

**THE ROLE OF PUBLIC SPEAKING FOR BUJANG GADIS  
PALEMBANG AS TOURISM AMBASSADORS FOR PALEMBANG CITY**



**This Final Report is submitted to fulfill one of the requirements to complete  
the Diploma III Degree of English Department  
State Polytechnic of Sriwijaya**

**BY  
RINDI YUNITA SARI  
061930901819**

**STATE POLYTECHNIC OF SRIWIJAYA  
PALEMBANG  
2022**

**FINAL REPORT APPROVAL SHEET**

**THE ROLE OF PUBLIC SPEAKING FOR BUJANG GADIS  
PALEMBANG AS TOURISM AMBASSADOR FOR PALEMBANG CITY**



**By:**

**RINDI YUNITA SARI**  
061930901819

**Palembang, July 2022**

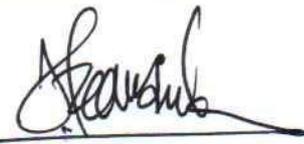
**Approved by:**

**First Advisor**



**Drs. Zakaria, M.Pd**  
NIP 196408122000031002

**Second Advisor**



**Darmaliana, S.Pd., M.Pd**  
NIP 197301032005012002

**Acknowledged by:**  
**Head of English Department**



**Dr. Yusri, S.Pd., M.Pd**  
NIP 197707052006041001

## **MOTTO AND DEDICATION**

### **MOTTO:**

*“Believe in yourself, that effort will never betray the results!”*

### **DEDICATION:**

I dedicate this final report to my wonderful parents, my talkative younger brother, my wonderful advisors, my lovely friends, my fantastic 2019 Class BD, and all the lecturers and the staff of the State English Department of Sriwijaya Polytechnic.

**2022**

## **PREFACE**

First of all, the writer would like to thank Allah SWT who has bestowed His grace so that the writer can complete this final report. This Final Project Report was made to fulfill the curriculum needs of Diploma III English Department of Sriwijaya State Polytechnic with the title The Role of Public Speaking For Bujang Gadis Palembang as tourism ambassadors For Palembang city.

This report is about the public speaking role of Bujang Gadis Palembang in promoting tourism in the city of Palembang. This paper will discuss how the public speaking of Bujang Gadis Palembang has the power to influence tourists to come to Palembang city. Of the participants who were interviewed through in-depth interviews and focus individual interviews were 23 people. Due to limited experience, ability, and knowledge, the writer realizes that this report may contain errors.

Therefore, the writer hopes that readers can provide suggestions, input, and recommendations on this final report. Finally, the writer hopes that this report can be beneficial for the readers, especially for students of the English Department at the Sriwijaya State Polytechnic.

Palembang, July 2022

The writer

## ABSTRACT

### THE ROLE OF PUBLIC SPEAKING FOR BUJANG GADIS PALEMBANG AS TOURISM AMBASSADOR FOR PALEMBANG CITY

---

---

(Rindi Yunita Sari, 2022: 35 Pages)

The purpose of this study was to find out how the public speaking role of Bujang Gadis Palembang was as a tourism ambassador for the city of Palembang. In this qualitative study, all participants were approached using snowball sampling. There were 23 participants, all of whom participated in individual in-depth interviews. The data collected from all interviews were analyzed using thematic analysis techniques. Interview data revealed that the role of Bujang Gadis Palembang's public speaking was very influential on tourism in the city of Palembang. Public speaking Bujang Gadis Palembang also plays a role in promoting tourism in the city of Palembang. However, no data was found to be ineffective because all participants agreed that the role of public speaking had a positive effect on promoting tourism in the city of Palembang.

*Keywords: role, public speaking, Bujang Gadis Palembang, tourism*

## TABLE OF CONTENT

COVER.....	i
FINAL REPORT APPROVAL SHEET .....	<b>Error! Bookmark not defined.</b>
APPROVAL SHEET OF EXAMINERS.....	<b>Error! Bookmark not defined.</b>
MOTTO AND DEDICATION.....	2
PREFACE .....	4
ACKNOWLEDGEMENT .....	<b>Error! Bookmark not defined.</b>
ABSTRACT .....	5
TABLE OF CONTENT .....	6
LIST OF TABLE.....	8
LIST OF APPENDICES .....	<b>Error! Bookmark not defined.</b>
<b>CHAPTER I</b> .....	<b>Error! Bookmark not defined.</b>
<b>INTRODUCTION</b> .....	<b>Error! Bookmark not defined.</b>
1.1 Background .....	<b>Error! Bookmark not defined.</b>
1.2 Problem Formulation .....	<b>Error! Bookmark not defined.</b>
1.3 Research Purpose.....	<b>Error! Bookmark not defined.</b>
1.4 Research Benefits .....	<b>Error! Bookmark not defined.</b>
<b>CHAPTER II</b> .....	<b>Error! Bookmark not defined.</b>
<b>LITERATURE REVIEW</b> .....	<b>Error! Bookmark not defined.</b>
2.1 Speaking.....	<b>Error! Bookmark not defined.</b>
2.2 Public Speaking .....	<b>Error! Bookmark not defined.</b>
2.3 Tourism Ambassador.....	<b>Error! Bookmark not defined.</b>
2.4 Tourism Ambassador Reliability.....	<b>Error! Bookmark not defined.</b>
2.5 Tourism Sector .....	<b>Error! Bookmark not defined.</b>
<b>CHAPTER III</b> .....	<b>Error! Bookmark not defined.</b>
<b>RESEARCH METHODOLOGY</b> .....	<b>Error! Bookmark not defined.</b>
3.1 Method of Study .....	<b>Error! Bookmark not defined.</b>
3.2 Procedure .....	<b>Error! Bookmark not defined.</b>
3.3 Population and Sample .....	<b>Error! Bookmark not defined.</b>

3.4	Instrument .....	<b>Error! Bookmark not defined.</b>
3.5	Techniques of Collecting Data .....	<b>Error! Bookmark not defined.</b>
3.6	Techniques of Analyze Data .....	22
<b>CHAPTER IV .....</b>		<b>Error! Bookmark not defined.</b>
<b>FINDING AND DISCUSSION.....</b>		<b>Error! Bookmark not defined.</b>
4.1	Findings.....	<b>Error! Bookmark not defined.</b>
4.2	Discussion .....	<b>Error! Bookmark not defined.</b>
<b>CHAPTER V.....</b>		<b>Error! Bookmark not defined.</b>
<b>CONCLUSION AND SUGGESTION .....</b>		<b>Error! Bookmark not defined.</b>
5.1	Conclusion.....	<b>Error! Bookmark not defined.</b>
5.2	Suggestion.....	<b>Error! Bookmark not defined.</b>
<b>REFERENCES .....</b>		<b>Error! Bookmark not defined.</b>

## **LIST OF TABLE**

Table 2.1 Criteria good public speaker.....	15
Table 4.1 Result of Interview of general chairman and vice-chairman Bujang Gadis Palembang.....	23
Table 4.2 Result of Interview of Bujang Gadis Palembang in 2019, 2020, and 2021.....	26