

very successful. 52 percent said it was somewhat successful. Twenty people have also stated that the use of the new media is not sufficient for the public relations work within the SLT. Twenty-five percent of respondents said they were aware of the use of new media to manage public relations. Twenty-one people are represented there. A number responded that they were moderate.

Conclusion

The study summarized that the use of new media elements for the business sector can maintain a positive public relation. It is an ideal medium for popularity in business. New media can be used to make organizing something easier and content can be used to keep the customer's attention.

Social Utilization The power relationship can be identified by the new media as not only the most appropriate medium for the dissemination of knowledge and information. New media is a formal communication strategy that can be adapted to the time. It can also be concluded that the current institutional and internal public relations are maintained in a more orderly manner.

In this research, it was revealed that the new media methods could be used in institutional structures as a method of public relations. But as a developing country, it is important to understand that in Sri Lanka there are problems that cannot be achieved. The reasons for this must be investigated on the part of the customer as well as the employee.

- A. Lack of English language skills
- B. Lack of technical knowledge
- C. Visiting technical equipment and Lack of computer literacy

For these reasons, a general knowledge of modern technology can be identified as a compulsory factor. This is because this knowledge is necessary to move in proportion with the developed countries. Even today love is intertwined with new media. A mobile phone that connects to a Facebook page using a modern device can end a marriage. This means that new media is an indispensable tool in the future.

Key words: *Customer, New media, Public Relations, Businesses, Customer*

Reference

- Frolova, S., The role of advertising in promoting a product, https://www.theseus.fi/bitstream/handle/10024/80777/Frolova_Svetlana.pdf
- Diedrick, B., Public Relations – An Essential Part of Your Marketing Plan, <https://www.business2community.com/public-relations/public-relations-essential-part-marketing-plan-01934279>