caring Life Quality of Elderly in Piyamit 1 Tunnel, Betong Sub-District, Yala Province in Five Aspects;

The information from informants found that the most interviewees were female, 14 people and seven male people. They were 69-80 years old with married status 18 people, single two people, and a widow. They were graduated at the high school level. The income can be covered every month. The occupations of the elderly were agriculture such as durian, longkong, and other, 11 people and income from their descendants ten people. The elderly have enough income for six people, have saved five people, and have enough money but no debt. The mentioned elderly is the member of Piyamit Thai, and they always participated in every activity. The elderly have the relative to take care of 11 people and none of the caretaker 20 people.

The Behavior of Caring Life Quality of Elderly in Piyamit 1 Tunnel

Air: The general environment of the Piyamit 1 Tunnel community is an area surrounded by mountains; thus, the area has cold weather all year round. There is fresh air without pollution. The house is a single-story and has more area. Each house has space for each other, which makes it less crowded suitable for living. Inside the house will install a wire mesh screen to prevent mosquitoes and insects. During the day, many houses open the window for cool fresh air and wind flow for ventilation, including furniture arrangement with functionally for clean and tidy. Most of the houses have an area around the house. This makes the elderly prefer to plant trees or vegetables around the house; the elderly can plant what they want to eat. Most elderly will avoid going outside, such as flea markets, and will not go out of the community as much.

“ The houses of Piyamit 1Tunnel community are almost single-story and built by cement, with vents and windows to absorb natural air from outside without the cooling of air conditioners. However, the fan will be used sometimes. The house is far apart from each house, not crowded. They almost grow fruit trees and vegetables around the house, such as Mangosteen, durian, soursop, passion fruit, chayote, chili, green leaves, vegetables, etc., making the house shady and a cold fresh air similar to northern Thailand. (people of village Gor, interviewed on February 14, 2021)

Food; the elderly ate full three meals and ate all five food groups, cooked food, fish, and various vegetables. The main dishes are steam fish (Nile Tilapia fish), stir-fried watercress, chayote, and spicy dip with fresh vegetables. The meat will be tenderized by boiling it first because the elderly will begin to have problems with teeth. The meat is popularly boiled with herbs available in the area to nourish health from the inside, such as dried jujube, dried longan, and Goji berry, chewing thoroughly before swallowing. Avoid fried foods, sweet, salty, oily, and spicy, and do not like to eat sweet desserts such as Thong Yip, Thong Yod. They will not

smoke and drink because it causes healthy disease. They drink boiled water, including drinking milk and herbal water, every day regularly.

“Elderly people in this community prefer to eat five food groups for every three meals. Most of the breakfast starts at 7:00 a.m. and dinner from 5:00 p.m. to 6:00 p.m. The most important thing the food is tasteless. They do not like to eat sweets or unhealthy food. As for beverages, they drink Chinese tea, herbal tea, ginger juice, coffee. Some households also like to drink fresh milk, skim milk. The practice of every household is to drink water 6-8 glasses a day according to nutrition principles because there is natural mineral water in the community, no need to buy” (people of Villager Khor, interviewed on February 14, 2021)

Exercise; Most elderly had activities through daily work, starting with activities in the morning such as doing housework or planting vegetables, gardening such as mowing the grass, fertilizing, pruning, watering the plants around the house. This will take time 2-3 hours a day. Most of them use the method of walking to meet nearby neighbors or walking - back to the Piyamit Tunnels, Chinese boxing, and Tai Chi in front of the house to reduce pain from activities during the day and sleep well at least 3-4 days a week, which will be spent in the morning or evening. Occasionally, there will be meetings to exercise Tai Chi or Chinese Boxing groups to exchange ideas in various fields to relieve stress and encourage each other to continue living.

“The elderly here focus on exercise, and they exercise for 2-3 hours a day in the morning by doing tai chi or walking arm-swinging and chatting without rushing but sweating because that area is a hill. There will be some families who rely on exercise by cutting rubber and taking care of durian orchards. It takes about 2-3 hours for the elderly to go into the garden in the early morning. Some families will walk around the house and use the housework as an exercise.” (people of villager Khor, interview. On February 14, 2021)

Emotion; Most older people have good mental health, smiling, listening, speaking, reading, and writing likes to do activities such as attending meetings with the Piyamit Thai Tunnel Club. They managed stress by watching movies, singing songs, listening to Chinese songs, and exploring the internet. The elderly prefer to use social media such as Facebook, Line, and WeChat, which are often connected with their children, groups of friends, and follow up on the news. In addition, the elderly live by adhering to religious doctrines of doing good, being kind, not oppressing each other, and practicing religious activities such as pray and meditation in the daily morning or before bedtime. Furthermore, they have adequate rest, including feeling valuable and not a burden to their children. If there is a problem that needs advice, most will consult with friends and family. All mentioned are affect the elderly emotionally.

“The elders here have good mental health because after they are free from work, they spend time watching TV, listen to Chinese songs. Many families spend time on social media such as LINE, Facebook, WeChat, the Internet, mostly used to talk to their children, so the elderly do not feel lonely because they talk to their children every day. In addition, the elderly also spend time relaxing by planting trees, raising animals, and practicing religious activities such as merit-making, meditation, so that the elderly do not feel stressed and feel alone” (Villager Kor, interviewed on February 14, 2021).”

Sanitation; The most of elderly are good at taking care of their health. There is an annual health check at Betong Hospital or a clinic near home. Occasionally, there will be a mobile unit from the health station to provide health check-up services. For hygiene, the elderly have a bath and brush their teeth twice a day. Some of them prefer to bathe and soaking in the hot springs below the community because, in the morning, the weather is colder than usual. This is because soaking in hot springs will help relieve the cold weather and be good for health, and have hair wash on average at least 2-3 times a week. They can have excretion as usually, for some people difficult to defecate, the herbal can remedy and drink plenty of water a day. The elderly don't have the problem of incontinence and can take care of themselves. Most of the bathrooms are flush toilets and separate into sections. The hygiene is most focused on bringing the personal bottle of water, still water, or warm drink with herbal Lingzhi mushroom for their health.

“Hygiene is an essential concern for the elderly in this community, starting from the annual health check, have cooked food, wash your hands regularly before eating and use separate utensils such as glasses and spoons. As for cleanliness, the elderly will maintain oral hygiene by brushing teeth twice a day, taking a shower 2-3 times a day, and have hair wash at least 2-3 times a week, defecate every day, and most importantly, do not drink alcohol and do not smoke. This may be a habit from the old days as communist because of rules and prohibitions. (people of Village Kor, interview on February 14, 2021) “

From the result above, the study of elderly in Piyamit 1 Tunnel, Betong Sub-District, Yala Province were healthy as follow aspects; the air, the elderly live in the fresh air area and the environment suit for living, moreover they avoid the crowed area. The elderly have five mains food with suitable portions and easy to digest in terms of the food. Older people have daily exercise both indoors and outdoors, and emotionally, the elderly are happy to do activities during the day and from participating in community activities. In terms of hygiene, the elderly avoid things that are harmful to their health. Take care of the digestive system as usual and annual health check-ups.

The Results of Developing Public Relation Media to Promote Quality Life of Elderly

The researcher developed public relations media to promote life quality of the elderly through media development which consists of three processes.

The Pre-Production (Describe more detail) Put the Figures in Each Process.

The researcher met with the research team to map the area, surveyed location, contacted the coordinator, and interviewed the elderly in Piyamit 1 Tunnel, Betong Sub-District, Yala Province. Then, utilized the information for story board as the subject " The Developing Public Relations Media to Promote the Elderly’s Qualitative Life, Case Study From the Elderly in Piyamit Tunnel 1 Community, Betong, Yala Province" to categorize into six shots. The six-shot were composed of content and image, adhering to the principles of well-being development according to the five Aor. After that, the storyline and the storyboard were sent to 3 experts in communication arts and the Thai language for the Index of congruence (IOC). The research team brought the results, and experts' opinions are summarized as a whole to adjust the plot and chapter (storyboard) and send it back to the experts for consideration again before the actual shooting.

The Production

Researchers and the team went to Piyamit Tunnel 1 community, Betong District, Yala Province, filmed a video clip for public relations media to promote the quality of life of the elderly in Piyamit Tunnel 1 community, Betong District, Yala Province. This field visit took two days. The researchers and team planned to film the lifestyles of the elderly that were carried out daily from day to night to get the atmosphere of the actual lifestyle of the elderly in this community. The story is carried out according to the storyline and chapter (storyboard), which is the information obtained from the interviews with the elderly. The filming process took two days, capturing footage of the day-to-day atmosphere of the elderly. Interview or invite the elderly to talk in the most casual, friendly, and natural way.

The Post-Production

The researchers and the team proved the content, images, and sound (footage) from the filming to see if they were complete or not. Consequently, researchers edited and arranged following the plot and chapter (story board); the length video clip was about 3-4 minutes; after

edited and arrangement, the video clip was distributed to assess the satisfaction. The questionnaire of the satisfaction assessment is divided into two parts: Part 1 Personal Basic Information and Part 2 Satisfaction with Watching Video Clips. The satisfaction consists of 10 questions, divided into three aspects; Content, pictures, and sound effects. The Likert Scale was used on five levels: level 5 means the most satisfied, level 4 means very satisfied, level 3 means moderate, level 2 means low satisfaction, and level 1 means the least satisfaction. There were 200 respondents in total.

As the result of the location survey, it was found that the elderly and people in the community pay attention to new media, mainly social. Therefore, guidelines were established for the development of public relations media in the form of "video" with content to promote the quality of the elderly following the five Aor principles, namely air, food, exercise, emotion, and sanitation. Then proposed the critical content in each subject and add more interesting by presenting the product, atmosphere, and unique places to the community. The content assessment of the media experts found that they agreed with the content that is consistent with the objectives, the contents are complete and appropriate, they were consistent and connected. There are suggestions in the filming process by focusing on presenting unique lifestyles that present the quality of life in each district. The media was produced according to the plot and storyboard, evaluated media, validation, and appropriateness in the final step by the research team, and disseminated through various media channels.

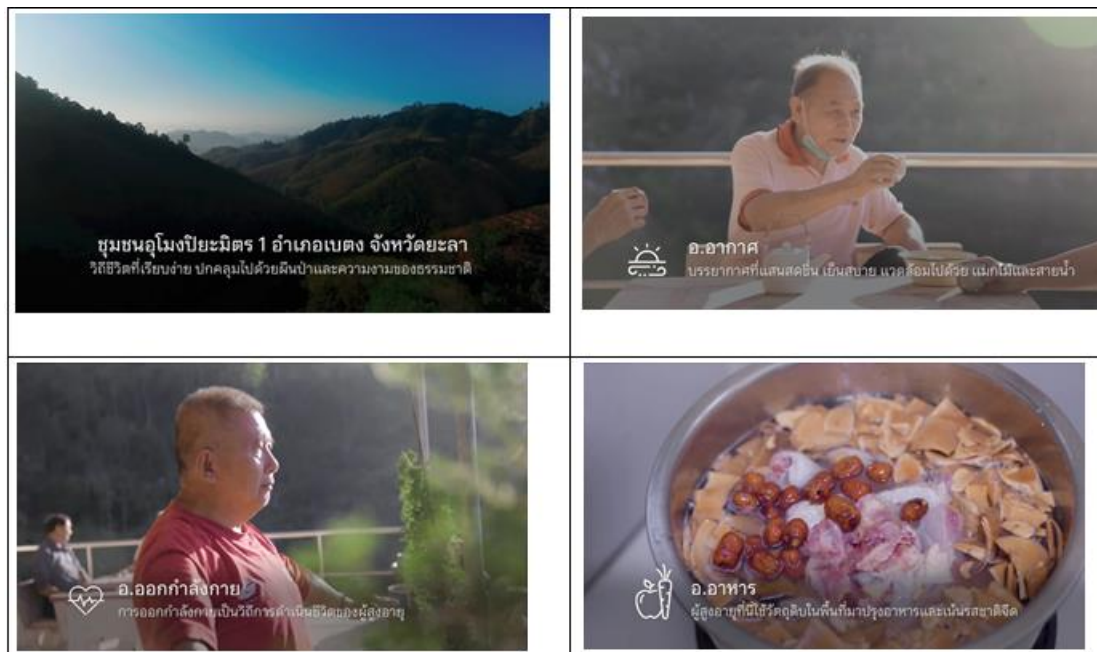


FIGURE 1
THE PICTURE FROM VIDEO MEDIA TO PROMOTE QUALITY OF LIFE OF ELDERLY ACCORDING TO FIVE AOR. PRINCIPLES

The Result of Distribution and Satisfaction Assessment of Public Relation Media to Promote Elderly Life Quality

Table 1
THE RESULTS OF SATISFACTION ASSESSMENT OF PUBLIC RELATION MEDIA TO PROMOTE ELDERLY LIFE QUALITY (N=200)

Subjects		S.D	Result
Contents			
The content suitable for living in a community	4.5	0.7	very satisfied
The content easy to understand	4.54	0.72	most satisfied

The content is interesting	4.34	0.84	very satisfied
Total	4.46	0.75	very satisfied
Pictures			
The pictures can tell the story and can be followed	4.36	0.84	very satisfied
The pictures are appropriated	4.46	0.78	very satisfied
The pictures are clarity	4.45	0.75	very satisfied
Total	4.42	0.79	very satisfied
Sound			
The sound effects are consistent with content	4.32	0.82	very satisfied
Sound effects can convey the culture of the community	4.34	0.83	very satisfied
Total	4.33	0.82	very satisfied
The utilization			
Clip video can promote community	4.4	0.83	very satisfied
Total	4.4	0.83	very satisfied
Conclusion	4.4	0.79	very satisfied

The table above can be shown that the respondents were very satisfied with public relations media to enhance the quality of life of the elderly. The mean is 4.40, and the standard deviation is 0.79. It can be classified as follows. The highest aspect was the content, very satisfied with an average of 4.46, followed by the sound aspect, very satisfied with an average of 4.42; the overall utilization aspect was at a high level, very satisfied with an average of 4.42. The overall sound level was at a high level, delighted with an average of 4.33. Additionally, the recommendation is about the introduction as a question before the voice of the elderly and present how long that elderly live here on average. Then, the public relations media was brought to social media such as YouTube (youtube.com) and found that it received 494 views (as cited in youtube.com)

DISCUSSION

The results of study behavior of caring for the life quality of the elderly, following the five Aor principles of the Department of Health, Ministry of Public Health, consisting of air, food, exercise, emotion, and sanitation, found that air; the environment within the community are covered with trees which grew naturally and from the agricultural. The houses are not crowded, arrange with the functional plan, clean and tidy. Furthermore, many houses are planting trees and vegetables in the garden around the house. In terms of food: the elderly eat all five food groups, emphasizing cooked food, local vegetables, and fruits, avoid sweet, oily, and salty foods. Older people exercise from walking to each other and from daily routines such as doing housework and gardening. They manage stress by watching movies, listening to Chinese songs, and explore the internet and religious practice. The sanitation, the elderly have to take care of the cleanliness of the body of everyday, normal defecates. They all have a physical examination every year, including obtaining the Piyamit Thai Club to connect and connect with the people around them. The older people gain knowledge in various subjects and generate additional income from vocational training, such as herbs, balms, etc. This is consistent with research by Nakasaney (2018) and Subma & Sakdivorapong, (2014). They found that the elderly are more interested in taking care of their health, whether it is about taking care of the environment by managing the space functional. They were more aware of eating some food, avoiding sweet, salty, and caffeinated beverages, getting healthy by exercise, and relieving stress through activities and health care. Therefore, they can live happily and live long. However, it was not consistent with Sirisuwanno, et al., (2019). This is because the elderly are

facing many tasks such as doing housework, taking care of grandchildren, working full time, or having health problems that lead to the problem of participation in the activities.

The development of public relations media to promote the lifestyle of the elderly utilized the results of the study of the elderly's lifestyle behavior in Piyamit Tunnel 1 community, Betong District, Yala Province. The content was to promote the quality of the elderly following the five Aor principles, namely air, food, exercise, emotion, and sanitation. The main idea of each issue was focused and made it enjoyable by presenting the product, atmosphere, and location, which convey the identity of the local area, presented in the form of "video" due to the selection of media types. The survey was conducted by considering the appropriateness of using media, access, and attitude. It was found that the elderly and people in the community turned to pay more attention to new media, especially social media, because it is used as a channel to contact children and up-to-date news per the research of Yaree & See kiew, (2019). The use of social media for the elderly's health care in Thailand 4.0 era concluded that the current elderly group has accepted and preferred to use social media more and more. It was used as a communication channel with family and friends and to search or transmit health knowledge information. However, this idea was not consistent with the research of Tipkanjanaraykha, et al., (2017), who studied health information-seeking behaviors from online media and social media elderly according to health perception level found that the elderly also had less use of online media to get more benefit from media, especially health media.

For the evaluation of the satisfaction of public relations media to promote the quality of life of the elderly in the form of "video," it was found that the satisfaction of the public relations media to promote the quality of life of the elderly was at a high level, very satisfied. Satisfaction can be categorized as follows: content aspect, visual aspect, utilization aspect, and sound aspect, consistent with the research of Srikaisin & Phaomanacharoen, (2021) studying the development of digital media in public relations marketing of community business in the case of Hin Tang-Ban Dong community, Muang district, Nakhon Nayok province, it was found that the overall satisfaction of digital media recipients was at a high level. The most is the content aspect, followed by illustrations.

There are media knowledge tools of the development of public relations media to promote the quality of life of the elderly Piyamit Tunnels Community 1, Betong District, Yala Province, Thailand, in a knowledge set. There are both in the manual document and two video clips, which can be used for the physical development of the elderly. Physical development should be the priority because it will result in the elderly is better solid and happy in daily life. In the form of video clips, public relations media has been brought to social media such as YouTube, viewed 494 times, including being donated to the Piyamit 1 community for use in public relations to the public.

SUGGESTION

This research has found critical knowledge: the elderly in the research area quite addict to social and like to participate in activities. They are healthy. The results of the research can be applied to older people with similar contexts. However, further research should be conducted, both quantitative and qualitative, in order to obtain information from a different perspective and more cover than doing only qualitative research.

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