

CHAPTER I

INTRODUCTION

1.1 Background

In general, communication can be done verbally and understood by both parties concerned. In everyday life, communication is essential. Humans cannot avoid various forms of communication because with communication humans can build the relationships they need as social beings. Rogers & Lawrence (1981) defines communication as a process in which two or more people form or exchange information with each other, which in turn will arrive at a deep mutual understanding. Good communication skills will make it easier in everyday life and become a provider in the world of work later.

In a communication process, public speaking is a form of elaboration in a one-way communication model where messages are conveyed in a unidirectional form from a communicator to the communicant. Public speaking skills and techniques need to be possessed by a speaker so that what is conveyed to the listener can be heard properly and convincingly. Zarefsky (2013) says in *Public Speaking Strategic for Success*; "Public speaking is a continuous communication process in which messages and signals circulate back and forth between speakers and listeners".

In addition, the ability as a public speaker is needed because of the many choices in terms of tourism. All countries in the world today are developing good strategies with attractive packaging and slogans so that reflecting their area deserves to be the best choice for tourist visits. This is where public speaking plays a big role. According to Adia (2021), public speaking is a communication process in front of an audience that aims to provide information, persuade, or entertain.

Techniques and ability to speak, whether in public, in the mass media, or other means of promotion, will greatly determine how much ability to create a tourist attraction. Tourism actors who have good public speaking

skills will be able to convey the added value of tourism it offers. Especially to Bujang Gadis Palembang as a tourism ambassador for the city of Palembang. In the city of Palembang, one of the Bujang Gadis Palembang foundations supports the tourism sector in the city of Palembang. Bujang Gadis Palembang holds elections every year to select the best young men and women as representatives of the Palembang Tourism Ambassadors. The goal of Bujang Gadis Palembang is to play an active role in the tourism sector. Bujang Gadis Palembang needs to promote foundations and tourism in the city of Palembang through public speaking to the people in this city so that everyone can get to know this sector better.

So far, many people do not know what Bujang Gadis Palembang is and what is the role of Bujang Gadis Palembang in tourism. Especially the common people. Bujang Gadis Palembang is only famous among young people in this city. Not many common people know about them. Therefore, public speaking techniques and skills are very important for them because they are dealing directly with important people in the tourism sector and also for the surrounding community. For example, when they hold a large deliberation activity that is held every 3 years for the election of a chairman related to the tourism sector, this candidate from Bujang Gadis Palembang needs public speaking. The ability to speak in public at Bujang Gadis Palembang will also help advance Palembang's tourism sector. That way, even though tourism in the city of Palembang is included in the category of moderate tourism, the public may be interested because the packaging for presenting descriptive information brought by Bujang Gadis Palembang about tourism is interesting. Therefore, the writer wants to know the role of public speaking and the public speaking ability of Bujang Gadis Palembang as a tourism ambassador for Palembang city.

Based on the explanation above, the writer was interested in writing the final report entitled **“The Role of Public Speaking For Bujang Gadis Palembang as Tourism Ambassador For Palembang City”**.

1.2 Problem Formulation

The problem formulation of this final project report is:

What is the role of Bujang Gadis Palembang's public speaking as a tourism ambassador in the city of Palembang?

1.3 Research Purpose

Based on the problems mentioned above, the purpose of this research is to know the role of public speaking for Bujang Gadis Palembang as Tourism Ambassador in Palembang city.

1.4 Research Benefits

The research benefits are :

- a. For the writer :
To increase knowledge about the role of Bujang Gadis Palembang in tourism in the city of Palembang.
- b. For reader :
To provide information about Bujang Gadis Palembang as an foundation that plays an important role in the tourism industry in Palembang.
- c. For Institution :
To provide new information about the role of Bujang Gadis Palembang to students at the Sriwijaya State Polytechnic, especially the English department.