Sarawut Akapin 2009: Web Portal Design of Land Classification Subdivision, Technology of Surveying and Mapping Development Division, Land Development Department. Master of Arts (Social Development), Major Field: Social Development, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Anongnart Srivihok, Ph.D. 162 pages.

The objectives of the study were to design the Web Portal of Land Classification Subdivision, Technology of Surveying and Mapping Development Division, Land Development Department and to evaluate this web portal by user satisfaction. Users can use web portal to get information of history, missions, officers, land classification, research and development of land classification, mapping standards, Land Development Office and Land Development Station, surveying service, activity, news, web link, search engine, and site map. The second objective was to study the internet user satisfaction from Web Portal Design of Land Classification Subdivision in four aspects: contents, design techniqus, accessibility, and usefulness. The sample of government officials and government officers in Land Development Department center including 20 programmers, 20 designers, and 40 end users. The statistical analysis used for data analysis were descriptive data analysis including percentages and averages.

The study found that 1) Web Portal designed in this study provided information as proposed in the objectives. Further, web portal allowed the users to communicate and ask for any questions in webboard or by e-mail. Users could communicate directly to web master or use webboard to share ideas, give opinions and interface with others. Moreover, it provided links to related governmental websites in order to allow users find the information easily and quickly. The directory of web portal would give information for all users to know how to classify each land uses. 2) The satisfaction study from Web Portal Design sample of 3 user groups. The Web Portal was rated at good level for all four aspacts: 1. contents ($\bar{x}$ = 3.90): however, information is needed to be updated and to be understandability clearly, 2. design technique ($\bar{x}$ = 3.98): sizes and colors of fonts should be improved and easy to be read, background and illustrations should be in attractive format, 3. accessibility ($\bar{x}$ = 4.03): the security of information should be improved and protected for illegal usages, and 4. usefulness ($\bar{x}$ = 3.74): add new information and promote web site to public.

_____   _____   ___ / ___ / ___
Student's signature   Thesis Advisor's signature