

Communication Techniques and Public Speaking to Improve the Skills of Youth Cadets in Cupak Village, Jombang

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Abstract

Communication techniques are one of the abilities that a person needs to have. Good and correct communication skills can be useful in every aspect of life, both social and professional. Ignorance and anxiety in communicating will cause big problems, especially for beginners in public speaking. The purpose of the study was to improve the skills of adolescent cadets in Cupak village, Jombang in communicating and public speaking as well as knowledge to become a provision to become a tour guide. The method is divided into several stages, namely survey, socialization, training, and mentoring. The results obtained were that the youth of The Cupak village cadets, Jombang, were enthusiastic about the communication and public speaking activities. This enthusiasm was marked by the large number of participants who attended from the beginning to the end of the activities held. The conclusion obtained is that the youth of the Cupak village cadets, Jombang, need communication and public speaking techniques to increase their potential and village tourism through becoming a tour guide to attract investors.

Keywords: *Communication Techniques; Public Speaking; Youth Organization*

A. Introduction

Communication techniques are one of the abilities that a person needs to have. Good and correct communication skills can be useful in every aspect of life, both social and professional. Ignorance and anxiety in communicating will cause big problems, especially for beginners. Communication is one of the basic process skills that every student should have. These basic skills can be grown, trained, and even developed through learning activities in schools. The ability to communicate is also an important component in soft skills, namely intrapersonal abilities that complement academic skills that will determine a person's life success (Andre, 2016).

The lack of ability to communicate and cooperate between generations is the reason for the large number of young women who are left behind in obtaining information. This is a challenge for us to improve our communication and public speaking skills as well as knowledge to become a provision that can be used as a provision in the future. Burhanudin (2016) and Fitrananda, Anisyahrini, & Iqbal (2018) agree with the statement that learning is needed that can provide good communication skills. A good learning process is proven to improve communication skills. This ability can allow a person to speak in context, values, and goals, especially in the field they are engaged in public speaking.

Public speaking is an individual's ability to communicate by conveying messages, information, and ideas that the audience needs to know. Not only that, but it also helps individuals to understand their position and understand their purpose in public speaking. Unfortunately, public speaking is something that the younger generation is afraid of. Meanwhile, the younger generation is an asset to Indonesia's future. This is a golden opportunity for the younger generation, or what we often call the millennial generation, to enter the developing world. The millennium is one of the keys to success for the Indonesian nation in the future.

Cupak Village is located in Ngusikan District, Jombang Regency. The village resulting from the expansion of Kudu sub-district is located in the northern part of Jombang Regency with Mojokerto Regency and Lamongan Regency. At the opening ceremony of the Community Service Accounting Study Program (Matching Fund Kedaireka 2022) of the Faculty of Economics and Business, University of August 17, 1945, Surabaya, Winarsono as the Head of Cupak Village said, Cupak is a remote village of eleven villages in the Ngusikan district area, has three hamlets, namely Cupak, Asemgede, and chrome. In 2016, Cupak Village was designated as a Family Planning Village (KB) by the Jombang Regency Government, because this village has population innovations that have been carried out by local residents for a long time. The purpose of this study is to answer the problem that occurs in Cupak village, Jombang in increasing the existing potential. Aiming to improve the skills of adolescent cadets in Cupak village, Jombang in communicating and speaking in public as well as knowledge to become a provision to become a tour guide.

Communication sounds easy to do and everyone assumes that they can do it. But what kind of communication is considered effective communication. Any daily communication activity is usually unstructured, so the role of the communicator overlaps. It also results in the meaning of the communication carried out. Communication is generally defined as the activity of exchanging opinions, or relationships between people, both individuals and groups. Human communication is a process of forming meaning between two or more people. From this statement, communication is related to the meaning that can be obtained between the parties who communicate.

Communication is the delivery of information and understanding from a person to another person (Syaiful, 2016). Communication will be successful if mutual understanding arises, that is, if both parties, the sender and the recipient of the information can understand it. This does not mean that both parties must agree on an idea, but what is important is that both parties both understand the idea. It is in these circumstances that it can only be said that communication has worked well (communicatively). Raja (2013) explains that communication has the following elements:

1. Source, The source is the basis used in the delivery of the message and is used in order to reinforce the message itself. Sources can be people, institutions, books, documents, and others.
2. Communicators, A communicator is any person or group that conveys communication messages as a process. The communicator can be the communicant and vice versa, the communicant can be the communicator.

3. Message , The message is the whole dri of what the communicator conveys. The core of the message becomes a direction in an effort to try to change the attitude and behavior of communicants.
4. Channels , A channel is a medium of messaging. Communication media can be mass media, print media, radio, television, film, and others.
5. Effect, Effect is the end result of communication, that is, the attitude and behavior of people, according to or not according to the desired.

Public speaking as an art of public speaking is more widely known technically. Such speaking skills are often found in communication practices such as speech. Historically, actually in the times of ancient Greece and Rome, public speaking played an important role in the field of education and civic life. Even scientifically, public speaking was studied long before in the time of Aristotle (3rd year B.C.) and the reign of Rome— Cicero.

Furthermore, in Wrench, Goding, Johnson, & Attias (2012) presents public speaking as follows:

"Public speaking, as its name implies, is a way of making your ideas public—of sharing them with other people and of influencing other people."

"Public speaking is a vital means of civic engagement. It is a way to express your ideas and to have an impact on issues that matter in society. As a form of empowerment, it can—and often does—make a difference. Public speaking offers you an opportunity to make a difference in something you care about very much."

Everyone is indeed capable of speaking but only some are able to concoct words into a beautiful language and can attract the public to hear them. So, in simple terms, public speaking means the ability to speak by doing language "games" in front of an audience.

According to Akin & Kunzman (2012)) the public speaking technique is a step or method that is done so that the speaker can do public speaking well. There are 3 main parts in the Public Speaking technique, namely: Take Off/ Opening, Fly / Content or material, and Landing / Closing.

The terms Take Off, Fly, and Landing are taken from the stages of an aircraft in traveling. An aircraft has the most accidents during Take Off and Landing. Although it also exists at the time of Fly. If an aircraft has an accident and the error is serious at the time of Take Off, then the fate of the entire crew does not survive. Likewise, during Landing, although the aircraft managed to take off and fly but failed during landing, the flight crew also did not survive. Unlike the case when flying, aircraft in general are relatively easy to control and can even be activated by the Auto-Pilot function.

This is an exception to certain conditions that occur when the aircraft is flying. Likewise with Public Speaking, the opening and closing moments are very important. If a Public Speaking speaker fails at the opening, the audience will not declare what the speaker said at a later time and the audience will get nothing. And if it fails at the time of closing then the audience also cannot take the points conveyed, the audience also does not get anything.

The technique of conducting public speaking in general can be divided into 3 stages that must be mastered by the speaker, namely a good opening full of surprises and a positive spirit will attract the attention of the audience centered on the speaker. The content of the material is the main key to doing public speaking, namely the delivery of information. The closing is the culmination of the end of public speaking so that it must leave a good impression on the audience.

B. Methods

Communication technique and public speaking assistance for cadets was held in Cupak Village, Ngusikan District, Jombang Regency, East Java. Cupak Village is the result of a split from Kudu district which is located in the northern part of Jombang Regency which is directly adjacent to Mojokerto Regency and Lamongan Regency. According to data recorded in January 2022 on the website of the Kelurahan and Kelurahan Information System of the Ministry of Home Affairs, Cupak Village has a population of 964 people with a productive working age (18-56 years) of around 452 people. Cupak Village itself has a variety of potentials both food, art, and tourism that can be used to attract investors.

In the Kedaireka 2022 Matching Fund program implemented by the Accounting Study Program, Faculty of Economics and Business, University of August 17, 1945, Surabaya has one of the Work Programs, namely Communication and Public Speaking Training and Assistance in Cupak Village, Jombang. Where the first thing the communication team does is to provide theoretical training on the importance of communication skills and provide an overview of how to do the right communication and public speaking to the cadets of Cupak Village as the frontline in developing potential and attracting investors. Furthermore, the Communication Team provided assistance with public speaking of cadet corals in Cupak Village, with the aim of the Communication Team knowing and getting to know the cadet corals in Cupak. The last step, the team provides assistance in introducing and teaching communication and public speaking techniques in a professional but simple and easy-to-understand manner for cadets. Of course, this activity cannot be done only once, but can be done for several meetings.

C. Results and Discussion

The matching fund community service activities held by Kedaireka in 2022 obtained by the accounting study program from the faculty of economics and business at the University of August 17, 1945 Surabaya (Untag Surabaya) began its implementation from August to

December. The work program engaged in communication and public speaking activities will be carried out from August to October 2022. It has two purposes including:

1. To provide education and skills for cadets in mastering communication.
2. To provide communication knowledge to be a provision to become a tour guide.

The implementation of this activity is expected that residents, especially the cadets of Cupak village, Jombang, can be empowered to have sustainable capabilities after the completion of the matching fund work program is completed in the field of communication.

The stages of implementing communication activities are divided into several methods. First, survey the readiness of cadet corals. Second, theoretical socialization in the field of communication to cadets. Third, training in the field of communication. The four post-training assistance in the field of communication in the hope that it can be sustainable.



Picture 1. Communication Team Project

Before the Communication Skills Training Work Program for Cadets to Attract Investors and Become a Tour Guide was implemented, socialization was carried out related to the work program. Then the event began with remarks from Winarsono as the Head of Cupak Village, then by the Dean of the Faculty of Economics and Business, University of August 17, 1945, Surabaya, Dr. H. Slamet Riyadi, M.Sc., Ak., CA and Chairman of the Kedaireka 2022 Matching Fund Supervisor of the Accounting Study Program, Prof. Dr. Tri Ratnawati, Ak., MS., CA., CPA and each PIC (Person In Charge) who is responsible for the work program so that it goes according to plan. After the remarks, it was continued with the opening of the Communication work program with PIC by the Head of the Accounting Study Program Dra. Cholis Hidayati, MBA., Ak., CA., CPAI. The presentation of the material lasted for approximately 30 minutes then continued with a discussion session related to the problems faced by residents and cadets of Cupak village, Jombang in the field of communication which aimed to attract investors from outside.

Cupak village cadets, Jombang as the frontline in becoming a tour guide and attracting investors through communication skills. They have not realized the importance of communication and public speaking skills. For the first activity in this work program, namely providing training to the cadets of Cupak village, Jombang as the main actor related to the potential of the village. Communication and public speaking skills are carried out to present information about how to communicate, speak, and choose a language. After the first training, the residents of Cupak Village began to realize and be interested in the application of communication and public speaking. However, there are obstacles faced,

the residents of Cupak Village still have difficulties in using language. Because cadets mostly use Javanese as a language that is used daily.

In improving communication and public speaking in Cusak Village, direct assistance by students is needed. Assistance is done to cadets as presenters. Assistance is carried out by providing guidance in communicating and public speaking well. With the obstacles faced by SMEs, students continue to provide intensive assistance. Gradually, the residents of Cupak Village began to understand and practice how to become presenters and tour guides in order to attract investors so as to develop the potential of the tourism village.

The inaugural activity started from the presentation of material by resource persons who are experts in the field of communication and public speaking. For approximately 30 minutes, the material was delivered straightforwardly in a simple language style so that it could be absorbed quickly by the cadet reef. Slide after slide is delivered interspersed with questions so that the audience can understand the content. The resource person equipped the slides with an attractive appearance, full of images and colors. The use of words / sentences is reduced so that it is not only fixed forward but is able to build relationships with cadets through eye contact.

It took the first 10 minutes to attract the interest and attention of the cadets to be willing to look ahead to the material. Because large audiences tend to cause crowds, the source inserts humor or occasionally raises voice intonation or repeats questions. This method is considered effective to direct the audience back to concentrate on the material presented. After the situation is resolved, the overall material is conveyed thoroughly and well.

The following is a brief overview of the provision of material through lectures and presentations. Starting with a basic understanding of public speaking, there are at least three inherent goals, namely:

- a. To inform
- b. To persuade, and
- c. To entertain

Then, the material continues on to the perpetrator of the public speaking itself. It turns out that not everyone is able to appear as a public speaker. This is because public speaking is not something that already exists (innately) but a skill. This gives reason that public speaking skills are obtained through a continuous process of practice after practice until successfully performing in public.

It is interesting to note that the fear of practicing public speaking is also known as glossophobia where a person's biggest fear when doing public speaking is nervousness.' The illness of nervousness—if left unchecked—will erode a person's self-confidence.

Based on this material, the resource person took the initiative to invite several students to introduce themselves in front of their friends in a flexible (not rigid) way.

In the first minutes, nervousness was heard from the somewhat trembling tone, the position of the body that moved a lot, and some even made no sound at all because they were confused about what to say.

Finally, the interviewee tried the easiest way to deal with the initial nervousness. One way is to ask the participants standing in front to take a slow deep breath for a few seconds. Actually, this technique is a basic breathing technique that is needed for various activities other than public speaking, such as singing. Taking a breath from the stomach undoubtedly helps the lung cavity open wider so that oxygen can flow better.

Furthermore, the resource person asked participants to learn to practice the correct and appropriate posture (gesture). This is necessary to support the confidence of the public speaker and also a good impression to be seen from the audience's side. First: a good posture is to stand

upright with a straight back (not slouching). Participants are asked to puff up the chest so that the spine will be straight by itself. Once observed, some participants looked 'timid' for the exercise.



Picture 2. Public Speaking Tutor Picture



Picture 3. Event at the village hall

At the end of the practice, the resource persons provided an opportunity for all participants who were ready to accept the challenge. Participants are given diverse presentation topics that must be delivered to the audience. The audience will judge which participants are able to do public speaking well. The provision of materials and practice skills from public speaking is useful for the audience to train self-confidence and further develop in the future in the work program of communication and public speaking skills training for cadets to attract investors and become a tour guide.

D. Conclusion

In overcoming the problem of low ability to communicate and public speaking, the matching fund team of the Faculty of Economics and Business, University of 17 August 1945 Surabaya, an accounting study program held in Cupak village, Jombang, held training activities on techniques and strategies in communication and public speaking so that they understood and could practice these activities well and confidently.

They have the theoretical and practical provisions of good communication and public speaking. The improvement of communicative competence and public speaking intelligently, correctly, and with quality towards youth cadets in Cupak village, Jombang shows the success of this training activity. Speaking is one of the active skills in language. In addition to participants understanding the theoretical speaking skills obtained from this training, they are expected to practice and practice it often so that they can become tour guides so that they can add value to the potential of Cupak village, Jombang by attracting investors.

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