



# Service learning and digital content development to boost sales for small businesses inside and nearby the university: Empowering local communities

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## Abstract

This study aimed to conceptualize, create, and assess the efficacy of digital content disseminated through social media channels, aimed at bolstering sales for both local small businesses inside and nearby the university's vicinity, with a focus on the food and beverage sector. The method employed a service-learning paradigm, emphasizing experiential education that engages undergraduates in the practical application of their studies. The research objectives encompassed gauging participant perspectives on the produced social media content, appraising the quality of content and media delivery, as well as evaluating satisfaction levels within the sample group. Data collection focused on a purposive sample group, consisting of individuals who participated in the project for a minimum of one month and willingly provided input through the evaluation forms. This participant pool comprised 20 small business proprietors, 100 viewers who engaged with the digital content on social media, and 59 undergraduate students who were involved in project. Key findings underscored a pronounced demand among small business owners for the development of digital content. Researchers leveraged this information to orchestrate content creation and invited expert panels to evaluate its caliber. The content's quality garnered commendation as 'very good,' paralleled by an equally high evaluation of media presentation quality. Audience perception registered at the highest level, alongside a corresponding peak in their satisfaction levels. Small business owners reported marked satisfaction gains. Following a three-month circulation period of digital content via social media channels, sales for the small businesses exhibited a notable upswing of 65 percent.

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## Introduction

Modern communication affects individual's views and attitudes greatly because modern communication devices allow people to search for information and learn things by themselves instead of relying on others. Moreover, less interaction among people means that new generations of people lead a different way of life. The use of modern communication channels such as social media (Damjub, 2019) has gained attention from all parties because social media can offer all kinds of communication. Furthermore, the price of communication devices continues to decrease, resulting in more access to social media in a quick manner.

The COVID-19 pandemic (Thamwipat & Princhankol, 2021) started in December 2019 and the number of infections continued to rise over in the next two years. King Mongkut's University of Technology Thonburi (KMUTT) followed the rules and the regulations regarding the pandemic situation strictly (Office of Student Affairs KMUTT, 2022). Therefore, learning and activities were severely affected on campus for both students and university staff. Due to COVID-19, online learning was applied to most classes and this directly affected small businesses inside and outside the university, especially food and drink businesses

In order to help small businesses to gain income by promoting their products on social media and to allow students to practice as part of the ETM 358 Marketing Communication course in the second semester of the academic year 2021, the teaching staff from Department of Educational Communications and Technology (ECT Social Lab-Labs in community nearby KMUTT responsible by the department of Educational Communications and Technology), in the Faculty of Industrial Education and Technology used their knowledge and experience to design and develop digital contents on social media for small businesses inside and outside the university through a service learning approach (Thamwipat, 2019). Embedded within the university's core mission is the commitment to community service. In tandem with this mission, the university actively advocates for an engaged learning model, wherein instructors harness real-world community challenges as catalysts for learner engagement and knowledge acquisition. In this way, a Community - based learning approach or CBL is the most appropriate in this context because it allows students to deal with problems in their community through hypothesis, analysis and solution. Students learn their course contents and they put them

into practice simultaneously. They learn how to analyze and solve problems, how to think in different ways, including critical thinking, analytical thinking, synthesis, and creativity. In this study, the community was small business owners inside and nearby the university. The researchers used this approach so that students could apply their knowledge to design and develop digital contents to help small business owners of food and drink businesses, to promote their sales.

There are many of reasons why social media is an important marketing tool. First, it can spread information widely and it offers many types of media such as texts, images, and video clips. Second, it can bring people who share similar interests together to engage in conversations, discussions or activities. It also allows people who do not know each other to meet and enables friends who live far away to have more interaction. Therefore, social media is a good choice for digital content development. The social media platform chosen in this study was Facebook because it is the most popular platform in Thailand with over 47 million accounts making Thailand one of the top 20 countries in the world for Facebook usage (Kemp, 2020). Nowadays, digital content is part of daily life and it is likely to play an ever greater role in the future as access to mobile networks and the internet continues to expand. Consumers will consume less real content and more digital content (Ministry of Commerce, n.d.). Therefore, digital content is important for communication at the moment.

A considerable amount of research has been conducted into digital content development in Thailand. The focus of this research ranged from the use of content marketing to brands awareness (Wongriantong, 2011), the publicity for a mangrove development project in the Bang Khun Thian district (Tongsuk & Janepreditwong, 2015), the development of infographics on social media regarding the influence of advertising on the consumer response process (Chobdamrongtham, 2011) and the influence of online media on consumer behavior in a Bangkok bakery business (Makmaitree, 2015). However, to the researcher's knowledge, no studies have been conducted which applied a service learning approach to digital content development to promote sales for small businesses inside and nearby a university.

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## Literature Review

### *Digital Contents*

Digital content includes images, graphics and video clips. Nowadays, digital content is the primary method used

by business to attract attention from potential customers. The main functions of digital contents are to create credibility and offer value to the target audience. High-quality content is beneficial because it can be distributed to the target group to meet its demands of the target group (Bell, 2020).

### *Service Learning*

According to the vision of Thailand 4.0 calling for a shift from traditional economic model towards an innovation-driven society to promote wealth, stability and sustainability, the main mission of educational institutions is to produce high- quality graduates to meet this vision. Therefore, the instruction in higher education needs to be changed from the old paradigm towards a service learning model in which the learning serves the community and there is collaboration among three parties: higher education institutions, students and the community. The main goal is that students gain knowledge and experience from community-based work and thereby develop the capability to think, analyze and collaborate with others as well as the responsibility to address problems in the community (Na Sunthorn, 2018).

### *ADDIE Model*

The ADDIE model is a process to develop instruction from the first stage to the final stage. Many researchers have used this model in their research and courses because it can meet their needs. There are five stages: (1) Analysis, (2) Design, (3) Development, (4) Implementation and (5) Evaluation (Nichols & Greer, 2016). In this investigation, the researchers adopted the ADDIE model as the guiding framework for the design and development of digital content, aligning it with the unique parameters of this particular research endeavor.

### *Objectives*

1. To employ the ADDIE model for the strategic design and development of digital content on social media platforms, specifically tailored to enhance sales for local small businesses located both within and in close proximity to the university. This emphasis extends to businesses within the food and beverage sector. Additionally, the objective encompasses an evaluation of the quality of this content.

2. To evaluate the perception and satisfaction of the sample group regarding the developed digital contents.

3. To evaluate the learning achievement of undergraduate students studying under a service-learning approach

### *Research Hypotheses*

1. The quality of the developed digital contents would be at least at a good level.

2. The perception and the satisfaction of the sample group regarding the developed digital contents would be at least at a high level.

3. The learning achievement of undergraduate students would show that their average post-test score would show a statistically significant improvement in their average pot-test score compared to their pre-test score.

### *Expected Outcomes*

1. Digital contents for social media would be produced to promote sales for small businesses and it would be distributed on the ECT Social Lab Facebook page.

2. The course would be implemented through a service-learning approach as supported by the university.

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## *Methodology*

### *Research Scope*

The period for data collection from the population and the sample group was the second semester of the 2021 academic year between December 2021 and May 2022.

The population in this study was as follows:

1. 100 small business owners inside and nearby the university.

2. 160 people who viewed the digital contents on ECT Social Lab Facebook page.

3. 59 undergraduate students who studied the ETM 358 Marketing Communication course in the second semester of the 2021 academic year.

The sample group in this study consisted of purposively chosen members of the three population groups who had participated in the project for at least one month and were willing to fill out the evaluation forms. The sample group consisted of

1. 20 small business owners inside and nearby the university.

2. 100 people who viewed the digital contents on ECT Social Lab Facebook page.

3. 59 undergraduate students who ran the project

Experts were chosen using a purposive sampling method out of those who were qualified and willing to be on the expert panels. There were three expert panels, one for contents, one for media presentation, and one for measurement and evaluation. There were three experts on each panel.

## Research Tools

The tools employed in this study underwent evaluation through the judgment of three panels of experts. The inter-rater agreement, quantified through the Index of Congruence (IOC), surpassed the range of 0.70 to 1.00, denoting a substantial level of consensus among the experts. The utilized tools included:

1. survey on social media development
2. students-developed digital contents on social media to promote sales for small businesses inside and nearby the university
3. quality evaluation forms for contents and media presentation
4. perception evaluation form
5. satisfaction evaluation form
6. pre-test and post-test for evaluating learning achievement through service learning

## Data Analysis

To analyze the data from the evaluation forms, the following statistical methods were used: mean score, standard deviation and t-test. The data interpretation criteria were as follows (Sisa-ard, 2010).

- 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
- 1.00–1.50 means the lowest

## Results and Discussion

### Findings from the Survey on Social Media Development with Small Businesses

Table 1, presenting the result of a survey of small business owners regarding the digital content development project, found that the total average score for all items was 3.60 with a standard deviation of 1.35. Based on the data interpretation criteria, the total average score was at high. The top three items with the highest average scores were their willingness to participate in the digital content development project ( $\bar{x} = 4.65$ ,  $SD = 0.49$ ), the effect of the COVID-19 situation on their sales ( $\bar{x} = 4.00$ ,  $SD = 1.17$ ) and the benefit of the digital content development project to promote their sales ( $\bar{x} = 3.85$ ,  $SD = 0.75$ ).

After analyzing the survey results, the researchers designed and developed a course based on a service learning approach which incorporated the following steps (Table 2):

### Design and Development of Digital Contents

Table 2 presents the result of the students designed and developed 20 pieces of digital contents on social media to promote sales for small businesses inside and nearby the university as shown in Figure 1. They also performed two live broadcasts on ECT Social Lab Facebook page as shown in Figure 2.

**Table 1** Shows the average scores from small business owners

No.	Item	$\bar{x}$	$SD$
1	At what level does COVID-19 situation affect your sales?	4.00	1.17
2	At what level are you satisfied with your current sales?	1.90	0.97
3	At what level do you think that the digital content development project by students in the ETM358 Marketing Communication course would promote sales for small businesses inside and outside the university?	3.85	0.75
4	At what level are you willing to participate in the digital content development project to promote sales for small businesses inside and outside the university?	4.65	0.49
Total Average Score		3.60	1.35

**Table 2** Illustrating the 5 phase of the ADDIE model

Phase	Description
Phase 1 Analysis	This phase involved extensive survey research aimed at analyzing the prevailing issues and demands within the realm of public relations.
Phase 2 Design	In this phase, the scope of content was meticulously delineated, encompassing graphic elements and video clips. These concepts were concretized through the creation of storyboards.
Phase 3 Development	Employing software tools such as Adobe Illustrator for graphics and Adobe After Effects for video clips, multimedia components were meticulously developed. Following this, a panel of three experts engaged in the assessment of content and media presentation quality.
Phase 4 Implementation	The digital contents were disseminated across online platforms, prominently featuring the Facebook Fanpage.
Phase 5 Evaluation	This stage encompassed the assessment of participant perception and satisfaction within the sample group. Subsequently, the collected data underwent rigorous statistical analysis prior to the presentation of research findings.



**Figure 1** Showcase of the digital content creations crafted by learners (A) Online platforms, (B) Reels on IG, (C) Reels on TikTok



**Figure 2** Display of two live broadcasts, meticulously developed by learners (A) Program of Day 1, (B) Program of Day 2

### Findings from Quality Evaluation for Contents by the Expert Panel

Table 3 presents the result of the expert's content quality evaluations, the total average score was 4.75 with a standard deviation of 0.44. Based on the data interpretation criteria, the quality of contents was at very good. The items with the highest average score were the content is accurate and complete ( $\bar{x} = 5.00$ ,  $SD = 0.00$ ) and the scope of the contents is appropriate for publicity ( $\bar{x} = 5.00$ ,  $SD = 0.00$ ).

### Findings from Quality Evaluation for Media Presentation by the Expert Panel

Table 4 presents the result of the experts' media presentation quality evaluations, the total average score was 4.71 with a standard deviation of 0.46. Based on the data interpretation criteria, the quality of media presentation was at very good. The items with the highest average score were the scope of the contents in the media is appropriate for publicity ( $\bar{x} = 5.00$ ,  $SD = 0.00$ ), the sound quality is clear and good ( $\bar{x} = 5.00$ ,  $SD = 0.00$ ), and the content is presented in an interesting manner ( $\bar{x} = 5.00$ ,  $SD = 0.00$ ).

**Table 3** Shows the quality evaluation scores for the contents

No	Item	$\bar{x}$	$SD$
1	The content is accurate and complete.	5.00	0.00
2	The scope of the contents is appropriate for publicity.	5.00	0.00
3	The content is interesting.	4.67	0.58
4	The content is coherent.	4.33	0.58
5	The content is clear and easy to understand.	4.67	0.58
6	The language use in the contents is suitable.	4.67	0.58
7	The content is suitable for the target group.	4.67	0.58
8	The content is presented in an interesting manner.	5.00	0.00
Total Average Score		4.75	0.44



**Table 4** Shows the quality evaluation scores for media presentation

No	Item	$\bar{x}$	$SD$
1	The media is interesting.	4.33	0.58
2	The scope of the contents in the media is appropriate for publicity.	5.00	0.00
3	The image composition is appropriate.	4.67	0.58
4	The fonts are suitable and attractive.	4.67	0.58
5	The picture quality of the videos is good.	4.67	0.58
6	The sound quality is clear and good.	5.00	0.00
7	The duration of the presentation is suitable.	4.67	0.58
8	The language use is suitable.	4.67	0.58
Total Average Score		4.71	0.46

### Findings from Perception Evaluation by the Audience

Table 5 presents the result of the audience's perception evaluations, the total average score was 4.00 with a standard deviation of 0.66. Based on the data interpretation criteria, the overall perception was at the highest level. The item with the highest average score was Par drink stall sells chrysanthemum drinks, longan drinks, and roselle drinks ( $\bar{x} = 4.63$ ,  $SD = 0.62$ ). It was followed by Sriket fried banana stall is located near the entrance of the university ( $\bar{x} = 4.62$ ,  $SD = 0.63$ ).

### Findings from Satisfaction Evaluation of the Digital Contents on Social Media by the Audience

Table 6 presents the result of the audience's satisfaction evaluations, the total average score was 4.68 with a standard deviation of 0.58. Based on the data interpretation criteria, the overall satisfaction was at the highest level. It confirmed the research hypothesis. The categories with the highest average score were Presentation ( $\bar{x} = 4.68$ ,  $SD = 0.57$ ) and Overall Events ( $\bar{x} = 4.68$ ,  $SD = 0.57$ ).

**Table 5** Shows the perception evaluation scores by the audience

No	Item	$\bar{x}$	$SD$
1	You know that Nongpunch drink stall participates in all government money-saving schemes.	4.63	0.64
2	You know that Par drink stall sells chrysanthemum drink, lamyai drink and krajeep drink.	4.63	0.62
3	You know that Pom food stall is located in General Building 1 (N20).	4.60	0.67
4	You know that the price of noodles at Loong Nuad noodle stall is 30 Baht.	4.60	0.63
5	You know that the popular dishes at Ya Lamai food stall are green curry, maslan, red curry with pork and the like.	4.60	0.65
6	You know that the initial price of rice with side dish at Kaeng Pak Tai food stall is 25 Baht for 1 side dish.	4.63	0.63
7	You know that at pearl tea drink stall in Women's Dorm Building the price of pearl tea is 25 Baht and that tea without pearl is 20 Baht.	4.62	0.65
8	You know that the only place where you find desserts on campus is the dessert stall in Men's Dorm Building.	4.61	0.65
9	You know that Ping shop at the back of the university sells red pork and crispy pork.	4.58	0.70
10	You know that Jasmine Rice Bangmod stall participates in all government money-saving schemes.	4.58	0.68
11	You know that Jay Yok Hat Yai fried chicken shop is located near the entrance of the university.	4.58	0.70
12	You know that Kin Buan Ting shop is located near the entrance of the university.	4.60	0.69
13	You know that Mukdara family stall is located in Men's Dorm Building.	4.58	0.65
14	You know that Chicky Chick shop sells spaghetti dishes such as mixed seafood, dry bacon and tomato sauce.	4.63	0.64
15	You know that Made Meal stall is located in Men's Dorm Building.	4.57	0.69
16	You know that Sriket fried banana stall is located near the entrance of the university.	4.63	0.63
17	You know that King Kong steak shop offers online application service.	4.56	0.68
18	You know that the popular dishes at Moo and Kai shop are Korean style fried pork, barbecue chicken salad, and Japanese style chicken curry.	4.60	0.66
19	You know that Wipawan drink stall is located in Men's Dorm Building.	4.59	0.65
20	You know that Tod stall near the entrance of the university sells in the morning only.	4.60	0.65
Total Average Score		4.60	0.66

**Table 6** Shows the satisfaction evaluation scores by the audience

No	Item	$\bar{x}$	$SD$
Contents			
1	The content aligns with the objectives of the project.	4.69	0.56
2	The content of the project is accurate.	4.69	0.55
3	The content is presented in a good sequence.	4.63	0.64
4	The content is clear and easy to understand.	4.67	0.58
5	The content is suitable for the target audience.	4.68	0.58
Average Score		4.67	0.57
Presentation			
1	The presentation method of the contents is suitable and in a good sequence.	4.65	0.60
2	The presentation is clear.	4.67	0.57
3	The presentation is interesting.	4.67	0.59
4	The presentation of contents aligns with the project.	4.71	0.56
5	The sound is clear and of good quality.	4.67	0.61
Average Score		4.68	0.59
Media			
1	The media is interesting.	4.71	0.53
2	The scope of the contents is suitable for publicity.	4.66	0.57
3	The fonts are suitable and attractive.	4.69	0.57
4	The duration of the media is suitable.	4.66	0.60
5	The language use is suitable.	4.69	0.57
Average Score		4.68	0.57
Overall Events			
1	The duration of the events is suitable.	4.71	0.53
2	The publicity is widely seen.	4.66	0.57
3	The events are organized in a good sequence.	4.67	0.59
4	The events are well prepared.	4.73	0.52
5	You get what you expect from the events.	4.66	0.62
Average Score		4.68	0.57
Total Average Score		4.68	0.58

### *Findings from Satisfaction Evaluation of Digital Contents on Social Media by Small Business Owners*

Table 7 presents the result of the small business owners' satisfaction evaluations, the total average score was 4.01 with a standard deviation of 0.93. Based on the data interpretation criteria, the satisfaction was at a high level. The item with the highest average score was that the small business owners would like this project to continue in order to promote sales for small businesses

inside and outside the university ( $\bar{x} = 4.75$ ,  $SD = 0.55$ ). It was followed by the item that the publicity format is interesting and modern ( $\bar{x} = 4.25$ ,  $SD = 0.64$ ).

Upon the culmination of the production phase for digital content, the researchers proceeded to quantify the learning outcomes achieved by the students, as delineated in the ensuing table.

Findings from Evaluation of Learning Achievement through Service Learning

**Table 7** Shows the satisfaction evaluation scores by small business owners.

No	Item	$\bar{x}$	$SD$
1	After the distribution of video clips, many students know about your business.	3.30	0.80
2	The publicity is suitable for the audience.	3.90	1.07
3	The publicity format is interesting and modern.	4.25	0.64
4	The general public can participate in the project.	3.85	0.88
5	You would like this project to continue in order to promote sales for small businesses inside and outside the university.	4.75	0.55
Total Average Score		4.01	0.93

**Table 8** presents the result of the evaluation of learning achievement, the average pre-test score of students in the ETM358 Marketing Communication course was 54.58 out of 100 with a standard deviation of 11.04 and that the average post-test score after learning through service learning approach was 83.47 out of 100 points with standard deviation of 8.16. When the difference between the average pre-test and post-test scores was calculated, it was found that there was a statistically significant difference ( $p < .05$ ). In other words, students who studied the ETM358 Marketing Communication course through a service learning approach showed a significantly higher average post-test score compared to their average pre-test as shown the process through which students engage in learning via a service-learning approach as shown in **Figure 3**.

This study was about the development of digital content for social media to promote sales for small businesses inside and nearby the university. The researchers designed and developed 20 pieces of digital contents on social media for small business owners and broadcast live two times on ECT Social Lab Facebook page. This content aimed to increase the businesses brand's awareness and credibility while building trust in the audience, resulting in a higher level of satisfaction (Kemp, 2020). The quality evaluation by the expert panels showed that the quality of the contents was very good ( $\bar{x} = 4.75$ ,  $SD = 0.44$ ) and the quality of the media presentation was also very good ( $\bar{x} = 4.71$ ,  $SD = 0.46$ ). This is because the researchers applied graphic design principles (Vaso, 2015) to choose appropriate combinations of colors and suitable technique to compelling images for the online audience (Wongriantong, 2013). This result aligns with previous research such as the development of content set

and activity for public relations focusing on participation in the video clip contest project titled in "The Scholarship for Children, Funding for the Future" in that the quality of contents was very good ( $\bar{x} = 4.75$ ,  $SD = 0.44$ ) and that the quality of media presentation was very good ( $\bar{x} = 4.63$ ,  $SD = 0.54$ ), confirming the research hypothesis. (Kongsuwan et al., 2021)

Based on the outcomes derived from the evaluations of audience perception and satisfaction, both facets demonstrated an apex level of attainment (mean = 4.60,  $SD = 0.66$  for perception; mean = 4.68,  $SD = 0.58$  for satisfaction). These findings mirror analogous high-rated perception and satisfaction evaluations observed in recent studies such as Chuayboonchom et al.'s, 2018 exploration of social media content development for Thai PBS, as well as the investigation by Thamwipat & Princhanol (2021) on social media content development for small businesses navigating the challenges posed by the COVID-19 pandemic. The landscape of public relations has been significantly transformed by the integration of social media, a versatile tool empowering professionals to access a broader audience, monitor campaign success, and preemptively manage potential crises or concerns. Skillful manipulation of social media platforms has enabled PR experts to effectively accomplish their objectives (Kowalenko, 2022). Within Thailand, the widespread adoption of social media is evident, with an estimated 52.25 million users constituting approximately 72.8 percent of the population, particularly concentrated among individuals aged 18 and above, characterized by an 84.8 percent adoption rate. Thai users allocate an average of 2 hours and 44 minutes per day to social media engagement. Gender parity is notable in usage patterns.

**Table 8** Shows the pre-test and post-test scores of the students.

Test	Full Score	N	$\bar{x}$	$\bar{x}$ percentage	SD	t-test	p value
Pre-Test	100	59	54.58	54.58	11.04	19.67*	.00
Post-Test	100	59	83.47	83.47	8.16		

Note: \* $p < .05$ .



**Figure 3** Illustrates the process through which students engage in learning via a service-learning approach (A) Day 1 (B) Day 2



Notably, the most favored social media platforms among Thai users, ranked from highest to lowest usage, are Facebook (91%), LINE (90.7%), Facebook Messenger (80.8%), TikTok (78.2%), and Instagram (66.4%) (Insightera, 2023). This extensive utilization of social media underscores why the researchers strategically selected Facebook pages as the primary communication and public relations channels for engaging the target audience. While other online platforms, such as Instagram and TikTok, serve as supplementary channels, Facebook takes precedence due to its widespread popularity and impact.

With regards to the learning achievement of undergraduate students who learned through the service learning approach, it was found that students in the ETM350 Marketing Communication course showed significantly higher ( $p < .05$ ) average post-test score than their average pre-test score. Konwar (2022) and Thamwipat and Princhankol (2021) state that to increase the academic achievement of students, schools should provide better environment to improve student's study habits. In this study, the researchers applied service learning (Thamwipat, 2019) which is an active learning approach which King Mongkut's University of Technology Thonburi supports along with Community-Based Learning, which allows students to deal with problems in their community through hypothesis, analysis and solution. Students learn their course contents and they put it into practice simultaneously. In this study, the community was the small business owners who were affected by the COVID-19 situation. The learning achievement of students in this study is similar to the findings of Sohsawaeng et al., 2020 who reported that the sample group showed a significant increasing their learning achievement after studying with a service learning approach. Others researchers (Karim et al., 2022) found that the attitude of the students toward the social media platforms as pedagogical tools is encouraging and positive. Therefore, the use of an active learning approach, particularly the service learning approach, should involve social media as part of learning tools to gain attention from students. Having diligently applied the service learning approach in pedagogy for a span exceeding 10 years, we, as researchers, have consistently witnessed notable enhancements in students' learning outcomes. This can be attributed to the deliberate inclusion of projects within courses that underscore the fusion of academic insights with practical professional exposure within the discipline. This integration stands as a central facet of project-oriented coursework. This approach affords students invaluable occasions for hands-on training, meticulous review, and the subsequent refinement of their skill set. The outcome is an empowered student body that can effectively channel their

existing competencies to make substantive contributions to the local community.

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## Conclusion and Recommendation

In this study, undergraduate students designed and developed digital content for social Media to promote small food and drink business within and nearby a Thai university. Expert panels evaluated the quality of both the content and the media presentation as very good. Audience perception and satisfaction were both at the highest level, and the satisfaction of the business owners was high. Finally, the learning achievement of the students showed a significant improvement, with their average post-test scores being significantly higher than their average pre-test scores.

A prospective avenue for future research lies in the realm of integrating communication activities through game-based approaches, coupled with the development of digital content aimed at augmenting sales for local businesses situated both within and in close proximity to the university. This proposition stems from the prevailing circumstances, where Thai universities have reinstated conventional teaching and learning practices. Given this backdrop, there emerges a compelling rationale for nurturing the adoption of vibrant and interactive learning methodologies, with a particular focus on experiential learning. Consequently, delving into the efficacy of this amalgamation, which marries game-based communication strategies with the creation of digital content, holds the potential to unveil optimal strategies for actively engaging students while simultaneously contributing to the advancement of neighboring small enterprises. This research pursuit aligns seamlessly with the ongoing commitment to invigorating active learning approaches, thereby enhancing students' educational journeys within the evolving educational landscape.

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## Conflict of Interest

The authors declare that they have no conflicts of interest.

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