

Development of Communication Skills of Students of Bina Kreatif Broadcasting Vocational High School Medan Through Public Speaking Learning

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ABSTRACT

With his public speaking skills, he will be seen as a qualified person. Because Public Speaking is not only needed by those who work as public speakers such as teachers or lecturers. But also by those who have the need to intersect and communicate with many people. If he does not have a good ability to communicate with others, it will certainly interfere with the things that are done. This research uses a Descriptive Method with a Qualitative approach, because the data to be collected is empirical data, namely facts in the field. The descriptive method in this study aims to describe the condition of the Public Speaking skills of Bina Kreatif Medan Broadcasting Vocational School students, the methods and materials used, and describe the development of students' Public Speaking skills at Bina Kreatif Medan Broadcasting Vocational School. Researchers conducted interview techniques to obtain data from the Development of Communication Skills of Bina Kreatif Medan Broadcasting Vocational School Students through Public Speaking Learning. Based on the results of interviews conducted by researchers with Sir Efendi Syahputra, S.Kom M.I.Kom, Sir M. Syuaib Ambarita, S. Pd, Sir Wahyudi Hidayat, S.Kom M.I.Kom (SMK BBC MEDAN) The importance of public speaking skills is very absolute. This ability underlies everyone's success in various fields.

keyword: Public Speaking, learning, skill



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1. INTRODUCTION

Currently, Public Speaking is one of the soft skills that must be possessed by an individual. With the ability in public speaking, one will be seen as a person of quality. Public speaking is not only required by those who work as public speakers such as teachers or lecturers but also by those who need to interact and communicate with many people. If they do not have good communication skills, it will certainly interfere with the tasks they are working on.

According to David Zarefsky (Yanti, 2017:9), Public Speaking is a communication process where the message is repeatedly conveyed between the speaker and the listener. Public speaking skills in students can be seen from their ability to perform presentations, use gestures (body movements), concentration skills, ability to handle nervousness and stage fright, having a wide vocabulary, and the ability to manage emotions such as fear, panic, and anxiety (Khoriroh, 2018). Not all students have good public speaking skills, for example, when speaking in front of many people.

Speaking in front of many people is not an easy task because most people experience anxiety as a physiological and psychological response. The physiological responses include cold fingers, rapid heartbeat, cold sweat, dizziness, and shortness of breath, while the psychological responses include fear, difficulty concentrating, pessimism, and worry (Bukhori, 2016:159). The ability to speak in front of many people requires great self-confidence.

SMK Broadcasting Bina Kreatif is one of the schools that is expected to produce high-quality students. Students must be ready to blend in with society and become good public speakers. This is because it cannot be denied that most of the society perceives that students from SMK Broadcasting Bina Kreatif are knowledgeable in public speaking. Therefore, when they need a host or MC, they will trust and choose students from SMK Broadcasting Bina Kreatif Medan.

Public speaking is one of the challenges and problems faced by most new students at SMK Broadcasting Bina Kreatif Medan. There are several underlying factors, including lack of self-confidence and lack of communication skills. Self-confidence is one of the important requirements that students must have to become good public speakers.

Continuous training and development are necessary steps to support the success of public speaking for the students of SMK Broadcasting Bina Kreatif as the younger generation. The approach to develop public speaking skills from an early age includes activities that can improve communication skills, such as training in speaking skills, understanding the material, handling stage fright, mastering the stage, and understanding the audience. Therefore, one of the ways to develop the public speaking skills of students at SMK Broadcasting Bina Kreatif Medan is through these efforts.

Public speaking, or speaking in front of an audience, is a skill that should not only be possessed by leaders but by all community leaders. The ability to speak in public, if used strategically, can be said to have the power to change the world.

Adolf Hitler, for example, was a world figure who was very skilled at public speaking. Many sources state that the Third Reich was not a military expert, a strategist, an economist, and even not a soldier, but every line of his dramatic speeches could make the entire German population at the time submit and do anything for him, including trying to conquer the world through aggression and violence.

Public speaking is used for various ambitious purposes. The spread of religion is one example that can be easily observed. Figures such as Prophets and Messengers often used preaching or sermons, which are forms of public speaking activities.

On a more micro level, yet still highly relevant, in the workplace, public speaking is one of the most important skills in advancing in a career. Employees with public speaking skills have the characteristics of a leader and tend to be trusted by their superiors and colleagues. The ability to control a crowd or the public can become a very valuable asset for both commercial and non-commercial purposes of a company or organization.

Self-confidence does not arise by itself but is developed through good and continuous social interaction. Ways to build self-confidence include giving presentations or engaging in class discussions, as well as participating in activities such as joining school organizations like the Student Council (OSIS) and similar groups.

Self-confidence and active participation in organizations affect a person's ability in public speaking. Based on the above background, the researcher is interested in conducting this study because, first, it is rarely researched in other departments; second, it is related to student psychology, which is important to study due to the many related cases; and third, teachers need to understand students' psychological and mental conditions to avoid misunderstandings during the learning process.

Based on the explanation of the problems above, to determine the extent of the influence of self-confidence and student activity on public speaking skills, the researcher is interested in conducting a study entitled: "Development of Communication Skills of Students at SMK Broadcasting Bina Kreatif Medan Through Public Speaking Learning." The author focuses on the issue of how to develop the communication skills of students at SMK Broadcasting Bina Kreatif Medan through public speaking learning.

2. LITERATURE REVIEW

2.1 Interpersonal Communication

Interpersonal communication is communication that takes place between two or more people face-to-face. For example, a conversation between two people who know each other and accidentally meet. This conversation takes place spontaneously and unplanned. Examples of interpersonal communication are two friends who pour out their hearts to each other, arguments between neighbors, banter between brothers and sisters, conversations between lecturers and students during thesis guidance, dialogue between doctors and patients, and so on.

2.2. Development

According to the Big Indonesian Dictionary (KBBI), development is the process, method, action of developing. in the General Indonesian Dictionary by WJS Poerwadarminta, that development is the act of making increased, perfect changes (mind, knowledge and so on).

2.3. Skills

Skill is the ability to do something well, quickly, and precisely. Open. Skills can be achieved or improved by practicing actions continuously.

2.4. Communicate

Communicating is an activity of conveying information, be it messages. Ideas, and ideas, from one party to another that is done directly or indirectly.

2.5. Vocational High School

Vocational High School (SMK) is a form of education unit whose orientation is to provide students with provisions to enter the middle-level workforce and continue their education to a level that is in accordance with their specialization (vocational).

Vocational education provides a form of talent development, basic education skills and habits that lead to the world of work which is seen as a skill training. Students will be prepared to enter competition in the world of work. Learning activities do not only occur at school, but industrial practice activities in the real world of work are emphasized to gain and improve work experience in the competitive world of work.

2.6. Learning

Learning is the process of interaction of learners with educators and learning resources in a learning environment. Learning is assistance provided by educators so that the process of acquiring knowledge and knowledge, mastering skills and habits, and forming attitudes and beliefs in students can occur. In other words, learning is a process to help learners to learn well.

2.7. Public Speaking

Public Speaking is an art of communicating orally to convey ideas, ideas, messages and opinions that aim to inform, entertain, influence and are done in front of an audience with certain methods and structures.

Public Speaking as the art of public speaking is more widely known technically, these speaking skills are often found in the practice of communication practices such as speeches. Historically, in ancient Greece and Rome, public speaking played an important role in education and civic life. Even scientifically during the time of Aristotle (3 BC) and the Roman Empire.

2.8 Public Speaking Terms

Public and Speaking, Public means crowd, general public, and people, while Speaking means to speak. Merriam-Webster Dictionary defines public speaking as "The act or skill of speaking to a usually large group of people". Public Speaking is the act or skill of speaking to a large group of people. The term Public Speaking in the Big Indonesian Dictionary (KBBI), perhaps because it is still difficult to find a translation. The term equivalent to public speaking in the KBBI is "speech", which is "the expression of thoughts in the form of words addressed to a large audience". Public Speaking is a skill that can be trained, practiced, and utilized to provide benefits according to the needs of the audience, including to convey information, motivate, persuade and influence others, achieve mutual understanding and agreement, achieve promotions, direct the work of staff, increase product sales / business profits and share one's knowledge.

The purpose of Public Speaking is inseparable from the purpose of communication, which is to convey messages or ideas to the public with appropriate methods so that the public can understand the message or idea, and then benefit from the message. In connection with this, a public speaker is required to be able to choose the right method to convey his message.

Whether we realize it or not, we often do public speaking in our daily lives, even by students. Expressing opinions in meetings, telling stories to friends around, and presentations in front of the class are a few examples of the application of public speaking.

Noise in Public Speaking, in the communication process often the meaning of the message sent by the sender of the message is not the same as the meaning of the message that has been received by the recipient of the message. This is due to 'noise' (physical interference, semantic problems, cultural differences, etc.) that can change the meaning of the message. A person with good public speaking skills is a person who is able to deliver a message to a large number of people, but the message can reach the recipient of the message in accordance with what is intended to be conveyed. Public Speaking is not an ability that we can learn without enough practice. To be able to develop our public speaking skills well, we need high 'flying hours' in public speaking.

3. RESEARCH METHODS

This research uses the Descriptive Method with a Qualitative approach, as the data to be collected is empirical data, which consists of facts in the field. The purpose of the descriptive method in this study is to describe the condition of public speaking skills of students at SMK Broadcasting Bina Kreatif Medan, the methods and materials used, and to describe the development of students' public speaking skills at SMK Broadcasting Bina Kreatif Medan. According to Koentjaraningrat (1993: 89), qualitative research is a research design that has three formats. These three formats include descriptive research, verification, and Grounded Research. Qualitative research is one of the research methods more suitable for studies that are unstructured. Since it is unstructured, this design can be used to assist in research. According to Saryono, the qualitative research method is not only used to investigate, discover, and describe the object being studied, but it can also be used to explain or write about the uniqueness of social influences, which are then explained and measured using a quantitative approach. The use of informants for the researcher is to obtain information in a relatively short time, but with deeper and more detailed results. The technique for selecting research subjects as informants in this descriptive qualitative research uses the Purposive Sampling technique, choosing informants who are considered knowledgeable and trustworthy to become reliable data sources and have a deep understanding of the research. This study uses the qualitative data analysis technique proposed by Miles and Huberman. They state that qualitative data analysis is done interactively and continuously at each stage of the research until it is completed. Bogdan and Biklen (1982) in their book state that qualitative data analysis is the process of working with data, organizing data, sorting it into manageable units, synthesizing it, finding and identifying patterns, determining what is important and what is to be learned, and deciding what can be shared with others (Mamik, 2015: 135).

The research location is the place or object where the research will be conducted. The research location is located at Jl. Bhayangkara No. 368, Indra Kasih, Medan Tembung District, Medan City, North Sumatra. The research will be conducted from February 29, 2024, to February 30, 2024.

4. RESULTS AND DISCUSSION

4.1 Results

Informant Data

Data from the results of researchers obtained through interviews and documentation. In this section, interviews were conducted with 3 informants who were considered to have representation and competence in the object of research.

Table 4.1. Informan Penelitian

NO	NAME	JOB
1	Efendi Syahputra, S.Kom M.I.Kom	Head of School SMK BBC Medan
2	M. Syuaib Ambarita, S. Pd	Teacher SMK BBC Medan
3	Wahyudi Hidayat, S.Kom M.i,Kom	Teacher SMK BBC Medan

Source: Research Results 2024

The researcher conducted interviews to obtain data on the development of communication skills in students of the SMK Broadcasting Bina Creative Medan through Public Speaking lessons. Based on the interviews conducted by the researcher with Sir Efendi Syahputra, S.Kom M.I.Kom, Sir M. Syuaib Ambarita, S.Pd, and Sir Wahyudi Hidayat, S.Kom M.I.Kom (SMK BBC MEDAN).

According to Sir Efendi Syahputra, S.Kom M.I.Kom, at 1:00 PM at SMK BBC, he stated that confidence when speaking in front of an audience is one of the indicators of success in Public Speaking. Demonstrating confidence in front of the public also adds a great impression in the eyes of the audience. For example, the Proclaimer of Indonesia's Independence, Ir. Soekarno, appeared firm, brave, and loud when delivering his political speech in front of millions of people. Anyone who heard it would be swept away by the content and message he conveyed. Confidence also significantly impacts the audience's ability to understand the clarity of the speaker's message. However, can everyone be confident when speaking in front of many people? Sometimes, we are faced with situations where we must speak in front of a large audience, whether it is prepared or not. Nervousness or lack of confidence suddenly arises in our minds and emotions. This feeling gradually makes us more panicked, unsettled, and unfocused as we prepare for Public Speaking.

Psychologically, confidence is defined as belief in oneself, allowing one to handle situations calmly. Confidence is closely related to one's relationship with others. It means not feeling inferior in front of anyone and not feeling awkward when facing a large group of people. Confidence is an attitude where one can accept reality, develop self-awareness, think positively, be independent, and have the ability to achieve whatever one desires.

The first thing to prepare when doing Public Speaking is to build self-awareness by thinking positively. This means analyzing and identifying one's capabilities and limitations in facing the current situation realistically. For example, a speaker must be aware and honest about the situation they are going to face, such as the target audience and the material to be delivered. Then, thinking positively before and while on stage will help maintain calm and focus on the message being conveyed. Ultimately, the task of a public speaker is to ensure that the audience understands what was just discussed in the session.

In Public Speaking, someone who is afraid may appear nervous, panicked, cold, pale, and confused in front of the audience. This is often caused by speakers breathing shallowly or half-heartedly with chest breathing as a reflex response to fear. Logically, chest breathing does not maximize oxygen intake because organs like the intestines and stomach cover the lungs. Worse, oxygen may not reach the brain, causing confusion in thinking. Start by breathing deeply through your nose and using diaphragmatic breathing.

Finally, try to dress attractively when doing Public Speaking. Attractive does not mean wearing expensive or trendy clothes, but dressing appropriately according to the speaker's personality and the situation. Whether formal or informal, dressing attractively boosts confidence and influences the audience's interest.

Public Speaking is an important skill for many professions, especially for students preparing for their careers. The ability to communicate ideas, research, or work effectively in front of an audience is beneficial not only in the classroom but also in the professional world. Developing strong public speaking skills will help students become more confident and comfortable speaking in front of many people, which will assist them in securing internships, jobs, leading meetings, and making presentations. This skill is also crucial for helping them develop important communication skills and critical thinking skills for success in their future endeavors.

Understanding the audience is essential before preparing your message. Consider who the message is directed to and the theme or topic of the presentation. Are you presenting to an individual or a group? Identifying the public speaking style will help in structuring the presentation and determining the speaking style. You might not need to be formal to make jokes if the presentation is casual, but a more serious approach is needed when presenting to important figures like professors, as in a thesis presentation.

Continuous practice is very important, as without effort, commitment, and constant rehearsal, details for the presentation will be missed. With practice, mistakes or shortcomings can be detected, helping you feel more confident and less nervous about speaking in public.

Recording yourself during practice is also beneficial. It may feel awkward, but recording yourself can help you assess your performance or get feedback from others. It allows you to review your body language, tone, and breath control during the presentation.

Preparing presentation materials well is crucial. It is more professional not to read extensively during the presentation, so notes should be minimal. According to Pacific College, effective organization is a lifesaver if mistakes occur during Public Speaking. With well-organized notes, the chances of losing track or forgetting something are reduced.

Make sure to understand what you are presenting. This will help you be more confident during the presentation, as understanding the material ensures you can easily recall what to say during Public Speaking. The audience can tell if you don't understand what you are presenting.

Be confident and avoid filler words like "uh" or "um". Speak clearly and with confidence. One of the biggest distractions for the audience is when a speaker repeatedly uses these filler words. Practice silence if you feel tempted to use them.

Pay attention to body language. Maintaining proper posture is essential since non-verbal communication is just as important as verbal communication. Preparing an excellent presentation is futile if your posture and body movements are off. Poor posture can suggest a lack of confidence. Gestures like putting hands in pockets or crossing arms can make you seem impolite. Facial expressions are equally important. To relieve tension, start your presentation with a smile and maintain eye contact with the audience to seem more confident and engaging. Avoid looking down or staring at the ceiling.

According to Sir M. Syuaib Ambarita, S.Pd, at 2:00 PM at SMK BBC, he emphasized that speaking clearly and convincingly in a language the audience understands is crucial. If you want to speak with empathy, you must speak clearly and with conviction, using all your body elements to reinforce the message. The language used should be simple and understandable. If unfamiliar terms are necessary, ensure to explain them so the audience comprehends your message.

Link the information you present to the audience's needs. Understand what topics resonate with them, and during your presentation, show how the topic is relevant to them. Provide real-life examples that match their situation, demonstrating how your information can impact their lives. Using a compelling story can stir emotions and make the message more relatable.

Be genuine in your empathy. Empathy must be backed by sincerity. Without sincerity, empathy won't succeed. Show your sincerity through your speech, eye contact, expressions, and body language. If your intentions are pure, sincerity will shine through.

This simple explanation shows how to inspire an audience through empathy. In my opinion, the audience must also practice empathy when listening to public speakers. By doing so, the knowledge or information shared by the public speaker becomes beneficial for both the speaker and the audience, fostering equality in public speaking.

Throughout history, the ability to speak in public has captivated audiences, with extraordinary speakers influencing millions through their speeches. Public Speaking is crucial for effectively communicating your message and becoming a leader. It is important to know how to strengthen your opinion, whether you aim to win something or improve your argument. Although public speaking is vital for students to improve their communication skills, many young people are hesitant or afraid of it. This is why practicing public speaking skills is crucial. We are discussing valuable tips to enhance public speaking skills among students at SMK BBC Medan.

The Importance of Public Speaking Skills: Public Speaking is a form of communication that is both essential and intimidating. Having public speaking skills is key to workplace success. Some children are confident speaking in public, while others are anxious. Benefits such as improved communication skills, self-esteem, experience, and persuasive power can be gained through public speaking. Learning public speaking at a young age is an effective way to develop these skills for adulthood.

Tips for Improving Public Speaking Skills: As with many things, developing public speaking skills early in school is key to success in various life aspects. It boosts confidence, articulation, and effective communication. Practice is essential for public speaking. Having an audience is important. When children are enthusiastic about speaking, gather friends or peers for them to practice with. Let them know that practice enhances their ability to think critically and improve their presentations. Through mock presentation sessions, they will learn to face a crowd with confidence.

Show them the power of listening. One of the most effective ways to acquire a skill is by learning from experts. Parents should introduce their children to public events with prominent speakers or encourage them to listen to quality speeches online. When your child attempts to communicate, your behavior as a parent is key in showing them the importance of listening.

Maintain Good Body Language: The power of positive thinking significantly impacts the success of your child's communication by boosting their confidence. Negative thinking can hinder their confidence and block their actual potential. Use affirmations and visualization techniques to enhance their confidence before a speech or presentation.

Storytelling in Speeches: Including small stories in speeches captures the audience's attention, as stories

have a unique ability to engage listeners. You don't need to be an expert storyteller for children; even everyday stories can be impactful. Encourage your child to read many stories, as bedtime stories can be particularly helpful in enhancing public speaking skills. Help them link reading, thinking, and personal stories to their speeches.

4.2 Discussion

Focus More on the Topic: Often, people focus on others' opinions rather than the topic of conversation, which can make their delivery ineffective. This can distract the audience from your message and shift the focus to your anxiety instead. Therefore, motivate your child to concentrate on the subject and express their interest in it so that it benefits your audience in achieving their goals. By focusing on delivering value to your audience, your anxiety will fade, and your child's confidence will grow as they realize the impact they have on others.

Making Eye Contact: One important tip for improving public speaking skills in children is maintaining eye contact. Good eye contact while speaking makes people feel special, which improves public speaking skills. Instead of instructing the child to sweep their gaze horizontally, encourage them to make eye contact randomly, making it look more natural. When it becomes difficult to focus individually on each person, mentally divide the audience into smaller groups. This way, when one person in a group is observed, everyone in that group will feel as though they are being looked at. Take advantage of every opportunity to motivate your children to use every chance they have to speak in public, and school is an ideal place for this. We believe in empowering students to speak in public and providing a supportive environment through communicative classrooms and various speech competitions.

Can Students Have a Positive Attitude Toward Public Speaking? According to Sir Wahyudi Hidayat, S.Kom M.I.Kom, at 3:00 PM on a sunny afternoon at SMK BBC, he stated that Giving Appreciation for Student Achievements in the learning process, besides delivering material, teachers or educators will certainly give assignments or exams to students to assess how well they understand a subject. In this regard, teachers should not forget to give appreciation to students when they perform well on tasks or exams. Teachers can give grades, praise, or encouraging words. This way, students will feel that their efforts are appreciated and become more enthusiastic about continuing their learning.

Students who frequently receive appreciation from their teachers will grow with more positive energy. Their confidence will gradually increase, and their creative and innovative spirit will also develop fully. Additionally, because they are used to being noticed and appreciated, students will develop a habit of being more mindful of their surroundings.

Teaching the Right Way to Deliver a Message: When a teacher wants to stop students from doing something, it's better to avoid using words like "don't" or "shouldn't." As educators, we can find alternative words that are more positive. For example, instead of saying "Don't cheat," we can say, "Please do your tasks independently so that you can master the material more quickly." Moreover, make sure to deliver such messages in a kind way, without hurting the student's feelings. The way teachers deliver messages will be more easily accepted and followed by students. Furthermore, indirectly, we have taught students how to maintain and respect others' feelings.

Applying Positive Discipline to Students: Positive discipline is an effort to build discipline in students without the need for violence or threats. We can teach students to nurture a sense of responsibility and understand the consequences (the effects) of their actions. By doing so, students will learn to make better decisions before taking action.

Building a Helping-Hand Attitude: Though it may seem simple, the attitude of helping others doesn't emerge on its own. To cultivate this attitude, teaching and practice in the surrounding environment are necessary. Therefore, it is essential for teachers to teach a sense of responsibility to students. There are many ways to do this, especially in the school environment. For example, holding community service activities to clean classrooms or the school grounds. In modern times like these, as teachers, we can also teach students to do online donation activities. Additionally, we can teach students to help classmates who may be facing threats or bullying in school. The spirit of helping others, taught from an early age, can make students more considerate of their environment and develop a high sense of empathy.

Supporting Students to Learn Public Speaking: At SMK BBC Medan or in my class, usually before starting a public speaking lesson, I ask students to take turns reading prayers in front of the class, and from there, I begin or train students at SMK BBC Medan to practice public speaking and train them to overcome their shyness in front of their peers so that in the future, they will not feel nervous when speaking in public. They are already mentally trained at school to overcome nervousness while speaking in front of an audience. Afterward, I teach public speaking materials to the students and once they understand the concepts, I immediately let them practice in front of the class or even outside the class. This way, public speaking lessons are not dull or repetitive. I also train students with breathing exercises, from the abdomen to the lungs, and I demonstrate it. As a result, students at SMK BBC Medan quickly understand the material and practice. I hope that public speaking education can be more widespread, and every school should have public speaking lessons or extracurricular activities so that students, especially in Medan, are well-equipped for the future.

5. CONCLUSION

The importance of public speaking skills is absolute. This ability underlies the success of everyone in various fields. A public speaker with his role as a provider of influence and benefits for the listeners is required to appear convincing. All his words, appearance, and behavior can be an inspiration for the listeners. For this reason, the element of communication motivation must be inherent in a Public Speaker to avoid worries that make him doubt his abilities. The composure of a Public Speaker is determined by the perfection of his preparation. Then every implementation process is carried out systematically. So, a Public Speaker will get success if he has successfully carried out his strategy and applied effective communication techniques. These strategies and techniques are implemented before speaking, while speaking, after speaking, and during the process of repeating activities at the next opportunity.

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