



Public Speaking Skills to Increase the Self-Confidence of Communication Science Students, Faculty of Social, Law and Political Sciences, Yogyakarta State University (FISHIPOL UNY) Facing Sustainable Development

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Abstract. This article motivates Communication Science Students at Yogyakarta State University to understand the importance of having public speaking skills. Mastery of public speaking increases self-confidence, whereas lack of mastery of it reduces self-confidence. Recognition of one's potential is needed in public speaking, including mastery of verbal and non-verbal communication. This article aims to find out the reasons for mastering public speaking skills, to welcome sustainable development. How much do students understand about public speaking techniques, as well as public speaking ethics. The next aim of this article is to find out the obstacles that UNY communication science students encounter in the field when practicing public speaking skills. The method used is descriptive qualitative by taking sources from 5 Communication Science students at Yogyakarta State University, semester 8, who are currently working on writing their final thesis assignment. Data was collected through interviews and documents, then analyzed using Stephen E. Lukas' public speaking theory.

The final results explain that mastery of public speaking skills through the Public Speaking course is ideally given when students are still in their first year of study or the second semester. Mastering public speaking skills, apart from increasing self-confidence, is also useful as a provision for when students mingle with society or in the work environment later, towards a peaceful society welcoming sustainable development. Public speaking skills are the same as other skills, such as listening and writing, which must be trained to become skilled and understand the ethics involved.

Keywords: *Public Speaking*, Communication, Confidence.

1. Introduction

Humans are actually social creatures who in everyday life require interaction and communication with other people. Every day in our activities, how much communication do we use, for shopping, discussing, studying, and other activities. "Communication is the transmission of information, ideas, emotions, skills and so on, using symbols, words, images and so on." ^[1]. Through verbal and non-verbal communication, we exchange messages to achieve common goals. According to

Shannon and Weafer in Wiryanto in Saragih, RR,N. ,&Destiwati,R. (2019) ^[2], "Communication is a process of human interaction that influences each other both intentionally and unintentionally and is not limited to verbal forms of communication but also to non-verbal forms such as facial expressions, paintings, art and technology." Communication, whether verbal or non-verbal , is used as a human tool to interact and achieve goals together

Communication touches all aspects of life in its interactions. When we communicate, we can exchange ideas and skills, even when we do physical work, it does not rule out the possibility that we use communication to complete the work. There are times when appearing and speaking in front of many people to communicate. This model of communication is called public speaking . Stephen E. Lucas defines public speaking as a verbal communication process designed to influence the thoughts, feelings and actions of the audience ^[3].

Rhetoric or rhetoric, comes from the Latin word *rhetorica*, which means the science of speaking. Rhetoric according to Aristotle is the art of speaking which aims to convince or influence an audience. In communication science, Aristotle's rhetoric is an important basis for understanding how messages can be conveyed effectively. There are 3 main elements or what is usually called persuasiveness in this rhetoric, including: *ethos* (ethics), *pathos* (emotion), and *logos* (logic). *Ethos* concerns the credibility of a speaker. Through the persuasion that we build, we will be able to gain the trust of the public. *Pathos* relates to us controlling the emotions of ourselves and the audience that arise. At the right time, we can play on the listener's emotions. Furthermore, *logos* means the argument we put forward precisely through the choice of words or sentences. The speaker's mastery of these three things influences the level of success of the message.

We often refer to rhetoric or public speaking skills as public speaking. When you first do it, not everyone has the confidence. There are feelings of discomfort, anxiety, tension, and even panic that accompany it. As stated by Stephen E. Luke ^[4]:

Many novice speakers are worried about appearing nervous to the audience. It's hard to speak with poise and assurance if you think you look tense and insecure. One of the most valuable lessons you will learn as your speech class proceeds is that only a fraction of the turmoil you feel inside is visible on the outside. "Your nervous system may give you a thousand shocks," says one experienced speaker, "but the viewer can see only a few of them."

Anxiety is defined as a state of restlessness and fear caused by anticipation of something threatening. According to Kirkwood and Melton (in King: 2017) ^[5], anxiety disorders are one of the most common mental disorders encountered by the speaking community. People who feel anxious when speaking in public generally tend to avoid situations in which they have to appear, but when they have to appear in such situations, they suffer from great distress and anxiety.

Everyone has their own problems when they appear and speak in public. ^[6] "When people are confronted with a circumstance that they anticipate will make them uncomfortable, and they have a choice of whether or not to confront it, they may decide either to confront it and make the best of it or avoid it and thus avoid the discomfort. Some refer to this as the choice between "fight" and "flight."

According to McCroskey & Richmond in Nisaa, YK, & Naryoso, A. (2018) ^[7], communication apprehension is the fear or anxiety that a person experiences when communicating with other people and many people. People with a high level of communication apprehension tend to avoid activities that require them to participate in communication situations. If they cannot avoid these activities, the person tries to reduce their participation

Not everyone has high self-confidence to practice public speaking. One of them is a Communication Science student at FISHIPOL UNY. They took public speaking lecture material while in the fifth semester. Public speaking classes teach students to practice speaking in front of the class a lot. Although some of them have already practiced it outside of class.

The existence of atmospheric conditioning in public speaking classes makes it easier for students to practice. Things that are practiced include giving a speech at events related to the community, or being the master of ceremonies (MC) in an activity. At that time, it was visually visible that the level of self-confidence between one student and another was different. Even though some of them can control the situation, there are quite a few who feel anxious. Visual or non-verbal appearances, such as uncontrolled hand movements, or legs that often shake when standing, facial expressions that do not match what is being said, and others. Low level of self-confidence is contrary to existing principles in public speaking practice.

However, not everyone is anxious when practicing public speaking for the first time, such as giving a speech in public is a bad thing. Stephen E. Lukas (2019:9) ^[8], said: "If you feel nervous about giving a speech, you are in very good company. Some of the greatest public speakers in history have suffered from stage fright, including Abraham Lincoln, Margaret Sanger, and Winston Churchill. The famous Roman orator Cicero said, "I turn pale at the outset of a speech and quake in every limb and in my soul."

It is normal or usual to feel anxious the first time or when starting to speak in public. So the next step is how we control this anxiety.

Anxiety at the initial stage of practicing public speaking does not only occur among the general public and students. However, this also happens to artists when they start their career debut, as stated by Lukas ^[9],:

"Actually, most people tend to be anxious before doing something important in public. Actors are nervous before a play, politicians are nervous before a campaign speech, athletes are nervous before a big game. The ones who succeed have learned to use their nervousness to their advantage. Listen to legendary tennis player Roger Federer, speaking after his 2017 Wimbledon title match. No matter how much you practice, he said, you have to be able to perform "when the pressure comes of matches, the nerves, the stomach, when you're not free and you're tense." Putting his butterflies to good use, Federer beat Marin Cilic in straight sets to win his eighth Wimbledon crown and his nineteenth Grand Slam championship."

Previous research conducted by Nisaa, YK, & Naryoso, A. (2018) ^[10], revealed that there was a lack of public speaking skills among Communication Science students at UNDIP with the indicator being the low achievement of A grades in this course. "Of

the 98 students, only 64% got the maximum score (A), while 36% of students got the maximum score (less than A). Meanwhile, research conducted by Selwen, P., Lisniasari, L., & Rahena, S. (2021) ^[11], explains that lecturers must have strategies to encourage students to talk." "Lecturers must then stimulate students in the form of rewards to arouse students' interest in asking and answering questions, while students must increase their confidence in speaking through being active in class discussions and questions and answers, as well as participating in public speaking training forums."

Based on these various things, FISHIPOL UNY Communication Science students need to understand the things that underlie them to master public speaking skills. Apart from that, students can feel and explain ideally in which semester public speaking skills will be taught in lectures. By mastering adequate public speaking , students can increase their self-confidence, have the provisions to be independent and work in the future, welcoming sustainable development in order to achieve sustainable prosperity in life.

2. Method

The method used in writing this article uses a qualitative descriptive method, referring to the definition of qualitative research according to Denzin and Lincoln (Moleong, 2012:5) ^[12], namely research using a scientific background and involving various methods such as interviews, observations and the use of documents. Interviews were conducted with 5 FISHIPOL UNY Communication Science students, who are currently working on writing their final thesis assignment. They are currently in the eighth semester (final level), consisting of 3 women and 2 men.

This article aims to find out the reasons for mastering *public speaking* skills , to welcome sustainable development among FISHIPOL UNY Communication Science students. How much do students understand about public speaking, know the obstacles when practicing it in the field, and the right time to obtain public speaking course material? Data was collected through interviews and documents, then analyzed using Stephen E. Lukas' public speaking theory. According to Stephen E. Lucas ^[13], conveying speech is a matter of nonverbal communication, it is based on how to use the voice and body to convey the message expressed by words. There are many studies that show that the impact of a speaker's words is greatly influenced by nonverbal communication to deliver a speech effectively and to increase the impact of the verbal message. "Speech delivery is a matter of nonverbal communication. It is based on how you use your voice and body to convey the message expressed by your words. There is a great deal of research showing that the impact of a speaker's words is powerfully influenced by his or her nonverbal communication." ^[14]

Public speaking theory ^[15], with concepts in the form of speaking/speech skills, namely method of delivery, the speaker's voice, and the speaker's body. "There are four basic methods of delivering a speech: (1) reading verbatim from a manuscript, (2) reciting a memorized text, (3) speaking impromptu, and (4) speaking extemporaneously. Meanwhile, the speaker's voice consists of: volume, pitch, rate,

pauses, vocal variety, pronouncement, articulation, and dialect. The speaker's body consists of personal appearance, movement, gesture and eye contact. ”

3. Results and Discussion

This section explains the results and discussions from interviews in the field. Five speakers consisting of: DF, ZK, HA, MR , EV.

3.1. Results

This section explains two things regarding students' thoughts in understanding the importance of public speaking, their problems in the field, and expectations for curriculum integration in which semester.

3.1.1 Students Understand Public Speaking

DF, the first speaker, explained that public speaking is part of communication science. Like the interview with DF as follows:

“Public speaking is part of communication science, so it must be taught. This is related to how communication can be formed effectively and clearly. Especially for communication science students who are required to be able to convey ideas, concepts or information clearly and easily understood by the audience. “

Ideas that are presented clearly and relevantly will be more attractive to the public. They are more likely to listen attentively if they can follow and understand the ideas presented clearly. Ambiguous messages make it difficult for the audience to follow the speaker's train of thought. Appropriate public speaking facilitates the effective and efficient communication process. In another case, there were those who doubted the public speaking abilities of Communication Science students, so source ZK explained as follows:

"We as Communications Science (Ilkom) students often come across questions from Ilkom students about whether they can do public speaking. " From questions like that, Public Speaking needs to be studied by Ilkom students because public speaking can convey an idea clearly to many people. Mastering public speaking can increase self-confidence, if we can speak confidently, people will trust us more. Public speaking provides an opportunity for communication science students to build networks and relationships with fellow professionals, academics and industry practitioners."

Mastery of public speaking increases self-confidence and teaches you how to speak better, as stated by HF sources, as follows:

“Public speaking is a part of communication science. With public speaking, we as students become confident in speaking or communicating with the person we are talking to. Public speaking certainly teaches us to communicate better, what we

want to convey is clear and effective so that the person we are talking to feels comfortable and connects with what we say."

Even though the hormone adrenaline increases, proper emotional control can help the speaker to master his presentation. The use of props can also be used to reduce anxiety and make presentations smoother. MR speakers conveyed the benefits of public speaking as follows:

"The future of Communication Science students whose work will not be far from connecting with audiences/clients. "When dealing with an audience, making presentations, and even negotiating, good public speaking skills are really needed so that the audience can accept what we say."

When practicing speaking techniques, students can use several ways to convey messages, starting from 1) reading verbatim from a manuscript, (2) reciting a memorized text, (3) speaking impromptu, and (4) speaking extemporaneously.

Conveying a message by reading is easier, because the speaker doesn't need to remember what to convey. It all depends on the narrative of the text being read. However, we try to keep it natural. The second way is to memorize. However, this method is very less communicative, because the speaker memorizes while looking at the ceiling of the room, or looking down or looking at a certain point to remember it. The third way is to improvise. This usually occurs in impromptu speeches, so the speaker only has the opportunity to note down or remember the points. The fourth way is with an impromptu but more planned speech. The speaker brings small notes, but in fact the speaker has prepared it long before delivering his speech.

As stated by EV sources, that : "In my opinion, public speaking skills are important, because they will increase your confidence when speaking in public, so that you appear professional."

So the speaker has four choices of models in conveying messages to build self-confidence.

3.1.2. Student experience in practicing Public Speaking skills

The speakers experienced good and bad experiences regarding the practice of public speaking. As stated by EV sources, as follows:

"I have experience about the importance of public speaking in the world of work, when discussing content creation. Sometimes people who are clever at speaking actually believe their words more than people who really know the truth. Long story short, my friend and I, as a field team who knew what conditions were like in the field during production, lost a debate with someone who had good public speaking. Actually, I didn't lose the debate, but my boss trusted him more than me and the team. Because he is good at talking and is good at convincing superiors, but doesn't know the conditions in the field, in the end the field team is sometimes overwhelmed by the expectations that superiors build because of that person's words. In fact, in the creative world, apart from having a good idea, it must also

be supported by capable tools. "I admit that the ideas proposed by people are good, but the tools are not adequate, so the field team is required to produce good content according to superiors' expectations."

16 principles of ethos, pathos, and logos, put forward by Aristotle. Using data in arguments is a very effective way to strengthen the message you want to convey. Data increases credibility, strengthens the logic of arguments, and provides greater emotional impact. In addition, data also helps reduce errors, shows transparency, and makes it easier for audiences to make informed decisions. Without data support, arguments tend to be weak and less convincing. Like MR's experience when technical problems occur, it makes you nervous and unable to concentrate;

"My unpleasant experience when doing public speaking occurred when I was a speaker at an outreach event for mothers while carrying out a KKN program. At that time there was a technical problem which made me a little nervous and confused. Moreover, when problems occur, the audience becomes unfavorable which results in the material I convey not being received effectively. "Apart from that, the event was also held at night so many mothers were sleepy or tired which resulted in less acceptance of the material."

When a presenter delivers his speech/material, whether during the day or at night, it is greatly influenced by the physical condition of the public. Even presenters can lose concentration because of their nervousness; "My unpleasant experience in public speaking was when I delivered a speech at a village event. I was nervous and lacked self-confidence, this made what I was going to say disintegrate. "I stammered in delivering my speech," interview with DF.

The new environment contributed to this nervousness, as in an interview with MZ:

"When I want to deliver a speech at a KKN event. I felt nervous and stammered in delivering my speech in front of the village residents. The new environment I was exposed to made me feel insecure."

Nervous or anxious conditions affect our voice. Like Stephen e. Luke ^[16] in the theory of public speaking states that a speaker's voice consists of volume, pitch, rate, pauses, vocal variety, pronunciation, articulation, and dialect. HF said he felt nervous when practicing public speaking. Feelings of nervousness cause voice volume, pitch, rate, pauses, vocal variations, pronunciation, articulation and dialect to become less clear. The volume of the voice becomes less clear, the tone of the presentation is not firm, the pronunciation of the vowels is confused, there is a lack of vowel variety, and the emergence of other dialects. Furthermore, HF said:

"My experience was that when I presented, I felt nervous and my speaking tone was irregular. So what is conveyed doesn't quite fit in and gives rise to opinions that don't really understand. This happened during my college days and made me feel nervous and insecure every time I wanted to give a presentation . "

Apart from being nervous, students felt that what was said gave rise to opinions that they did not understand. This is because students experience confusion in choosing

words, so they cannot concentrate on the meaning of the words spoken. "It's more of a complicated way of pronunciation and fast intonation so I feel that what I convey doesn't reach the audience because of these two things," (interview with HF).

The way to pronounce it as belibet was also stated by resource person MZ, that : "The word that I should pronounce 'yang' becomes 'yan', apart from that, speaking becomes halting, so the memorization of the text that will be conveyed becomes disorganized."

So what is visible from the audience is the lack of control of body movement and minimal eye contact. As Stepen E. Lukas said: "The speaker's voice, consists of: The speaker's body consists of personal appearance, movement, gesture and eye contact. Personal appeal concerns initial appearance. Clothing and accessories also contribute to increasing our self-confidence. As in an interview with HF that:

"Yes, I dress normally like my friends, so I don't feel different. If I dress differently, my friends or spectators will look at me strangely. This made me even less confident. "We dress neatly because many people will look at us, by dressing neatly we will be more confident."

Basically, students who study public speaking do not want to wear flashy clothes or accessories. As EV said : "If I dress too flashy it will be strange. It's better to wear neat clothes, which usually wear a shirt or wear a skirt or trousers. But don't wear tight jeans, let alone tight cloth pants."

There is another way to maintain important points when practicing public speaking, namely by making movements or moving from one position to another. Gestures and body movements have an important role in public speaking practice. Both can increase the effectiveness of conveying messages and help speakers communicate with audiences more clearly and convincingly. However, not all students can practice this when they are experiencing high levels of nervousness and lack of self-confidence. As EV said, that:" Just keep quiet so you don't get nervous. Eye contact looking upwards, to eliminate nervousness while thinking ."

For EV, the more he moves, the more nervous he will be, but this is different from what DF said, that : " Move, so you don't get nervous by moving to calm yourself down. I also try to make eye contact with the audience. Even if you're nervous, it's better to look at the audience, because you're worried you'll be labeled as disrespectful to the audience if you look at the ceiling."

Body movements/gestures when speaking minimize panic for the speaker. Besides the speaker being able to emphasize important points through nonverbal language, such as pointing or hand movements and facial expressions, the speech material becomes more interesting. The speaker's emotions can be expressed through gestures and hand movements, and make the audience focus on listening to the speaker. Precise and controlled gestures will increase self-confidence.

3.1.3 Ideal Semester accepts Public Speaking Lecture material

Students from the Department of Communication Sciences, Yogyakarta State University, received public speaking material when they were in their third year or fifth semester of college. From interviews with the informants, they almost simultaneously wanted public speaking courses to be given while they were still in the first year. An interview with DF explained that: "It's better in the second semester, because in my opinion public speaking can be the basis for communication science students who are active and extroverted students, so it must be studied at the beginning of the semester after the basics of communication science so that it becomes capital for students." The same thing was conveyed by the HF resource person as follows: "In the first to second semester, I think public speaking is important for new students so that they can be equipped in the world of organizations, lectures, work and friendship."

The earlier students receive public speaking courses, the more useful it will be for their preparation. Public speaking skills help them speak within the BEM organization, such as attending/leading meetings, giving instructions, and conveying the organization's vision and mission clearly. A different opinion was expressed by the HF resource person, as follows : "In my opinion, it's the third semester, because if public speaking is in the second semester, it seems too fast for students to get public speaking material. "The material in the first and second semesters is basic material that is suitable for the beginning of lectures."

The opinion of the HF resource person is similar to that conveyed by the MR resource person, as follows : "In my opinion, ideally public speaking learning can be given to students in the fourth semester. This is because, before studying public speaking, students must first understand the basics of communication. So, when doing public speaking it will be easier and you will know what to do."

3.2. Discussion

Public Speaking is an effort to understand one's potential. Students who have public speaking skills can contribute to sustainable development, in various ways. As agents of change, they can spread positive information, empower communities to take action on environmental issues, provide leadership, and convey effective messages. Through public speaking, students take action to inspire many people.

In the future, we need to think together about the importance of public speaking skills as an open education for all nations in the world. Especially in the current era of globalization, leaders are required to be able to communicate effectively, namely communicating clearly and being able to convince everyone in both national and international forums. Apart from improving communication skills between cultures and between nations, in an effort to minimize miss communication. In the end, public speaking skills are able to bridge gaps, improve education, a sense of humanity, environmental tolerance in both local, regional and international contexts towards sustainable development.

4. Conclusion

The findings in this article support the article written by Farhan Raja entitled *Anxiety Level in Students of Public Speaking: Causes and Remedies*. Confirming that “Fear of public speaking is a learned skill and can be overcome by practicing and practicing before a presentation or speech and people who experience public speaking anxiety can perform just as well as those who are good at public speaking.”

This article also adds that ideally Public Speaking courses should be given to students when they are in first year. Mastery of public speaking material gives students confidence when speaking in front of many people. As presenters, students must be able to control the stage and audience when speaking.

Public speaking skills are the same as other skills, such as listening and writing, which must be trained to become skilled and understand the ethics involved. Gestures and body movements are important elements in public speaking that help convey messages more effectively and efficiently.

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