

Independent Study Title Development of a Website for Organization Public
Relation: A Case Study of Tarzan Hut Paintball
Club, Chiang Mai

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ABSTRACT

Development of a Website for Public Relation : A Case Study of Tarzan Hut Paintball Club. The objective of this Independent Study is to study the public relation website development of the organization.

Methods of the study start from the study on the case study, analysis secondary sources, issue the questionnaire and design then evaluate. There are 20 people of target group. The method of evaluation is the collection a target group evaluation online via website www.tarzanhut.com to figure out the satisfactory user average.

The result indicates the PR content is in a good understanding level and satisfies. The aesthetic and the easiness of the website usage are in good satisfaction.

The result summarize that the Chiangmai Tarzan Hut paint ball website has passed the website development procedure for organize public relation. The website has its aesthetic, easy usage and effectively public relation the organization.