

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Speaking**

Speaking is one of the language skills in everyday life. Someone more often chooses to speak to communicate, because communication is more effective by speaking. Hariyadi and Zamzami (1996:13) state that speaking is essentially a communication process, because it has a message from one source to another.

Speaking is defined as the ability to pronounce articulation sounds or words to express, state and convey thoughts, ideas, and feelings (Tarigan, 2008: 14). In addition, Setiyaningsih (2018) states that speaking is a person's ability to convey the opinion of his mind. Skillfully speaking, ideas and opinions can be expressed to others. Expressing ideas correctly and appropriately will affect communication with others.

It can be concluded that, speaking is a communication process in delivering a message from one to another in the form of expressions, ideas, information which contains a certain meaning orally.

#### **2.2. The Components of Speaking Skills**

According to Rora (2015), there are five components of speaking skills:

##### **2.2.1 Pronunciation**

Pronunciation is the way to produce clearer language when someone is speaking. It means that someone can communicate effectively when they have good pronunciation and intonation even though they have limited vocabulary and grammar. In detail, pronunciation includes all those aspects of speech which make for an easily intelligible flow of speech, including segmental articulation, rhythm, intonation and phrasing, and more peripherally even gesture, body language and eye contact (Fraser, 2001:6).

Based on the statement above can be concluded that pronunciation is the way to produce the utterance words clearly when they are speaking. Pronunciation

includes many aspects that include articulation, rhythm, intonation and phrasing, and more peripherally even gesture, body language and eye contact.

### 2.2.2 Grammar

Grammar is needed to arrange correct sentences in conversation both in written and oral forms. Grammar is defined as a systematic way of accounting for and predicting an ideal speaker's or hearer's knowledge of the language. Grammar refers to the fundamental principles and structure of the language, including clear and correct sentence construction and the proper forms of words (Batko, 2004:24). Thus, from the statements above can be concluded that grammar is a rule that is needed to combine correct sentences in conversation both in written and oral forms. The function of grammar is to arrange the correct meaning of sentences based on the context; in addition, it is used to avoid misunderstanding in each communicator.

### 2.2.3 Vocabulary

One keys the success in communicative, which is the power of words. Vocabulary means the appropriate diction or the most important thing in a language especially in speaking; furthermore, knowing many vocabularies van make someone be easier to express their ideas, feeling and thoughts both in oral or written form. In spoken language, the vocabulary tends to be familiar and every day. It means that in spoken language or speaking, the vocabulary used must be very familiar and it is used in everyday conversation in order to understand the spoken discourse.

### 2.2.4 Fluency

Fluency is defined as the ability to speak communicatively, fluently and accurately. Fluency usually refers to express oral language freely without interruption.

### 2.2.5 Comprehension

Comprehension is an ability to perceive and process stretches of discourse, to formulate representations the meaning of sentences. Comprehension refers to the speakers' understanding about what are they saying to the listeners in order avoid misunderstanding information; in addition, its function is to make the listeners easily to catch the information from the speaker.

## 2.3. Public Speaking

According to Zarefsky (2013), public speaking is a continuous communication process in which messages and symbols circulate repeatedly between the speaker and the listeners.

Woolbert (2017) states that public speaking is a knowledge of one's behavior. In preparing the public speaking material, the following points must be considered: understanding the material, knowing what the audience likes and the audience's situation, choosing sentences in a logical and easy to understand manner.

In addition, Brigance (2012) states that public speaking is a persuasion that includes four elements, namely: Grab the listener's attention, make the listener believe in your abilities and character and develop each material idea according to the audience's perceptions.

It can be concluded that, public speaking is communication process between the speaker and the listeners, conveying messages that the listeners can understand and believe.

### 2.3.1. The Benefits of Public Speaking

According to Hamilton (2003), public speaking can have an extraordinary benefit in people lives, including:

1. Develop yourself personally

If someone can do public speaking, they don't need to be afraid every time they face the possibility of being asked to speak in front of many people, either in the world of work or in the family environment. People

can also convey the ideas to others more effectively to give satisfaction that the ideas are accepted or implemented.

Currently, many companies ask job applicants to make proposals for work programs that will be carried out and then present them. The idea that has been put in a proposal will sound interesting or not depending on how the speaker presents it. It can be ascertained that applicant who can present their ideas well will be accepted to work. The more someone practice, the better they will present our ideas to others. People will also be more confident because the ideas are more often heard and accepted by people.

## 2. Influencing someone's world

Changes that occur in society often originate from one person's ideas that are passed on to others. If someone has public speaking skills it will be easier to influence other people to accept and implement the idea, which results in a change in the group. On a small scale, these changes can be in the form of ideas to mobilize environmental residents to carry out joint cleaning activities. On a larger scale, change can occur in the larger community. This change begins with an idea that is transmitted to one community, then inspires other communities who think this idea is good for them.

## 3. Improve career

The ability to influence others, including superiors, can make someone's work better. Even if coworkers and superiors see someone skilled at speaking in front of others, they will judge that the person has high credibility so that the promotion opportunities will be more widely opened.

According to Schreibe and Hartranft (2013: 2), there are some of the benefits of public speaking, namely for personal, professional, and public. Public speaking has benefits for person, career and society. Public speaking will develop speaking skills and foster taste confident for the speaker. In addition, public speaking provides career benefits to improve the ability to communicate with other people, be it persuading, negotiating, providing support, and speaking effectively.

Public speaking has benefits for society, that is, it is possible to participate in democracy at the most basic level, and to help think critically so that it knows public dilemmas and can help solve them.

According to Nikita, A. (2012: 9) there are several benefits of mastering public speaking, namely:

- a. Increased self confidence
- b. Improved communication skills
- c. Increased organizational skills
- d. Greater social influence
- e. Enhanced ability to listen
- f. Greater possibility of meeting new people
- g. Lesser anxiety and fear when speaking in front of others
- h. Improved memory
- i. Enhanced persuasion ability
- j. Greater control over emotions and body language

Based on the three opinions above, it can be concluded that public speaking skills are skills that have the power to change someone's world in a simple way. Having public speaking skills will also make a person more advanced than other people. Public speaking has benefits for person, career and society.

### **2.3.2. Public Speaking Model**

Bintang (2014) in his book entitled *Powerful Public Speaking*, says that there are several models of public speaking that can be used as a reference to be a good public speaker, including:

#### **A. Powerful Communication**

Powerful communication involves the science of communication directly. Based on research conducted by Dr. Albert Mehrabian, a professor from UCLA University, concluded that the factor of communication is seven percent of words, thirty-eight percent of tone of voice, and fifty-five percent of body language.

a. Words

Words have the least influence on communication. However, words play an important role in public speaking. Different words used in a sentence will produce different meanings.

b. Tone and intonation

Intonation is the stress that is applied to a word, part of a word, or dialogue. Powerful communication involves intonation. Intonation provides emphasis on certain words to give the effect of sharpening meaning and attention to the audience. Intonation adds to the amplifying effect of the information by adjusting the pitches and lows. Tone is more influential in delivering messages than words.

c. Body Language

Body language is a process of non-verbal communication by the body, mentally, and emotionally, both consciously and subconsciously. Psychologists found that the role of body language in communicating reached 55% for the process of capturing information for the audience. If you can optimize body language, the power of information will increase.

B. Confidence

The secret to making a good presentation is preparation and practice. Preparation can increase self-confidence. Preparation and practice can also control fear. By increasing the number of exercises, one can filter out the weaknesses of the presentation to be delivered. Preparation and practice mean building personal power and self-confidence.

C. Audience Management

Setting up the radar to connect with the audience is an important thing speaker must do. One of the factors that support the presentation is how big the relationship can be built with the audience.

a. Know your audience

The only way to connect with the audience knows who they are. In the world of training, known as the assessment process, a simple assessment needs to be done before appearing in front of an audience. Some things that need to be known before appearing are age, gender, audience origin and occupation or position of the audience.

b. Give sign with eye contact

To strengthen the relationship with the audience, provide thorough eye contact. Avoiding eye contact is often defined as being unsure of oneself. Breaking eye contact with the audience means cutting ties with them. Some even say, when someone breaks eye contact, the audience will lose confidence.

c. Smile

Audience is a mirror of the speaker. Naturally, if the speaker smiles at the audience, the audience will smile back. A smile can change a person's mood, from boredom, sadness, lack of energy to being happy and powerful. Smiling is a form of building connection with the audience

#### D. Make Your Presentation Systematic

A speaker speaks up to convey useful information. The topics to be delivered will be easily accepted if packaged systematically. There is a need to collect references that support the topic. The references are collected and filtered to support the presentation. All references can be searched via the internet, books, magazines, journals, discussions and attending training sessions.

##### Public Speaking Systematics

In simple terms, there are 3 stages in public speaking:

- a. Opening
- b. Body
- c. Closing

At the beginning, the speaker gave an introduction to the topic. An introduction can be in the form of a greeting or a little description of the topic to be discussed.

The content of the presentation means when the speaker will discuss the topic further. At the end, the speaker closes with a summary.

Bryan Tracy presents a powerful way of conveying ideas known as The PREP Formula (Bryan Tracy), including:

- a. P: Point of View. Convey ideas at the opening. For example, nowadays, public speaking is needed to bring someone to success.
- b. R: Reason. Give reasons that sharpen and strengthen the Point of view. Public speaking skills provide ample opportunity to actualize all potential in front of many people. Public speaking skills are the demands of almost all professions such as teachers, lecturers, managers, preachers, instructors, broadcasters, presenters, politicians, marketers, leaders, etc.
- c. E: Example. Illustrate with an example. According to Bryan Tracy, good speaking skills will increase respect and appreciation from others. In fact, it makes someone more valuable and attractive at work.
- d. P: Point of View. Repeat the point of view explanation to emphasize the idea. For example, emphasize that now is the right time to accelerate success by improving our public speaking abilities.

#### E. Make Your Statement More Powerful

##### a. Passion

A powerful speaker must love the topic and convey it with passion. The passion of a speaker can be seen from the enthusiasm seen when speaking. Enthusiasm is a radiant energy from within. The more it radiates, the audience will feel it too. They will be enthusiastic listeners too.

##### b. Story Telling

The best stories for story telling can come from experience. Such as telling failures, challenges, unique experiences, success stories, or explorations when the speaker builds personal branding. The story must be relevant to the topic. Keep it simple and brief. Make sure the story



provides a lesson and leads to the outcome you want to aim for. Use body language, emotions, and heart.

c. Control

Sometimes the speaker will be faced with uncontrollable situations. For example, confusion over the questions given by the audience. A powerful speaker must be able to take the necessary steps. First, calm down. Self-control is the first step to a successful presentation. Don't let emotions and nervousness get to the audience. If the speaker can control himself, then the audience will definitely be "conquered". The speaker just has to be calm, and remember all the things he has learned.

d. Give Pauses While Speaking

A powerful speaker usually pauses while speaking. Stop talking for a moment and give the audience a few seconds to absorb the words being conveyed. Talking without pause is nonsense. This means that the audience will not have time to absorb the essence of the conversation. Provide a pause by lowering or increasing the sound at the end of a word or sentence. Give the audience the opportunity to record and save the information that has been conveyed into their memory. Apart from that, they also serve as a "bottom line" on key points.

## 2.4. Definition of Job

Job is the essence of human existence. Job is more emphasized on activities that aim to gain income or profit. Job in this case is defined as an act or activity that is carried out continuously, openly, with certain qualities and is income-oriented. (Yuwono, 2013: 4)

Job is human nature, as a basic human obligation and humans are said to have dignity if they are able to have a job. (Abdulkadir, 1997: 57).

Abdulkadir (1997) in his book entitled *Etika Profesi Hukum*, classifies job into:

1. Job in a general sense is any job that prioritizes physical ability, either temporarily or permanently, with the aim of earning income (wages).

2. Job in a certain sense is any Job that prioritizes physical or intellectual abilities, either temporary or permanent, with the aim of dedication.
3. Job in a special sense, is any Job in a certain field, prioritizes physical or intellectual abilities, with the aim of earning an income or income.

It can be concluded that, Job is a human movement or activity in processing something to suit their needs, both for themselves and the needs for other people or people, Job is oriented to earn income or profit.

### **2.5. The Criteria for Getting a Job**

The survey of the National Association of Colleges and Employers conducted in 2002 in the United States with 457 research subjects stated that the cumulative Grade Point Average (GPA) is not considered important in the world of work. The most important is soft skills, which include the ability to communicate, honesty, cooperation, motivation, and other interpersonal relationships with a value orientation that upholds effective performance.

The results of a survey conducted by Thomas J. Neff and James M. Citrin (1991) which are contained in their book entitled *lesson from the top* with 50 research subjects who according to them are the most successful people in America stated that there are 10 tips for success or what is known as Ten common traits of the best business leaders:

1. Passion
2. Intelligence and clarity of thinking
3. Great communication skills
4. High energy level
5. Egos in check
6. Inner peace
7. Capitalizing early life experience
8. Strong family life
9. Positive attitude
10. Focus on "doing the right and things right"

So, it can be concluded that soft skills play an important role in career advancement. According to Berthall, soft skills are defined as personal and international behaviors that develop and maximize human performance. One of them is the ability to communicate, which is very necessary when dealing with other people, both in small and large numbers.

## **2.6. Public Speaking in Working**

According to Hendriyani and Dharmawan (2015), public speaking is a situation that happens a lot in society. Someone does not need to be the leader of an organization or the head of a certain group to do public speaking. Whatever the role in society: a mechanic, architect, doctor, secretary, communications consultant, accountant, politician, lecturer, staff, or housewife; Someone need to have public speaking skills. Public speaking skills are needed to convey ideas, discuss things, to report work results to other people. These skills are increasingly important when someone occupy leadership positions such as supervisors, managers, directors, in order to effectively lead meetings, motivate subordinates at work, or even give a successful speech in front of all employees.

In addition, Kandani and Victor (2020) states that public speaking skills are needed to support the work. Public speaking can be a means of promotion for one's career. A person who masters public speaking clearly gives the impression of being smart, and has self-confidence, and an image that is built in a healthy manner. Seeing this, if there is an opportunity, task, or project, the leader will choose or send someone who has public speaking skills to speak in front of clients.

So, it can be concluded that public speaking skills are needed to support the work, to convey ideas, discuss things, to report work results to other people, and can be a means of promotion for one's career.

## **2.7. English Department at Sriwijaya State Polytechnic**

Sriwijaya State Polytechnic, is a public higher vocational institution located in the city of Palembang, South Sumatra, Indonesia. State Polytechnic of Sriwijaya,

formerly known as Sriwijaya University Polytechnic, was officially opened on September 20<sup>th</sup>, 1982. State Polytechnic of Sriwijaya currently has 32 study programs with a total number of students of approximately 5000 people. One of the study programs at the Sriwijaya State Polytechnic is English Department in the international level of hospitality industry.

### **2.7.1. Vision and Mission of English Department**

#### **Vision**

In 2021, to become a superior and leading provider of vocational education in the use of English in the international hospitality industry.

#### **Mission**

1. Produce graduates who are competent and professional in communicating using English in the hospitality industry.
2. Produce graduates who have knowledge and skills who are able to do work and become entrepreneurs in the hospitality industry.
3. Develop and disseminate the results of applied research in the field of linguistics that support the hospitality industry.
4. Applying research results as a form of community service, especially those related to the hospitality industry.

### **2.7.2. Graduation Profile of English Department**

1. Fluent in English
2. Have knowledge of the world of work in the hospitality industry
3. Graduates of the POLSRI English Department D3 program are generally able to compete in society to become:
  - a. Front Office Supervisor
  - b. Room/floor Supervisor
  - c. Public Area supervisor
  - d. Food and Beverage Product Supervisor
  - e. Food and Beverage Service Supervisor
  - f. Restaurant Captain

- g. Restaurant Supervisor
- h. Tour Leader
- i. Professional Conference Organizer
- j. Event Organizer
- k. Tour Guide

Judging from the vision, mission, and graduation profile mentioned above, it was well-defined that public speaking skills are the crucial competencies for the alumni. It was because the English department is one of the majors that studies public speaking material, especially dealing with the world of work.