

CHAPTER I

INTRODUCTION

1.1 Background

Today speaking is the most important aspect in the world. By speaking, people can communicate each other, share all information, feeling, opinion and tell what they need and want to the society. Communication is the key to interact each other in social activity. It is also a fundamental social process and vital in human life. According to Rahayu (2014, p.1), communication terminology refers to the process of delivery a statement by one person to other humans who are involved in the communication. Dwi (2012, p.2) states that communication is the process of delivering a message by one person to another to inform and to change attitudes, opinions, or behavior, either directly or indirectly (through the media).

There are two kinds of communication, verbal and non verbal communication. Herlina (2014, p.1) says that verbal communication is communication that uses verbal symbols, both orally and in writing. Moreover, she mentions that verbal communication has characteristics, for example it is delivered by oral, the process tends to talk explicitly or two-way and the quality of the communication process is often determined by non-verbal communication. On the other hand Dwi (2012, p.7) says that the definition of non verbal is the delivery of messages without words, which is sent through body movement, facial expressions, eye movements, hand gestures and tone of voice. Every communication almost always involves verbal and non-verbal together since both have holistic nature. It means in many acts of communication, nonverbal language can be complement for verbal language.

Relating to public speaking, Ollie (2008, p.4) says that it is about the way to speak or to deliver the message and idea to the audience or in front of public. While Zakahi (1998, p.25) states that public speaking is the process of speaking to a group of people structurally, informing, influencing, or entertaining the listeners. Furthermore, it will create bidirectional communication. According to Lucas (2012, p.16), bidirectional communication is a kind of speech model which consists of four components, speaker, listener, message and response or SLMR. The SLMR concept emphasizes on the importance of listener feedback, both during and after speech. It explains that communication in public is a process of cause and effect or action-reaction, which direction alternately. In addition, there are also some methods for delivering the speech that is able to improve the speech process. There are verbatim, memorized extemporaneous and impromptu. One of them can be used by the speaker in order to do approach to the audience in the delivery process.

Besides using one of the methods for delivering speech as stated above, the speakers also can approach the audience by using other ways, such as by using media, visual aid and body language. Body language is language of gestures and postures. It shows performance or appearance of the speaker. It is an important component of a communication. It is essential to handle the skill of body language in order to be a good communicator. According to Lucas (2007, p.312), somebody can fail in her or his speech which has been prepared a few week earlier. Moreover, he mentions that it just needs a few minutes to fail because she or he does not understand about the body motions or body language in speech performance. It can be concluded that body language is an important factor in speech delivery process in order to communicate well to the audience.

Jim Rohn who is known as one of good public speaker internationally uses his skill of public speaking as a good motivator in his show. By the power of public speaking he is also able to change the people perspective and even their life in every his motivational speech. He also transfers the message with body language in non verbal communication very well. Based on the description above,

the writer would like to identify the language feature used by Jim Rohn and take the title “The Study of The Body Language Based on Delivery Process in Jim Rohn Speech”.

1.2 Problem Limitation

In the delivery process for presenting the speech can be used verbal and non verbal communication in order to interact the audience. In this report the writer limits the problem on non verbal communication by focus on body language. It can be categorized on gestures, eye contact and movement.

1.3 Problem Formulation

The problem of this final report is formulated as “what are body languages used by Jim Rohn in his speech?”

1.4 Purpose

The purpose of this final report is:

1. To know the type of body language used by Jim Rohn in his speech

1.5 Benefits

The benefits of this final report are:

1. For writer:
 - To enhance knowledge, especially in the knowledge of body language based on delivery method in public speaking lesson
 - As the final report of Diploma 3

2. For the readers:

- To give information about the body language used by Jim Rohn in his speech relating to delivery process for public speaking lesson

3. For the institution

- As media and reference in learning and teaching about public speaking, especially the body language based on delivery method in public speaking lesson.