

Storytelling through Media and New Normal Activities for Gen Z to Know about Organization Missions: A Case Study of a Technology University in Thailand

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Abstract:

This research was aimed to design new media and new normal activities for communication with 3-step storytelling for Gen Z to know about organization missions (a case study of a technology university in Thailand), to evaluate the perception of the sampling group regarding the developed media and activities which were done in accordance with the ADDIE Model which involves 5 following steps: Analysis, Design, Development, Implementation and Evaluation. The research tools consisted of 1) new media and new normal activities for communication with 3-step storytelling for Gen Z to know about organization missions, 2) evaluation form for content quality, 3) evaluation form for media presentation quality, and 4) evaluation form for perception. The sampling group of Gen Z consisted of third-year undergraduate students from the Department of Educational Communications and Technology, Faculty of Industrial Education and Technology, King Mongkut's University of Technology Thonburi. The data were collected in December 2021 from 30 students who were chosen using purposive sampling method from those who enrolled in the ETM314 course. The results were as follows: 2 new media were developed with storytelling in 3 following steps: features, advantages and benefits. There were 3 infographic pieces and 1 infographic motion media which lasted 2.31 minutes which were uploaded to the Organization's facebook page. The activities for communication contained 3 steps and they were broadcast through Zoom Meeting application. The evaluation results were as follows: The quality of the contents was evaluated by the expert panel to be at a very good level ($\bar{X} = 4.81$, S.D. = 0.24). The quality of the media presentation was at a very good level ($\bar{X} = 4.56$, S.D. = 0.43). The perception of the sampling group was at the highest level ($\bar{X} = 4.68$, S.D. = 0.48). Therefore, the new media and new normal activities for communication with 3-step storytelling for Gen Z to know about organization missions could be used efficiently.

Keywords: Storytelling, Media and Activities, New Normal, Gen Z, Data Perception

1. Introduction

Storytelling or narration is a common activity in various disciplines. Walter R, F. [1] defines narration as a process of communication between human beings and this process involves the art of elocution, interpretation and evaluation. The main aim of narration or storytelling is to invite other people to be interested and to react to such story. Therefore, storytelling is an interaction which has structures and steps during the activity. It is an art of expression for human beings and it involves persuasion and acting as well. Tiranana, A. et al [2] says that every science of narration is about storytelling because every story will be recorded and transferred to other people. Charam, S. et al [3] says that storytelling is a simple act of telling a problem or an event along with any impression about the event so that listeners can understand the event

clearly. Premsrirat,U. [4] explains that a story is content or fact from experiences, ideas or imagination which is told through different techniques. Therefore, storytelling is a structured communication method .

New media means that people can access the contents everywhere and at any time through digital devices. It can give feedback to users through collaboration and gathering or community. One important feature of new media is that it allows creation, distribution and consumption of contents as part of democratization. It is expected that new media can create fresh contents and can go beyond the real time limit. Most technologies describe new media as digital and it is often processed, linked and compressed so that it can be interactive. Examples of new media include internet, website, multimedia for computer, video game, CD-ROM and DVD-ROM as well as video episode, film, magazine and books or other types of paper format which allow digital interactivity [5].

Special activities for public relations are activities about a corporate event and they can be used for a marketing event as part of event marking approach. The purpose of this marketing approach is to communicate with customers about the brand and a variety of brands, such as the corporate brand, the product brand and the service brand [6].

Because the spread of coronavirus in 2019 (COVID-19) affected every sector of business or organization in Thailand, especially education, many universities suffered from teaching and providing activities to students. There were activities for this New Normal situation as defined by the Royal Academy of Thailand that it is a new way of living which is different from the past because many things happened to the point that everybody has to live with a new, unfamiliar standard [7]. Therefore, activities for the New Normal situation are an alternative to traditional method of teaching. With online communication, lecturers and students can interact with each other. Moreover, this approach saves cost and time in terms of delivery and venue expense. It is believed that Gen Z people or those who were born between 1997 and 2012 are confident with an online community. They grew up with internet and they have confidence and understanding about thinking before posting [8]. Kemp,J. and Smellie,D. [9] say that media are important for learners because appropriate media can help learners improve learning performance and allow learners to interact with the media according to the level of ability of each learner.

The Continuing Education Center (CEC) of King Mongkut's University of Technology Thonburi (KMUTT) is an organization which offers knowledge and academic research by KMUTT to the general public. KMUTT is considered to be a technology university in Thailand and it is the subject of this case study. The CEC has been developing and offering training workshops, seminars and conferences as a one-stop service center since it was established in 1989. The aim is to develop human resources so that they can gain new scientific knowledge and experience regarding technology through continuing education before and during their career path. Moreover, the CEC offers social services to the community. Now, it works under the policy of "The Center of Knowledge from KMUTT to the Society" and the roles of the CEC are as follows: 1) developing courses and training sessions to all kinds of organizations and sectors, 2) hosting and organizing workshops, seminars and conferences, and 3) facilitating all services as a one-stop service center [10].

Due to the fact that COVID-19 is ongoing and in relation to previous research studies such as Sunthornvijarn,N. [11] who developed multimedia for public relations, Dittawirun,N., Srikalsin,T., and Phaomanacharoen,C. [12] who studied and evaluated special events to promote yacht tourism and Ruangnok,P. [13] who studied public relations process in corporate image building for recruitment purpose, there was no research study about storytelling through media and new normal activities for Gen Z people to know about the organization missions. This is a case study of a technology university and it is expected that the Continuing Education Center of KMUTT will be more recognized and can reach out for a larger section of the target group so that the organization will be well-known and credible for successful operation and benefit to the general public in the society.

2. Literature Review

Concept of storytelling: Storytelling is a technique in talking about an event. It contains a beginning, a point for connection for all events so that the message can get across and makes other people interested to know more. In this research, the storytelling technique with 3 steps as in Features-Advantages-Benefits would be used because it is designed for advertising products. Furthermore, it is useful for designers and managers to talk about advantages and benefits in addition to features of such products. [14].

Concept of Infographics and Motion Graphics: summarizing information and knowledge into a visual presentation is the core feature of infographics. The visual presentation can be a line, a symbol, a graph and the like. It can be static or dynamic. It is easy to understand and it is clear because it can capture all the main message in one place. There is no need for a presenter to explain the infographics again [15]. Motion graphics is a kind of information which is presented with motion and creativity. It is suitable for people in the digital era who enjoy digital content. It means that they want to get access to a large amount of information in a limited time [16].

Concept of Communicative Activities: With regards to public relations, activities about a corporate event and they can be used for a marketing event as part of event marking approach. The purpose of this marketing approach is to communicate with customers about the brand and a variety of brands, such as the corporate brand, the product brand and the service brand. [6].

Concept of New Normal: New Normal is defined by the Royal Academy of Thailand as a new way of living which is different from the past because many things happened to the point that everybody has to live with a new, unfamiliar standard [7].

Concept of Perception: The fact that a person can interpret a thing or an event depends on his or her perception or interpretation. In order to perceive or interpret a thing, a person needs experience because experience affects the way that person perceives and interprets the thing .[17]

Concept of Gen Z: Generation Z or Gen Z refers to a group of people born between 1997 and 2012. They are around 9 and 24 years old. They will become the majority of people in the Asian region. At the moment, the population of Gen Z accounts for 24% of the whole population and in the future they will become the main consumer group [18].

3. Research Methods

3.1 Objectives

This research was aimed to design new media and new normal activities for communication with 3-step storytelling for Gen Z to know about organization missions (a case study of a technology university in Thailand) and to evaluate the perception of the sampling group regarding the developed media and activities.

3.2 Research Hypotheses

The quality of the new media and new normal activities for communication with 3-step storytelling for Gen Z to know about organization missions (a case study of a technology university in Thailand) would be at a good level.

The perception level of the sampling group regarding the developed media and activities would be at a high level.

3.3 Expected Outcomes

There would be new media and new normal activities for communication with 3-step storytelling for Gen Z to know about organization missions and these could be distributed and promoted to students, staff members, related departments and the general public.

The knowledge from this study could be used as a way to develop new media and new normal activities for communication of sciences and technology in the future.

3.4 Population and Sampling Group

The population in this study was Gen Z people who were third-year undergraduate students from the Department of Educational Communications and Technology, Faculty of Industrial Education and Technology, KMUTT. There were 94 people in total [19].

The sampling group of Gen Z consisted of 30 third-year undergraduate students from the Department of Educational Communications and Technology, Faculty of Industrial Education and Technology, King Mongkut's University of Technology Thonburi. The data were collected in December 2021 from the students who were chosen using purposive sampling method from those who enrolled in the ETM314 New Media Design course, participated in new media and new normal activities from the beginning till the end and were willing to fill out the evaluation form.

3.5 Expert Panels

The experts in this study were chosen using purposive sampling method. There were 3 expert panels as follows: a) contents, b) media presentation and c) measurement and assessment. The expert panel in contents consisted of 3 experts who held a Bachelor's degree, knew about storytelling in the new normal situation and had at least 5 years of work experience in order to evaluate the quality of contents. The expert panel in media presentation consisted of 3 experts who held a Bachelor's degree, had at least 5 years of work experience and had skills in the development of new media and activities for the new normal situation. They would evaluate the quality of the presentation for the developed new media and activities. The expert panel in measurement and assessment consisted of 3 experts who held at least a Bachelor's degree, knew about measurement and assessment, had at least 5 years of work experience in this area so that they could evaluate the IOC value of all research tools.

3.6 Research Tools

The research tools in this study were evaluated for the quality by 3 experts in measurement and assessment. The tools in this research were as follows: 1) new media and new normal activities for communication with 3-step storytelling for Gen Z to know about organization missions (a case study of a technology university in Thailand), 2) evaluation form for content quality, 3) evaluation form for media presentation quality, and 4) evaluation form for perception.

The criteria for the item-objective congruence were as follows:

+1 point means the item meets the specified objective.

0 point means it is not clear whether the item meets the specified objective.

-1 point means the item does not meet the specified objective.

Then, the index of item-objective congruence (IOC) was calculated (Wanlop Rathachatranon, 2012). The acceptable value needs to be higher than or equal to 0.50 so that such item could be maintained for actual use.

$$IOC = \frac{\sum R}{N}$$

| | | | |
|-------|--------|----|---|
| where | IOC | is | Index of IOC |
| | \sum | is | the sum |
| | R | is | the points given by the experts for each item |
| | N | is | the number of experts |

3.7 Data Analysis

In this research, the following statistical methods were used: mean score and standard deviation. The interpretation is as follows [20]:

| | | |
|-------------|-------|-------------------------|
| 4.51 – 5.00 | means | very good / the highest |
| 3.51 – 4.50 | means | good / high |
| 2.51 – 3.50 | means | moderate |
| 1.51 – 2.50 | means | low |
| 1.0 – 1.50 | means | the lowest |

To design and develop the new media and new normal activities for communication with 3-step storytelling for Gen Z to know about organization missions (a case study of a technology

university in Thailand), the principles of ADDIE Model were applied [21]. The steps are as follows:

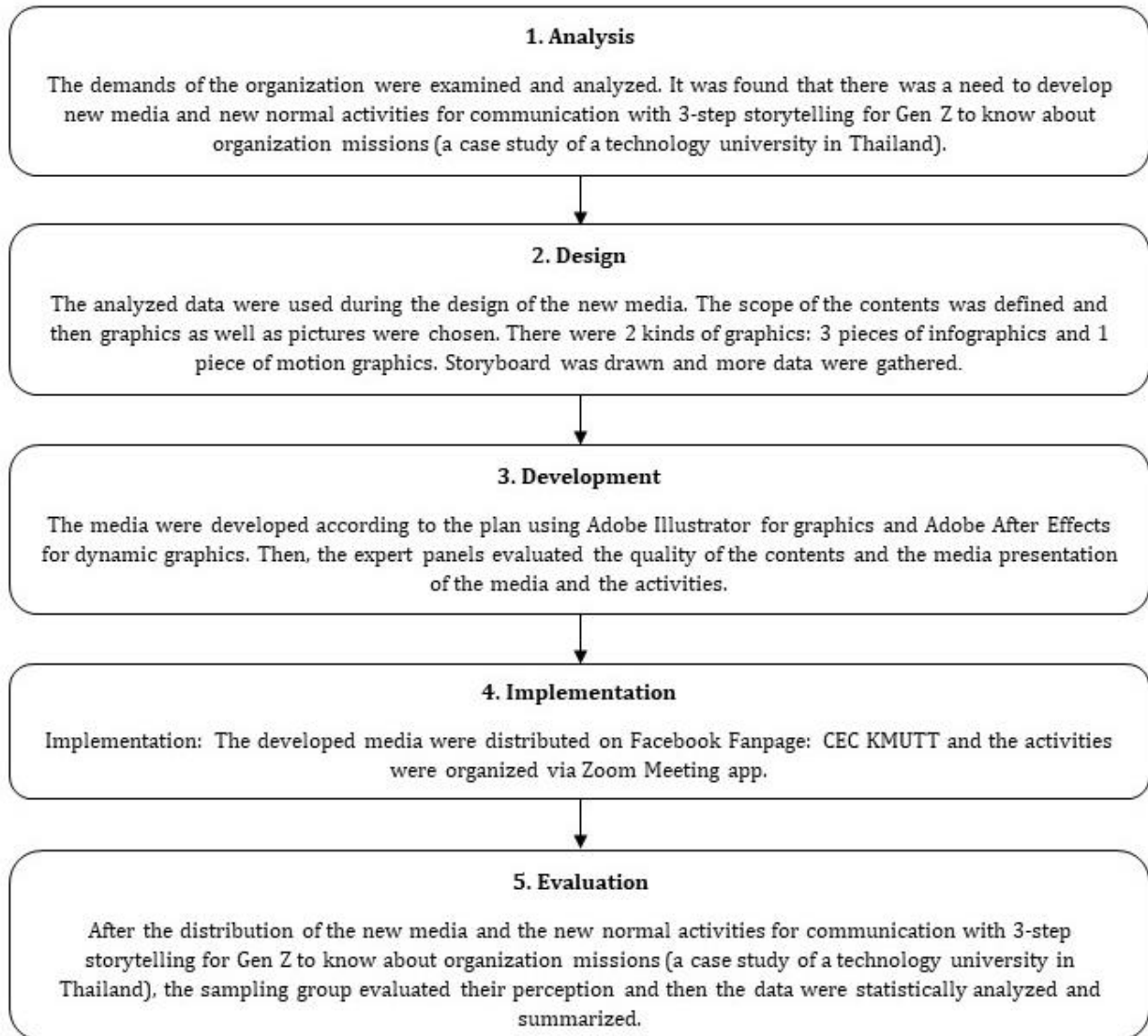


Figure 1: shows the ADDIE Model

4. Research Results

4.1 Results from the Development of New Media and New Normal Activities

There were 3 steps in the storytelling technique in communication for Gen Z to know about organization missions (a case study of a technology university in Thailand). These steps are shown in Table 1.

Table 1: shows 3 steps in the storytelling technique

| | |
|------------------|---|
| Step 1: Features | Talking about history, background, vision, missions and roles of the organization |
|------------------|---|

| | |
|--------------------|---|
| Step 2: Advantages | Talking about 4 aspects of main service which involve training, hosting/organizing, workshop and developing digital media along with example images and works |
| Step 3: Benefits | Talking about how the organization develops human resources and services, the awards granted and other services in the future |



Figure 2: shows the development of new media (infographics)

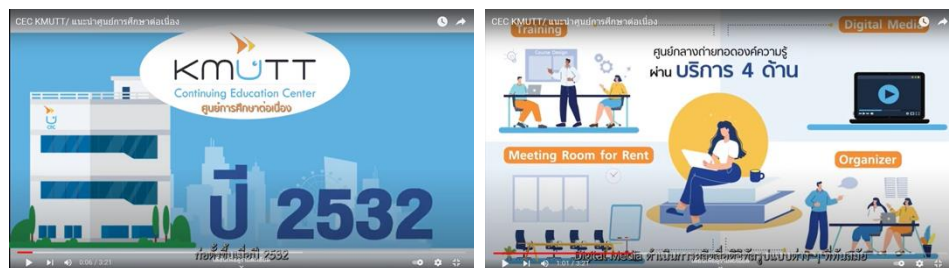


Figure 3: shows the development of new media (motion graphics) by using QR code technology to interact with the audience

Activities for public relations were done through Zoom Meeting app. There were 3 steps as follows:

Table 2: shows the 3 steps of new normal activities

| | |
|---|--|
| Step 1: Before the Activities | Publicizing the new normal activities through posters and Zoom links on Facebook Fanpage for the ETM314 Professional Experiences in Educational Technology and Mass Communication course |
| Step 2: Activities for Communication with 3-step Storytelling | Organizing activities for public relations to promote the public image of the Continuing Education Center (CEC) through Zoom Meeting app for 60 minutes. There were opening ceremony, video clip, question-and-answer session, recreational activities, closing ceremony and |

| | |
|------------------------------|---|
| | photo shoot. |
| Step 3: After the Activities | The sampling group evaluated their perception and the researchers expressed their appreciation and gave souvenirs |

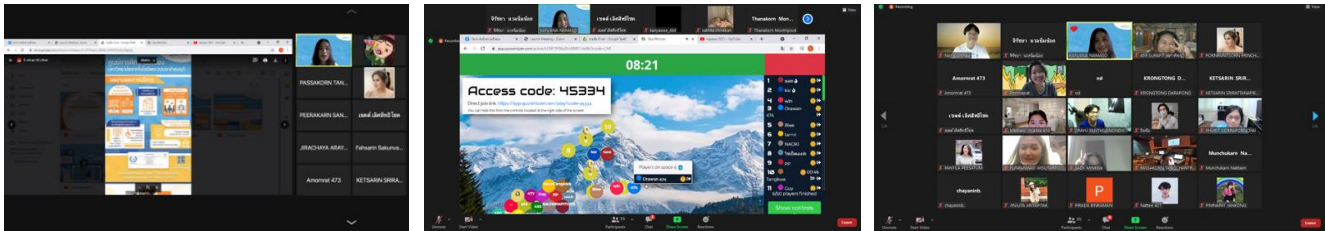


Figure 4: shows the outcomes from the new normal activities

4.2 Results from the Quality Evaluation for the New Media and Activities

There were 2 aspects of the quality evaluation by 2 expert panels: the contents and the media presentation. The outcomes are shown below.

Table 3: shows the quality of the contents as evaluated by the expert panel

| Item | Analysis | | |
|--|-------------|-------------|------------------|
| | \bar{x} | S.D. | Quality Level |
| 1. Contents | | | |
| 1.1 The contents are accurate. | 4.67 | 0.58 | Good |
| 1.2 The contents are concise, interesting, and easy to understand. | 5.00 | 0.00 | Very Good |
| 1.3 The contents are suitable for the target group. | 5.00 | 0.00 | Very Good |
| Average | 4.89 | 0.19 | Very Good |
| 2. Language Use | | | |
| 2.1 The language use is appropriate | 4.33 | 0.58 | Good |
| 2.2 The language use is modern. | 5.00 | 0.00 | Very Good |
| 2.3 The language use is clear. | 4.33 | 0.58 | Good |
| Average | 4.56 | 0.38 | Very Good |
| 3. Illustrations for the Contents | | | |
| 3.1 The images complement the contents. | 4.67 | 0.58 | Very Good |
| 3.2 The images give a clear meaning. | 4.67 | 0.58 | Very Good |
| 3.3 The images are beautiful. | 5.00 | 0.00 | Very Good |
| Average | 4.78 | 0.98 | Very Good |
| 4. Activities for Public Relations | | | |
| 4.1 The format of the activities is suitable. | 5.00 | 0.00 | Very Good |
| 4.2 The format of the activities is interesting. | 5.00 | 0.00 | Very Good |
| 4.3 The contents can promote the public image of the Continuing Education Center of KMUTT. | 5.00 | 0.00 | Very Good |

| Item | Analysis | | |
|---------------|-----------|------|---------------|
| | \bar{x} | S.D. | Quality Level |
| Average | 5.00 | 0.00 | Very Good |
| Total Average | 4.81 | 0.24 | Very Good |

According to Table 3, the quality of the contents as evaluated by the expert panel was at a very good level ($\bar{x} = 4.81$, S.D. = 0.24). When each category was considered, it was found that the category "Activities for Public Relations" ranked the highest ($\bar{x} = 5.00$, S.D. = 0.00) and it was followed by the category "Contents" ($\bar{x} = 4.89$, S.D. = 0.19), the category "Illustrations for the Contents" ($\bar{x} = 4.78$, S.D. = 0.38) and the category "Language Use" ($\bar{x} = 4.56$, S.D. = 0.38).

Table 4: shows the quality of the media presentation as evaluated by the expert panel

| Item | Data Analysis | | |
|--|---------------|------|---------------|
| | \bar{x} | S.D. | Quality Level |
| 1. Graphics | | | |
| 1.1 The media was designed appropriately. | 4.64 | 0.58 | Very Good |
| 1.2 The color tones are attractive. | 4.33 | 0.58 | Good |
| 1.3 The position of graphics is in harmony with on the background. | 4.67 | 0.58 | Very Good |
| 1.4 The graphics complement the contents and give a clear meaning. | 4.67 | 0.58 | Very Good |
| Average | 4.58 | 0.58 | Very Good |
| 2. Images | | | |
| 2.1 The images are suitable and related to the contents. | 4.67 | 0.58 | Very Good |
| 2.2 The images are beautiful. | 5.00 | 0.00 | Very Good |
| 2.3 The composition is suitable. | 4.67 | 0.58 | Very Good |
| 2.4 The images are modern and attractive. | 4.00 | 0.00 | Good |
| Average | 4.58 | 0.35 | Very Good |
| 3. Sounds | | | |
| 3.1 The sound effects are suitable for the contents. | 4.67 | 0.58 | Very Good |
| 3.2 The composition of sound elements is suitable. | 4.67 | 0.58 | Very Good |
| 3.3 The music is suitable for the contents. | 3.67 | 0.45 | Good |
| 3.4 The sound level is suitable. | 4.33 | 0.58 | Good |

| Item | Data Analysis | | |
|---|---------------|-------------|------------------|
| | \bar{X} | S.D. | Quality Level |
| Average | 4.33 | 0.58 | Good |
| 4. Presentation and Activities for Public Relations | | | |
| 4.1 The multimedia has an interesting interactive feature. | 4.33 | 0.58 | Good |
| 4.2 The multimedia has an easy-to-use interactive feature. | 4.67 | 0.58 | Very Good |
| 4.3 The format of the activities for public relations is suitable for the new normal situation. | 5.00 | 0.00 | Very Good |
| 4.4 The format of the activities can promote the public image of the CEC, KMUTT | 5.00 | 0.00 | Very Good |
| Average | 4.75 | 0.29 | Very Good |
| Total Average | 4.56 | 0.43 | Very Good |

According to Table 4, the quality of the media presentation as evaluated by the expert panel was at a very good level ($\bar{X} = 4.56$, S.D. = 0.43). When each category was considered, it was found that the category "Presentation and Activities for Public Relations" ranked the highest ($\bar{X} = 4.75$, S.D. = 0.29) and it was followed by the category "Images" ($\bar{X} = 4.58$, S.D. = 0.35), the category "Graphics" ($\bar{X} = 4.58$, S.D. = 0.58) and the category "Sounds" ($\bar{X} = 4.33$, S.D. = 0.58).

4.3 Results from the Perception Evaluation by the Sampling Group

Table 5: shows the perception of the sampling group

| Item | \bar{X} | S.D. | Perception Level |
|---|-------------|-------------|--------------------|
| 1. History of the Continuing Education Center (CEC) | | | |
| 1.1 You know that the CEC was established in 1989. | 4.60 | 0.50 | The Highest |
| 1.2 You know that the CEC started from providing academic service to the community through continuing education. | 4.63 | 0.49 | The Highest |
| 1.3 You know that the CEC works as an organization to facilitate and use resources from other internal departments of the university as well as expertise for the continuing education. | 4.67 | 0.55 | The Highest |
| 1.4 You know that the CEC helps the university to provide services to the community and to gain more performance. | 4.67 | 0.48 | The Highest |
| Average | 4.64 | 0.50 | The Highest |
| 2. Missions of the Continuing Education Center (CEC) | | | |
| 2.1 You know that the current mission of the CEC is to be "The Center of Knowledge from KMUTT to the Society". | 4.70 | 0.47 | The Highest |
| 2.2 You know that the CEC develops training courses to all kinds of organizations and sectors. | 4.73 | 0.45 | The Highest |
| 2.3 You know that the CEC hosts and organizes workshops, seminars | 4.57 | 0.57 | The Highest |

| Item | \bar{X} | S.D. | Perception Level |
|---|-------------|-------------|--------------------|
| and conferences. | | | |
| 2.4 You know that the CEC facilitates all services as a one-stop service center for training rooms and seminars. | 4.80 | 0.41 | The Highest |
| Average | 4.70 | 0.47 | The Highest |
| 3. Works and Services by the Continuing Education Center (CEC) | | | |
| 3.1 You know that the CEC offers public training and in-house training sessions as well as academic conferences. | 4.70 | 0.47 | The Highest |
| 3.2 You know that the CEC develops specialized courses such as training sessions for disabled people to get ready for work in enterprises. | 4.73 | 0.45 | The Highest |
| 3.3 You know that the CEC offers seminar rooms and digital media production services. | 4.70 | 0.47 | The Highest |
| 3.4 You know that the CEC has passed the quality assessment standard ISO 9001:2015 | 4.67 | 0.48 | The Highest |
| Average | 4.70 | 0.47 | The Highest |
| 4. Ideas for Service Development of the Continuing Education Center (CEC) | | | |
| 4.1 You know that the CEC has the idea to develop courses according to the micro credential and credit bank system. | 4.67 | 0.48 | The Highest |
| 4.2 You know that the CEC has the idea of one-stop service system for organizing the system for academic conferences and that the system could be leased. | 4.73 | 0.45 | The Highest |
| 4.3 You know that the CEC has the idea to develop courses in a variety of formats on social media networking sites as well as online conferencing system as live streaming. | 4.63 | 0.56 | The Highest |
| 4.4 You know that the CEC can be contacted via phone, email, website and Facebook fanpage. | 4.70 | 0.47 | The Highest |
| Average | 4.68 | 0.49 | The Highest |
| Total Average | 4.68 | 0.48 | The Highest |

According to Table 5, the perception of the sampling group regarding the new media and new normal activities was at the highest level ($\bar{X} = 4.68$, S.D. = 0.48). When each category was considered, it was found that two categories "Missions of the CEC" and "Works and Services by the CEC" ranked the highest ($\bar{X} = 4.70$, S.D. = 0.47). It was followed by the category "Ideas for Service Development of the CEC" ($\bar{X} = 4.68$, S.D. = 0.49) and the category "History of the CEC" ($\bar{X} = 4.64$, S.D. = 0.50), respectively.

5. Discussion

The research results have shown that the new media and new normal activities for communication with 3-step storytelling for Gen Z to know about organization missions could be used efficiently. Farhadi, D. and Maroosi, A. [22] say that today there is a fierce competition among social media designers. Thus, being familiar with the factors that contribute to the use of social media is important which has been investigated in this study. Based on the results, attitude has the maximum impact on the intention to use social media and the intention to use social media for news. The results show that perceived usefulness has more impact. In this research, the organization designed, developed and encouraged the use of Facebook inside the

organization to publicize the organization missions for Gen Z. In another study, Mazurchenko, A. and Maršíková, K. [23] say that their findings in the paper based on the literature review and the presentation of selected findings of the European Digital Skills Survey in 2016 showed an increasing demand for digital skills in many jobs in recent years. This trend is expected to continue growing due to the increasing number of jobs that require employees to use ICT and possess digital skills. This is the reason why in this research, infographics and motion graphics were used for Gen Z because they could get access to the new media during the COVID-19 pandemic in Thailand. The researchers also combined the new media with new normal activities through Zoom Meeting app. This is similar to the research study in the Czech Republic and Slovakia by Hvorecký, J., Beňo, M., Ferenčíková, S., Janošcová, R., and Šimúth, J. [24] who found that Czech and Slovak universities changed their education format from the outbreak of the COVID-19 pandemic, leading to forced 100% online education in March 2021, to the peak its second wave in May 2020. The new media and the new normal activities for communication with 3-step storytelling were used during the COVID-19 pandemic and they were evaluated by the expert panels for their quality as explained below.

The quality of the contents was at a very good level ($\bar{x} = 4.81$, S.D. = 0.24) because the new media and new normal activities were suitable and met the objectives. They were also accurate. These features were in accordance with the ideas of Charam, S. et al [3] in that storytelling is a simple technique in talking about a problem or an event to create an impression about the event and the actions until the completion of the event so that the audience can understand it clearly. The quality of the media presentation was at a very good level ($\bar{x} = 4.56$, S.D. = 0.43) because the new media were designed with attractive color tones. The researchers followed the guidelines for design and development according to the ADDIE Model [21] which involves Analysis, Design, Development, Implementation and Evaluation. It is also in accordance with the research by Thapphangthiam, A. [25] who conducted a study into the development of cueing public relation media with augmented reality technology for users of Nakornthon Ayuwattana Wellness Center, Nakornthon Hospital. His research results showed that the quality of the contents was at a very good level ($\bar{x} = 4.48$, S.D. = 0.28) and the quality of the media presentation was at very good level ($\bar{x} = 4.56$, S.D. = 0.28). Similarly, this research is in accordance with the research study by Pujiastuti, H., Utami, R., and Haryadi, R. [26] who developed interactive mathematics learning media based on local wisdom and 21st century skills (social arithmetic concept) in that new media do not have to be removed from local wisdom, especially the cultural understanding. The purpose of their research was to develop andromah software in accordance with the local wisdom of the Wandan region so that students can apply mathematical concepts in their real life and in classrooms such as questions, exercises and quizzes. The quality of their contents was evaluated to be at a very good level (89.02%) and the quality of their media presentation was at a very good level (92.48%). Therefore, the andromah software is useful for student learning.

The perception of the sampling group regarding the new media and the new normal activities was at the highest level. It is in accordance with the idea by Sitasang, S. [27] in that the perception will take place when the following components come together: stimulus, sensation, experience, and interpretation. The sampling group were exposed to the new media and the new normal activities with 3-step storytelling for Gen Z to know about the organization missions through

images and video clips with QR code for further interactivity. There were many stimuli for the participants to perceive the contents. This is in accordance with the research by Poonjarern,S. [28]. who developed specific media and new media for public relations curriculum image of Master of Science in Industrial Education Program in Learning Technology and Mass Communication and it was found that the perception of the sampling group was at a high level ($\bar{x} = 4.47$, S.D. = 0.59) Furthermore, it is similar to the research by Ramadhani,R. and Muhtadi,A. [29] who developed interactive multimedia in learning Islamic education with the following objectives: to developed interactive multimedia for senior high school students and to examine the feasibility of the multimedia according to the Allesi & Trollip development model. The perception result was 4.0 (feasible).

6. Conclusion and Suggestion

The researchers designed and developed the new media and new normal activities with 3-step storytelling for Gen Z to know about the organization missions (a case study of a technology university in Thailand) based on the ADDIE Model [21]. In this research, the storytelling involves 3 following steps: Features-Advantages-Benefits. This technique is designed for advertising products. Furthermore, it is useful for designers and managers to talk about advantages and benefits in addition to features of such products. There were 3 pieces of infographics and 1 piece of motion graphics (2.31 minutes long) which were uploaded to the organizations' Facebook page. The new normal activities were organized with 3-step storytelling and they were broadcast through Zoom Meeting app. The new media and the new normal activities were evaluated by the expert panels to be at a very good level for both contents and media presentation. The perception of the sampling group which were Gen Z people was at the highest level. Therefore, the researchers suggest that the new media and the new normal activities could be used to promote the public image of the Continuing Education Center (CEC) of King Mongkut's University of Technology Thonburi (KMUTT) so that the organization will become well-known and more recognized for hosting and organizing training sessions, workshops and seminars for the society. The new media could be distributed on various online platforms to reach out for different groups of people. Moreover, it is a kind of digital signage inside the organization. The design and the development of the new media and activities for communication in this study could be used as a case study for other educational institutions to publicize information about their organizations through new media. In future research studies, other attractive new media such as Metaverse can be used to interact with Gen Z and there should be a study into the factors which affect the communication and the public relations with Gen Z people regarding their expectation about education in Thailand.

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