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RESEARCH ARTICLE

HYPER ENGINEERING COMMUNICATION SKILLS WITH PECHA KUCHA TECHNIQUE FOR HIGHLY QUALITY GRADUATE ATTRIBUTES

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Abstract

Stakeholders in business programs, particularly marketing programs, emphasize the importance of communication skills. Graduates should develop communication skills so that they can be productive employees at work and communicate their ideas effectively to clients. Despite of the significance of being able to communicate effectively for professional graduates, there is little reference to the development of these skills in the current graduate attributes of many universities. This study was carried out to examine students experience on Pecha Kucha technique used for presenting their assignment presentation. A total of 52 students from Retail Management class have participated in the survey distributed from April to May 2022. Majority of students strongly agree that Pecha Kucha technique helped them to improve presentation skills, increase understanding on the subject also encourage more cooperative learning. It was discovered that critical thinking skills were enhanced among students while they preparing for the presentation.

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Introduction:-

According to the Malaysia Job Street survey in 2013, employers are dissatisfied with the quality of fresh graduates in Malaysia (Jobstreet, 2021). The poor ratings were not generally associated with their academic qualifications, but the poor attitude and communication skills shown during interviews or in the workplace. In some companies, graduates were asked to do a presentation during the job screening process. Some university students find presenting outside or inside the classroom difficult. There is a lack of confidence among students when presenting to large groups of people. Students often find the experience of presenting to be stressful and they feel nervous and apprehensive when it comes to giving an oral presentation (Muthusamy, 2019).

As suggested by Murugaiah (2016), the most common way to present content verbally is to use Microsoft Office PowerPoint. However, presenting using PowerPoint has its limitations such as difficult to concentrate on main points, students always reading from wordy slides, and often running out of time. As an alternative to the time-consuming traditional presentations with text-heavy slides, Pecha Kucha has emerged as a result of the creative use of PowerPoint (Klentzin, Paladino, Johnston & Devine, 2015; Robinson, 2010).

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Pecha Kucha

Pecha Kucha is known as a 20x20 presentation format, the slide shows 20 images, with the time given only 20 seconds for each slide. It's non-stop and you've got 400 seconds to tell your story, with visuals guiding the way (pechakucha.com). Pecha Kucha was created in Japan in 2003 by renowned architects, Astrid Klein and Mark Dytham. The word "Pecha Kucha" is Japanese for "chit chat." Table 1 lists the advantages of Pecha Kucha from students' perspectives.

Table 1:- Advantages of Pecha Kucha Technique.

The Advantages of Pecha Kucha	Advantages
	<ol style="list-style-type: none"> 1. The presentation is well planned. 2. Pecha Kucha encourages students to practice more before a presentation. 3. The information explained is clear and straight to the point due to the limited time of presentation. 4. The audience pays more attention with the 20 seconds per slide presentation. 5. The presentation slide is more appealing since the use of sentences is very minimal with more graphic/ pictures. 6. Pecha Kucha helps the students focus only on the key points while the normal presentation with no time limits sometimes allows them to talk out of the key points. 7. Pecha Kucha presentation promotes discussion at the end of the presentation session. 8. Presentation helps students in improving their skills in presentation.

Source: Solusia, Fannil Kher and Rani (2019)

Meanwhile, disadvantage of Pecha Kucha as described by Reynolds (2012) includes the time constraint of 20 seconds per slide, where the students often find it hard to pick the right words to describe the slides. A similar claim is made that Pecha Kucha requires students to practice and rehearse for a long time prior to presenting. Even though we see the two factors explained above as the two disadvantages of Pecha Kucha, they can be seen as an advantage if these practices are able to reduce the number of mistakes that are commonly made when delivering traditional presentations.

Graduate attributes are defined by the Australian Technology Network (Bowden, Hart, King, Trigwell & Watts, 2000) as the qualities, skills and understandings a university community agrees its students would desirably develop during their time at the institution and consequently shape the contribution they are able to make to their profession and as a citizen. Sometimes referred to as generic skills, transferable skills, core skills, soft skills, graduate capabilities, work-ready skills and key skills, graduate attributes are no longer seen as being independent of discipline knowledge because they interact with discipline knowledge. Student taking the Retail Management course must be able to present clearly and confidently to a large variety of audiences, which is Communication Skill level 3 as specified in the Graduate Attributes of the University of Teknologi Malaysia.

The purpose of this study is to examine the effectiveness of Pecha Kucha techniques in improving communication skills through presentation. This study employed a descriptive method that aims to describe the effectiveness of the Pecha Kucha technique in learning activities in Retail Management course, which is a 3 credit course. The survey was distributed after the final presentation of report in class. The research was conducted from April to May 2022 with the third-semester students as the research subjects. There were 52 students participated in this survey.

Literature Review:-

Communication Skills in Graduate Employability

It was found by Erni, Husna, Astri, Heng, and Khairul (2019) that Malaysian graduates lacked 21st-century skills. Malaysian education quality has been rated poorly by the Program for International Student Assessment (PISA) according to Cheong, Leong, and Hii (2019). According to the JobStreet.com survey, a larger number of fresh graduates have "poor" rather than "good" grades; as a result of the lack of employability skills in the soft skills development field, graduates are less prepared to be employed. Governments and industries are increasingly concerned about the quality of graduates that higher education institutions produce, and this would be a major issue for all higher education institutions around the world. Upon graduation from universities, employers have a number

of expectations about the skills a graduate will possess when they start their careers. It was found in the research by Afifah and Razli (2019) that graduates in Malaysia apparently do not possess the appropriate combination of good qualifications coupled with the ability to demonstrate a high level of soft skills to meet the needs of employers. As a matter of fact, employers have identified various shortcomings in graduates' skills and attributes on a variety of aspects (Brenda Ping Ping Yong, & Ying-Leh Ling, 2022) although here was a positive correlation between critical thinking skills and interpersonal skills among Malaysian employers, leadership skills and technology skills ranked lower on employers' lists. There are ten soft skills that are commonly sought by Malaysian employers, those being integrity, willingness to learn, communication skills, initiative, achievement orientation, teamwork skills, interpersonal skills, flexibility, a positive mindset, and a high self-esteem. Succi and Canovi's (2019) found that communication skills ranked top three in the graduate's category. As part of a recent systematic literature review conducted by Mainga W., et.al., (2022) the authors found that communication skills and teamwork/dynamics were identified as the most important skills while personal qualities are the most important attributes, they sought in prospective graduate students. Communication skills in oral communication are defined as skills of interacting, presenting, and conducting meetings in an effective manner (Coffelt, T. A et.al., 2019). As Hinai, M. R. A et.al., (2020), point out in their study, that the effects of entrepreneurial skills, innovation skills, communication skills, networking skills, teamwork skills, and thinking styles will reflect the character of students, the passion they have, their qualities, and their weaknesses. In this essence, the Ministry of Higher Education recognized how significant soft skills are to the workplace, and it devised a program for soft skills development in higher education institutions. A major component of this program is the development of communication skills, teamwork, critical thinking, lifelong learning, entrepreneurship, ethics and morals, management and leadership skills.

It is widely accepted that English plays a major role in employability. English language is actively used for business communication in Malaysia, especially in the private sector. The Malaysian government and higher education institutions have made a number of attempts in order to produce graduates who are proficient in English, but there is still a perception that there is a mismatch between these educational objectives and employers' expectations in the field of language proficiency. A lack of good English communication skills has been expressed by employers as a concern regarding graduates today who are reported as lacking these skills. Literature has shown that soft skills play a vital role in hiring decisions, and our findings reinforce this prediction. Moreover, in a study conducted by Zainuddin, S.Z.B et.al, (2019), it has been shown that both employers and employees agree that good grammar and a wide range of vocabulary should be emphasized in the interview process. The same thing can be said about the desired qualities in certain contexts, such as a Master's program in Information Technology, among which are problem-solving skills, teamwork skills, and communication skills. In order for a graduate to be employed in your company, they need a set of competencies that they deem necessary. Among the most frequently mentioned characteristics, based on the results of interviews conducted with 120 companies, were the ability to program, the willingness to learn new things, and the ability to communicate effectively (Per Lauvas et.al, 2021). As part of good communication skills, employers in Malaysia expect their employees to possess a high level of accuracy when it comes to both their oral and written communication (Noor Amiera Roslee&Lilisuriani Abdul Latif, 2020). Since English is one of the most essential skills for improving employability and enhancing students' capabilities, initiatives to increase English levels among Malaysian students must continue to be taken to improve their employability. In view of the above, it is demonstrated that soft skills are essential to attain and to enhance their employability. Due to the skills gap that graduates have, there is a large spread of unemployment among them. This failure of HE systems to produce highly qualified graduates in the past has contributed to the work providers continuing to recruit highly skilled workers overseas as a result of the shortfall in the HE system.dd literature review here (10 font)

Pecha Kucha: An Insight

Known as "Pecha Kucha" by Warmuth and Caple (2022), it is a Japanese word for informal conversation that means "chit chat" or "chatter" (Morrow, Shipley & Kelly, 2018; Liao MK et.al, 2020). Rincon et al. (2018) defined Pecha Kucha as a systematic, innovative method of presenting information in higher education that is structured in an informal and simple way to captivate the audience and grab their attention. It is one of the most innovative and creative formats available where the presentation is conducted using novel PowerPoint style in which the content information is organized systematically and projected for 20 seconds on each slide (Shrivastava & Shrivastava, 2022; Liao MK et.al, 2020). It consists of 20 slides that are presented for 20 seconds each, with the presenter speaking for the duration of the presentation. Using this technique, presenters deliver their content over 20 slides that run automatically for 20 seconds in PowerPoint (PPT). Hence, it is referred to as a 20 X 20 presentation (C. AragonésJerico et.al, 2023; Asgher, T. et.al, 2023). Approximately 6 minutes and 40 seconds are needed for this

innovative Powerpoint presentation. Photo, image, or graphics are often used in the presentation, while text usage is often limited, thus ensuring a clear and quick flow of information. This method requires synthesizing the information and thinking about the most important ideas, in order to convey them simply, attractively, creatively, impactfully and briefly (C. AragonésJericó et.al, 2023). This method of presenting can be used to engage students, instructors, and other presenters in a more vivid and engaging way (Osman Solmoz, 2019; Asri Ruhaya, 2023, Ashger et.al, 2023). Pecha Kucha allows for an interactive and engaging presentation format, where the presenter is able to go into greater depth on the topic being discussed. It also allows for a more interactive audience, as the presenter is able to take questions during the presentation. This can lead to a more engaging and informative lecture, as the presenter can answer questions as they come up. In addition, the Pecha Kucha technique can be used to improve speaking skills as an alternative method and is a way of presenting for a large audience in a short period of time. Currently, Pecha Kucha is one of the most popular presentation methods in the world. Academicians have also widely used Pecha Kucha to teach presentations as an alternative mode of instruction (Ridzky Firmansyah Fahmi & Ida Widia, 2021).

The Use of Pecha Kucha in Higher Education

As an alternative to traditional PPT presentations, the technique has become increasingly popular in university-level classes in order to develop learner presentations, minimize the drawbacks of traditional presentations, and create opportunities for self-reliance and autonomy among learners. The use of Pecha Kucha in higher education is becoming increasingly popular as it allows for an enhanced learning experience. It can be used in lectures, seminars, and other educational settings. It is particularly useful in classrooms, as it allows for a more interactive lecture and more engagement from students. It can also be used to deliver research presentations, seminars, and other educational activities. As the use of Pecha Kucha in higher education is growing, it allows for a more dynamic and capable to engage students in a variety of educational activities, as well as provide a more interactive way to deliver lectures and seminars and is a great way to engage students and instructors in a more vivid way (García-Sánchez,S, 2022).

There is a plethora of studies in literature which are concerned with investigating the impact of integrating Pecha Kucha into the teaching and learning context on improving students' speaking proficiency. For instance, researchers have found that learners have positive attitudes toward Pecha Kucha (PK) usage in higher education settings (Mabuan, 2017; Osman Solmaz, 2019). A number of learning outcomes were positive as a result of the PK technique, such as improved speaking (Colombi, 2017) and fluency (Zharkynbekova, Zhussupova, &Suleimenova, 2017), opportunities for additional language practice (Setberth Jonas Haramba et.at., 2023), improvements in presentation skills (Nguyen, 2015), and reduced anxiety associated with public speaking (Coşkun, 2017). Its fast-paced rigorous format was criticized for sometimes creating pressure on learners, in addition to its identified advantages (Ruiz, 2016). In terms of its simplicity and fun, Pecha Kucha is a very effective method. Pecha Kucha encourages students to present ideas in an informal manner. Pecha Kucha also has the peculiar rule that slides should only contain images. In other words, text cannot be dominant thereby it forces the audience to concentrate exclusively on the presenter's speech for key details (Asri Ruhaya Sari, 2023). A study carried out by Rokhaniyah (2021) revealed that Pecha Kucha was a more effective teaching aid than traditional PowerPoint slides as it decreased lethargy caused by complex PowerPoint slides (Ramos-Rincón et al., 2018; Asri Ruhaya; 2023). However, Liao MK et al. (2020) asserted in their study that traditional and Pecha Kucha formats differ primarily in terms of audience engagement in terms of learning experiences. Specifically, the focus on prioritizing presentation material that can be delivered effectively under the time constraints of the Pecha Kucha format. Additionally, it promotes their visual design literacy while building oral communication skills as well as increasing their motivation in the learning process (Belmamoune, S., & Gasmi, M., 2020).Add hypothesis development (10 font)

Methods:-

A total of 52 students from Retail Management class have participated in the survey distributed from April to May 2022.This study adapted purposive sampling by selecting the Bachelor of Marketing students who enroll in the Retail Management subject due to the fact that this subject assess communication skill. The questionnaires were distributed online using google form platform. The descriptive analysis were carried out and data was presented in percentage. Questions were adapted from Solman (2019) so as to adjust to the subjects nature.

Results and Discussion:-

The results show that learning activities using Pecha Kucha could improve students' speaking skills and self-confidence. By means of Pecha Kucha technique students were trained to summarize information and present it effectively in limited time. Learning to speak became more fun and students realized the importance of choosing the right word to speak effectively. The least popular items receive less than 70% of the votes, including Pecha Kucha which promoted better understanding of the retail subject I presented, improved my English speaking and presentation skills, and contributed to the development of confidence. For other items, majority of the respondents vote strongly agreed to the statements (refer Table 2)

Figure 1:- How Pecha Kucha Improve Students’ Presentations Skills.

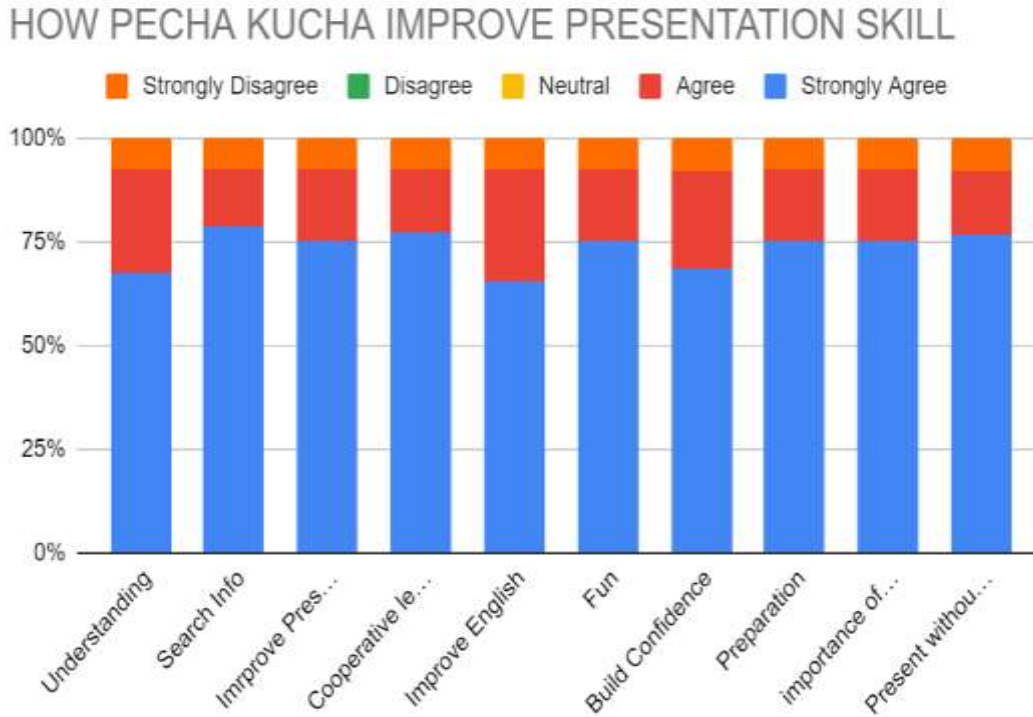


Table 2:- How Pecha Kucha Improve Communication Skills.

How Pecha Kucha Technique Improve Communication Skills	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%	Strongly Disagree	%
Pecha Kucha [improved my understanding of the retail subject that i presented.]	35	67	13	25	0	0	0	0	4	8
Pecha Kucha [encouraged me to find more information on the subject.]	41	79	7	13	0	0	0	0	4	8
Pecha Kucha [were an effective tool to help in improving presentation.]	39	75	9	17	0	0	0	0	4	8
Pecha Kucha [encouraged cooperative learning (learning with peers).]	40	77	8	15	0	0	0	0	4	8
Pecha Kucha [improved my English speaking and presentation skills.]	34	65	14	27	0	0	0	0	4	8
Pecha Kucha [provided a fun learning environment.]	39	75	9	17	0	0	0	0	4	8

Pecha Kucha [helped in build confidence while presenting.]	35	67	12	23	0	0	0	0	4	8
Pecha Kucha [made me prepare myself for each presentation.]	39	75	9	17	0	0	0	0	4	8
Pecha Kucha [created awareness on the importance of preparation before doing any presentation.]	39	75	9	17	0	0	0	0	4	8
Pecha Kucha [taught me to present without too much relying on text in the slides.]	39	75	8	15	0	0	0	0	4	8

Student's comments

The survey included a section with open-ended questions. This section was optional for the students. Here are some of the comments found in this study:

What do you like about Pecha Kucha oral presentations in this class?

Managing our script so that we focus on the main point of the topic.

It can train my speaking and presentation skills with creatively.

Save time, not so boring

An effective presentation because less words used and simple presentation to understand.

the slides are more attractive with more pictures.

Deliver my message in the best, short and optimum notes.

Simple and accurate information.

It's fun and can see everyone's creativity.

Fun and challenging

Improve my speech

I got new experience and improve my presentation skills. Besides, encourage me to find important point.

Point out the important point.

It is interesting.

Can enhance our presentation skills and speaking skills.

It makes me more confident to present without reading the slides or text because it is based on picture only and just focus about the main point of the slide

Present the best part in about the topic, make it short but informative.

Unique presentation because it has a limit time.

Help students to deliver important message in short time.

When asked on whether this technique improve their presentation skills, majority of the students agreed that Pecha Kucha technique helped them to improve presentation skills and increase confidence while presenting. It was found that majority of students commented time and lack of flexibility as the drawback of this technique.

Conclusion:-

As a whole, students tend to have positive attitudes and views towards the use of the Pecha Kucha format in general. However, time constraints and lack of flexibility were reported as drawbacks, despite students reporting that they enjoyed creating and presenting using this format. Pecha Kucha presentation method is recommended for individual project presentation due to its format that will increase students' skills of presenting ideas, solutions and proposal.

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