

MASS MEDIA MANAGEMENT TO CREATE A PEACEFUL SOCIETY

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ABSTRACT

Mass media is an important medium or link in coordinating members of society. The objectives of this research were: 1) to study the level of mass communication management to create a peaceful society. 2) To study factors influencing the management of mass media to create a peaceful society. A questionnaire was used to collect data from mass media, political media, and criminal media, and entertainment media. In Bangkok, 243 samples were used for data analysis including frequency, percentage, mean, standard deviation, and multiple regression analysis. The results of the research revealed that 1) the management of mass media to create a peaceful society as a whole was found to be of high importance. When considering each aspect, it was found that freedom had the highest average, followed by internal peace, reconciliation, and justice, respectively. 2) Political system, governance system, media business system, and ethical system influencing the management of mass media to create a peaceful society, 58.3%.

Keywords: Media Management, Mass Communication, Peaceful Society

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INTRODUCTION

Mass media is an important medium or link in coordinating members of society to create a good understanding between each other and present information and movements about various events that occur both within and between societies. Let the public know that the terms "mass media" (mass media) and "mass communication" (mass communication) have different meanings. "Mass communication" refers to the process of a type of communication. That is a process of communicating with the masses (mass); the use of the word "mass communication" therefore covers all elements of the process, namely the messenger, the media, and the receiver, while the word "mass" refers to a single element of the process. Mass communication is "media," which is used as a tool, medium, or carrier in presenting various information to a large number of audiences. The mass media at present include newspapers, magazines, radio media, television media, and new media. (Somdej Rungsrисawat, 2016).

The important role of the media in political participation By studying the political development master plan of the Political Development Council Establishment Committee and drafting the master plan of the Office of the Prime Minister. That has identified one of the ways that will help the political development of Thailand. is the use of mass media as a supporting tool in line with the study of the Reconciliation Committee. for political reform to live together in peace. One of the many conclusions is that it is proposed that the "mass media" contribute to the reconciliation process. which the picture is seen is determination and expectation to see the media participate in reform or political development in Thailand by seeing the importance of the mass media as an institution in the structure of society. To help support and promote political development. Whether it's newspapers, radio, television, or other types of media (Thinpan Nakata, 2017: 61), communication through media helps to support public opinion. Therefore, the media has a duty to inform. Forge or stir up public opinion to incline in the direction of desirable business. This will result in the success of modern political operations (Suankaweeya, 2017). Communication is therefore an important part because it can effectively affect the recipient (Sathien Cheyprathap, 2018: 23).

In government administration, campaigning, policy governance, diplomacy, referendum building, etc., the media is of great importance. To achieve these goals, communication is required. whether politicians or political mechanisms cannot perform their duties. without the ability to communicate at various levels and by various mechanisms (Seib, 2018), especially in this information age. It's because of the communication process. That is not a vertical that the parent passes. the media to be solely ruling, but nowadays communication is interactive. There was a backlash between the government and the media. mass media, citizens, and politicians Especially in the cyber world (Cyber metric), where personal media is becoming a public communication medium with the efficiency of this modern media, This allows people to access information broadly without boundaries while at the same time being able to transmit information without borders as well (Nantana Nantawaropas, 2017).

Mass media is therefore very important in modern society until the term "mediascape," which is mass communication that appears in every dimension of modern life, is formed. In addition to the variety of media types, media has also expanded to become a part of everyday life. This makes the media an important resource for imagining modern life (Aber crombie et al., 2019). It can be seen that the media and media freedom are very important to politics. In political science, it is considered The press must be free to access information and express their opinions freely. This is one of the cornerstones of democracy. While the dictatorship Whether it's a military dictatorship that uses raw power or a civilian government disguised as a democracy that cannot tolerate the freedom of the press, criticism can be made thanks to communication. especially the media, so as not to criticize the government. Contrary to democracy, that will not be able to operate. If there is no freedom of the media in communicating news and

information, mass communication can have an influence on creating a peaceful society in society and the nation (Ek Tangsubwatana, 2018).

According to a political development approach that aims to involve the mass media in building reconciliation, people can live together peacefully in society by coexisting despite differences and having a safe space to express their opinions freely. There is fast and convenient communication, and there are joint activities. Do not create conditions that will cause conflict. Create a safe space for communication and coexistence in a peaceful society. Communicate creatively reconciliation through peaceful means and strengthen good governance (Curriculum for Promoting a Peaceful Society, 2016), where reconciliation through peaceful means If there is a conflict in any group or society, there are problem-solving mechanisms. It is necessary to adhere to the principles of reconciliation through peaceful means such as dialogue and open-minded listening. dealing with emotions, opinion acceptance, and different beliefs based on religious principles and through the judicial process in order to solve the problem sustainably (Venus Thansarorat, 2020).

Given the importance of the above problems, There is a necessity for the management of mass media to create a peaceful society. for maximum effectiveness, which must be driven by political system factors that are linked to the best interests of the people overseen by those with political authority (Chanthamon Sahaboonlee, 2015). It is the oversight or control of government agencies that continuously focus on the goals of activities that benefit the community (Chansara Oranop Na Ayudhya (2020)). Media business system It is an industry that broadcasts to society with a direct link to the media that serves to deliver messages to the public, society (Global Entertainment & Media, 2020), and the media's ethical system. Every mass media must have a relationship with ethics, or media ethics, and all media must have the freedom to send messages to people and society (Somdej Rungsrisawat, 2016). The researcher, therefore, became aware of the problem of mass communication and, taking into account the efficiency of mass communication management for the normalization of society and reconciliation in Thai society, was therefore interested in studying mass media management to create a peaceful society. To provide guidelines to develop mass communication management for the benefit of society and the nation.

LITERATURE REVIEWS

Concept and theory about Mass Communication Management

Management (management administration), development administration (development administration), and even service administration (service administration), each word has a similar or similar meaning that can be seen clearly, there are at least 3 parts: 1) Guidelines or methods for public administration at government agencies 2) There is an administrative process that consists of 3 steps: thinking or planning, acting, and evaluating. The outcomes (evaluating) and 3) have the goal of developing the country in a direction that makes people have a better quality of life. Including the nation's progress and increased stability. For the different parts, each word has a different focus; that is, management focuses on the application of the management concept of the private sector in government administration, such as anticipation of competition, marketing, public relations, etc. (Virat Wiratnipawan, 2015: 5).

Management refers to the process of planning, organization participation, controlling the efforts of members of the organization, and the use of other resources for the achievement of the organization's goals (Somyot Navykarn, 2015: 18), while Robbins and Coulter (2016: 8) stated that management is a process of activities that causes efficiency and effectiveness in the organization without doing it yourself.

Pin Mudukant (2015) discussed the components of media management to create a peaceful society, consisting of: 1) Justice means gaining acceptance from society by performing duties fairly. Respect for equal rights in all parties Justice will be able to create order in society. Justice

can enable all people in society to live under established rules. and performing duties fairly so that everyone can live together in society with happiness and comfort. Recognition of mutual interests and the goal of developing a peaceful relationship of mutual trust. having a positive attitude towards the duty of mass communication and news presentation without social conflict 3) Internal peace means having good morals in presenting news for peace and order in the country. Performing mass media duties for the benefit of the public as part of the peace and order of the people. good morals in the performance of journalism Emphasis on compliance with the law for peace and order in the country. and performing mass communication duties that maintain the interests of the nation; and 4) Freedom means having the freedom to present factual information without the domination of others. Performing mass communication duties without hindrance. Performing mass communication duties without being forced or under the jurisdiction of any one person Freedom to present factual news without distortion and respect for other people's freedom to present news.

Factors affecting media management to achieve the goals are as follows: (Charles R. Wright, 2019) 1) Political system means political system and governance in various forms, such as democracy and dictatorship. 2) Regulatory system means a control system that supervises mass media to be in compliance with the laws, rules, and regulations set forth. 3) The media business system means that the media business is a powerful tool if used properly. It can be used to influence a large number of people, and 4) the media's ethical system means that it is a code of conduct for members of a particular profession. If we disobey, there will be a penalty. Professional ethics are, therefore, standards of behavior and moral and professional judgment that are rules. or a pattern of behavior for adherence as a guideline for a practitioner, such principles Relying on ethics and accuracy, most of which are determined by the professional association.

There is also relevant research. There is research work by Jittinan Tangprasert (2019) that has studied the policy, management, and use of communication media for public relations by the Public Relations Department in the context of Thailand 4.0. The political system factor, the media governance system, the media business system, and the media ethics system have an influence on The management and use of media in public relations communications by the Public Relations Department in the context of Thailand 4.0 The research results of Thitinan Boonnapp Common (2016) studied the management of television media in the merged digital era. The study found that political system factors, media governance systems, media business systems, and the media ethics system have an influence on the management of television media in the merged digital age. and the research results of Chitlekha Sukhontajon (2017) have studied the strategic management of Thailand's television stations. Nakhon Si Thammarat Province in the era of media integration The results of the research found that the political system factor, the media governance system, the media business system, and the media ethics system have an influence on the strategic management of Thailand's television stations. Nakhon Si Thammarat Province in the era of media integration.

According to the literature review, the following research hypothesis can be formulated:
H1 The political system, the regulatory system, the media business system, and the ethical system affect the management of mass media for a peaceful society.

From the literature review, the conceptual framework can be drawn as shown in Figure 1.

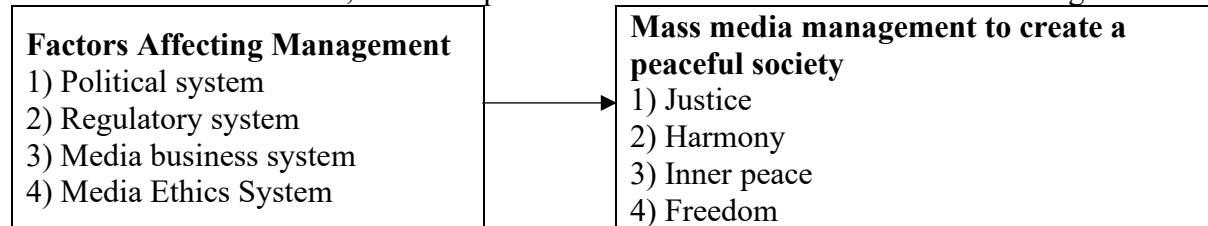


Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

The population in this study was Mass Communication, Political Media, Crime Media, and Entertainment Media in Bangkok totaling 975 people (Thai Journalists Association, 2022) and a sample of 243 people was obtained from the formula for calculating a sample of Yamane (Taro Yamane, 1973). The reliability was obtained at the 95% level with the stratified sampling.

The research tool was a questionnaire consisting of Part 1: The personal factors of the respondents were gender, age, level of education, average monthly income. The questionnaires are selective questions. Part 2: Factors affecting management. The nature of the questionnaire is Likert Scale with 5 scoring criteria, namely, the highest equals 5 points, the high equals 4 points, the medium equals 4 points, the least equals 2 points and the least equals 1 point. Part 3: Mass media management to create a peaceful society. The questionnaire is a Likert Scale with 5 scoring criteria with the highest equals 5 points, the high equals 4 points, the medium equals 4 points, the least equals 2 points and the least equals 1 point.

Before using data collection tools, the Index of item objective congruence (IOC) and questionnaire validity test via Cronbach's alpha were performed systematically. The examination found that the IOC was 0.828 and the Cronbach's alpha was 0.9135, indicating that the research tool was of sufficient quality (Polit & Beck, 2006; Hair et al., 2012). To obtain this study data, a questionnaire was sent to the mass media. The descriptive statistics used to analyze the data were frequency, percentage, mean, standard deviation, and multiple regression analysis.

RESEARCH RESULTS

- 1) Most of the respondents were male, 72% aged between 41-50 years old, 52% with a bachelor's degree, 69% and having an average monthly income of 40,000-50,000 baht, 73%.
- 2) The management of mass media to create a peaceful society as a whole was found to be at a high level. When considering each aspect, it was found that freedom with the highest average, followed by inner peace, harmony and justice, respectively, as shown in Table 1.

Table 1 Mean and standard deviation of mass media management to create a peaceful society

Aspect	Description	\bar{X}	S.D.	Interpretation of results
1)	Justice	3.89	0.88	Much
2)	Harmony	3.93	0.79	Much
3)	Inner peace	3.97	0.85	Much
4)	Freedom	4.05	0.80	Much
Total		3.96	0.67	Much

- 3) The political system factor is valuable β equal to 0.325 The regulatory system is valuable β equal to 0.243 The media business system is valuable β equal to 0.241 and the ethical system of the media is valuable β equal to 0.223 which showed that there was a statistically significant positive influence on mass media management to create a peaceful society at the level 0.05. By value Sig. equals to 0.001, 0.006, 0.004 and 0.002 which is consistent with the hypothesis set when analyzing the correlation coefficient (R) is equal to 0.716. This indicates that the group of independent variables is highly related to the dependent variable and the forecast coefficient is equal to 0.582 which showed that the group of independent variables affected media management to create a peaceful society 58.2%.

In order, the equation can be written as follows.

$$Y = 0.920 + 0.328X_1 + 0.243X_2 + 0.241X_3 + 0.223X_4$$

From the analysis of the regression coefficients, it was found that political system factor, regulatory system, the media business system, and the media ethics system have the ability to jointly predict the management of the media to create a peaceful society. The media ethics system had the greatest effect on forecasting (Beta = 0.210). Next is the political system. (Beta = 0.134) regulatory system (Beta = 0.072) and media business system (Beta = 0.063). The details are shown in Table 2.

Table 2 Multiple regression analysis of factors influencing media management to create a peaceful society

Factors	Unstandardized (b)	SE	Standardized (β)	t	Sig.
(Constant value)	0.920	0.100		8.615	0.000
Political system	0.134	0.023	0.325	6.810*	0.001
Regulatory system	0.072	0.053	0.243	2.312*	0.006
Media business system	0.063	0.054	0.241	2.420*	0.004
Media Ethics System	0.210	0.021	0.223	3.197*	0.002
R = 0. 716			Adjusted R ² = 0. 582		
R ² = 0.510			SE = 0.089		

* Statistical significance at the 0.05 level

DISCUSSION & CONCLUSION

Study, media management to create a peaceful society, the researcher has brought the important issues to discuss the results according to the research objectives as follows.

- 1) The management of mass media to create a peaceful society as a whole was found to be at a high level. When considering each aspect, it was found that freedom had the highest average, followed by inner peace, harmony, and justice, respectively. This may be due to the political system having a better direction. There is media oversight, and the media business system does not present issues that tend to cause controversy. and the media have more professional ethics, the management of the media should create a peaceful society at a high level. Consistent with the research results of Rattana Preedapak (2018), who studied the subject of guidelines for managing digital television stations during the transition to the digital television era. The study found that the media management of television stations in the digital era was at a high level.
- 2) Political system, regulatory system, media business system, and ethical system Influence the management of mass media to create a peaceful society at 58.3 percent. This may be caused by the political system in which the mass media does not interfere with the media, forcibly choosing sides, and taking advantage of the media. Regulatory factors include the effects of laws, media governance, and media business system factors related to media capitalists. that does not force the mass media to choose a side to present neutral news and that the mass media have ethics in the media profession, resulting in more management of the media to create a more peaceful society, in accordance with the findings of (Somdetch Rungsrissawat, 2016). The researcher, therefore, became aware of the problem of mass communication and considered the effectiveness of mass communication management for social peace and harmony in Thai society. The study found that the political system, the regulatory system, the media business system, and the ethical system influenced the effectiveness of media management.

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