

Journal Public Speaking: Strategy and its Impact in Effective Communication

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ABSTRACT

This research aims to investigate public strategy and impact speaking in the context of effective communication. In this research, we analyze the methods used in public speaking, relevant research results, and conclusions that can be drawn. We used a qualitative approach by conducting a literature review to collect the necessary data. The research results show that the public speaking has an important role in influencing the audience and achieving the desired communication goals. Through this research, we hope to provide a better understanding of public strategy Effective speaking and its impact in achieving successful communication.

Keywords: Public speaking methods, Impact of public speaking, Public strategy analysi.

INTRODUCTION

Public speaking is the ability to convey messages effectively to an audience by using the right words, voice and body language. This ability is essential in a variety of situations, such as public presentations, political speeches, and selling products or ideas. The goal of the public speaking is to influence and motivate the audience , as well as convey messages clearly and convincingly.

According to Mustamu, RH (2012) public speaking is the ability to express ideas in public. Public speaking is a competency that combines four main elements of education: science, skills, art and character. Meanwhile, according to Nikita, A. (2011) the meaning of public speaking is as follows: Public speaking is a process, an act and an arts of making a speech before an audience . Absolutely everyone from the age of 10 to 90 has been found themselves in situation where they have had to speak publicly . However , telling an anecdot eata corporateparty, introducing yourself in class or delivering a paperat a conference does not necessarily make you public speaker .

The definition above provides the understanding that public speaking is a process, action or art of giving a speech in front of an audience , everyone needs the ability to speak in public. Introducing yourself in public, giving a presentation is public speaking , you don't have to be a public speaker.

Dunar , H. (2015) said that " public speaking is a person's ability to speak in public correctly so that the message can be clearly conveyed and the purpose of speaking can be immediately achieved." Public speaking is the art of public speaking skills to convey ideas and concepts correctly so that information can be conveyed well to the audience.

METHOD

In this research, we used a qualitative approach by conducting a literature review . We search academic databases and other trusted sources to collect articles, books and case studies relevant to public topics.speaking . Then, we analyze and synthesize the findings to draw conclusions that answer our research questions.

RESULTS AND DISCUSSION

Our research results show that there are several public benefits speaking. Schreiber, et al (2013: 2) reveal several benefits of Public speaking is for personal, professional and public. Public speaking has benefits for yourself, your career and society. Public speaking will develop speaking skills and grow the speaker's self-confidence. Apart from that, the public speaking provides career benefits to improve the ability to communicate with other people, whether persuading, negotiating, providing support, and speaking effectively. Public speaking has benefits for society, namely making it possible to participate in democracy at the most basic level, and helping critical thinking so that you know public dilemmas and can help resolve them.

According to Nikita, A. (2011: 9) says there are several benefits to controlling the public speaking, namely:

1. Increased self confidence
2. Improved communications skills
3. Increased organizational skills
4. Greater social influence
5. Enhance abilities to listen
6. Greater possibility of meetings new people
7. Lesser anxiety and scared when speaking in front of others
8. Improved memory
9. Enhanced persuasion abilities
10. Greater control over emotions and body language

As for effective strategies in the public speaking. First, thorough preparation is very important. A speaker must understand his audience, craft a clear message, and practice intensively before the presentation. Second, using appropriate body language can increase the influence and attractiveness of the speaker. Good facial expressions, hand movements and body posture can help convey messages more effectively. Third, the use of visual aids, such as presentation slides or videos, can strengthen the message conveyed and maintain audience interest.

CONCLUSION

Based on the results of our research, it can be concluded that public speaking has an important role in achieving effective communication. Effective strategies, such as thorough preparation, appropriate use of body language, and use of visual aids, can improve a speaker's ability to influence the audience and achieve the desired communication goals. Therefore, it is important for individuals who want to improve their public abilities speaking them to learn and hone this strategy. This research provides a better understanding of the importance of the public speaking and provides practical guidance for individuals who want to improve their communication skills through the public speaking.

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