ENHANCING PUBLIC SPEAKING SKILLS IN THE DIGITAL ERA

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ABSTRACT

In this digital era, technology has changed the way we communicate and interact with our audience. Public speaking, or public speaking, is a very important skill in the business world, especially when we want to influence, motivate, or present our ideas to other people. This research aims to explore how public speaking has evolved with new technology and examine best practices for effective digital presentations. In this context, qualitative research can be conducted to understand the changes that occur in public speaking in the digital era. Qualitative research on this topic involves content analysis of presentations conducted online, participant observation in public speaking events conducted via digital platforms. The data collected was then analyzed thematically to identify the main themes that emerged. The results of this research can provide a better understanding of how public speaking has changed in the digital era and provide insight into effective strategies for communicating with an increasingly digitally connected audience.
Key words: Public Speaking, Digital Era, Communicating Online.

INTRODUCTION

In the digital era that continues to develop rapidly, public speaking skills are becoming increasingly important. The ability to communicate effectively in public is a highly valued skill in many professional fields, including business, politics, and education. However, with changes in the communication paradigm caused by technological advances, new challenges have emerged in developing effective public speaking skills in the digital era.

In the digital era, many individuals experience difficulty in overcoming the new challenges that arise in public speaking. Some problems that can be identified include:

1. Lack of experience speaking in public directly because they communicate more via social media and digital platforms.
2. Difficulty in building an emotional connection with the audience due to the lack of personal contact in digital communication.
3. Technical challenges in using digital communication tools such as video conferencing, webinars, or online presentation platforms.
4. Difficulty in obtaining direct feedback from the audience due to limited interaction in digital communication.

Therefore, this research can provide an understanding of the problems and challenges faced in improving public speaking skills in the digital era. Apart from that, this research also aims to identify relevant theories that can be used as a guide to improve public speaking skills amidst the development of digital technology.

RESEARCH METHODOLOGY

This research uses a qualitative research approach with a phenomenological design. According to Sugiyono (2018:213) qualitative research is a research method based on philosophy that is used to research scientific conditions (experiments) where the researcher is the instrument, data collection techniques and qualitative analysis emphasize meaning. Meanwhile, phenomology according to Tuffour (2017) in Helaludin (2018) focuses on examining/examining the essence or structure of experience in human consciousness.

In this research,the qualitative phase involves interviewing individuals who have used digital platforms for public speaking. Sources for this research from various backgrounds, such as students, professionals and public speakers, have been involved.

Other sources of data are documents or articles that are related to the data in the research conducted. To answer the questions in the research, two different data collection methods and techniques were used, namely interviews, and document analysis. The document is in the form of a range of information containing important discussions which support the data collected through interviews.

RESULTS AND DISCUSSIONS
The Subject
The data in this research used as subjects five English teachers who could be interviewed. The following are the profiles of the five respondentsthe.

Table 1.Profile Of The Subject

Subject	Sex
Mrs. F.	Female
Mr J.	Male
Mrs. K.	Female

Questions that become data results

To research and understandHow to enhance public speaking in the digital era is based on several questions. The following are questions that were used as references in the research.

1. What are the biggest challenges in developing public speaking skills in the digital era?
2. What steps can individuals take to improve their public speaking skills in the digital age?
3. How can technology and digital media be used to improve public speaking skills?

Based on the questions above, results have been obtained, namely:Answers from sources are available below.

Answer from the first respondent:

1. The biggest challenge in developing public speaking skills in the digital era is missing direct interaction with the audience. As a speaker, it is difficult to read direct reactions or responses from the audience when speaking via digital media. This can interrupt the flow of communication and make it difficult for us to adapt our presentation well.
2. To improve public speaking skills in the digital era, individuals can take several steps. First, practice regularly using technology and digital media, such as recording yourself speaking or making video presentations. Second, take online courses or training that focus on public speaking in the digital era. Third, observe and study successful presentations on online platforms, such as TED Talks, to get inspiration and tips.
3. Technology and digital media can be used to improve public speaking skills in various ways. For example, by using video conferencing and webinar platforms, individuals can practice speaking in front of a larger virtual audience. Additionally, social media and video sharing platforms can be used to expand audience reach and
    increase our exposure as speakers. By utilizing features such as video recording, we can record and monitor our progress over time.

Answer from the second respondent:

1. One of the biggest challenges in developing public speaking skills in the digital era is the difficulty of attracting the attention of a scattered audience. In a digital environment full of distractions, individuals have to be more creative and innovate to make their presentations stand out and engage.

2. To improve public speaking skills in the digital era, individuals can take several steps. First, they can master the use of presentation technology, such as attractive slides and relevant multimedia. Second, individuals can practice using strong, expressive vocals and effective body language through videos and self-recordings. Third, they can pay attention to technical factors such as lighting, clear sound, and attractive backgrounds in their online presentations.

3. Technology and digital media can be used as effective tools to improve public speaking skills. For example, webinar and online conference platforms allow individuals to practice speaking in front of a larger audience and get real-time feedback. Additionally, by utilizing video recording and content sharing platforms, individuals can record and share their presentations with a wider audience, thereby increasing self-confidence and gaining feedback from others.

Answer from the third respondent:
1. The biggest challenge in developing public speaking skills in the digital era is limited social interaction and the loss of the human touch. When speaking via digital media, we cannot feel the energy or emotions directly from the audience, which can impact our communication experience. This makes it important for individuals to develop the skill of reading their audience more carefully and adapting their presentation accordingly.

2. To improve public speaking skills in the digital era, individuals can take several steps. First, they can practice speaking using a camera and recording themselves. By reviewing the recording, they can identify areas that need improvement, such as body language or voice intonation. Second, they can take online courses on public speaking or join virtual discussion groups to practice speaking in front of a virtual audience. Third, read and study the latest tips and strategies for public speaking in the digital era.

3. Technology and digital media can be useful tools for improving public speaking skills. For example, individuals can utilize video and audio recording features to practice and analyze their own speech. They can also use video conferencing platforms to simulate live presentations and interact with virtual audiences. Additionally, social media platforms can be utilized to share presentations and receive feedback from a wider audience.

Overall, developing public speaking skills in the digital era requires creativity, innovation, and wise use of technology and digital media.

CONCLUSION AND SUGGESTION
Conclusion:
Based on the results of this research, it can be concluded that developing public speaking skills in the digital era has its own challenges. One of the biggest challenges is missing direct interaction with the audience, which can disrupt the flow of communication and make it difficult for speakers to personalize their presentations. Additionally, in a digital environment full of distractions, individuals need to become more creative and innovative to capture the attention of a scattered audience.

However, there are steps individuals can take to improve their public speaking skills in the digital age. The first step is to practice regularly using technology and digital media, such as recording yourself speaking or making a video presentation. Furthermore, taking online courses or training that focuses on public speaking in the digital era can provide better understanding and skills. Additionally, studying successful presentations on online platforms such as TED Talks can provide inspiration and valuable tips.

Technology and digital media can also be used as tools to improve public speaking skills. By using video conferencing and webinar platforms, individuals can practice

speaking in front of a larger virtual audience. Social media and video sharing platforms can be used to expand your audience reach and increase exposure as a speaker. By utilizing features such as video recording, individuals can record and monitor progress over time.

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