

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. According to Ladouse (in Nunan 1991: 23), speaking is an activity to explain someone in a certain situation or an activity to report something. 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, Arsjad and Mukti (1993:23) state that speaking ability is the ability to pronounce sentences to express, state, and convey thoughts, ideas, and feelings. With skillful speaking, ideas and opinions can be expressed to others. Expressing ideas correctly and appropriately will affect communication with others. Meanwhile, Hariyadi and Zamzami (1996:13) state that speaking is essentially a communication process because it has a message from one source to another.

However, Wilson (1983:5) defines speaking as the development of the relationship between speaker and listener. In addition speaking determining which logical linguistic, psychological a physical rules should be applied in a given communicate situation". It means that the main objective of speaking is communication. To express effectively, the speaker should know exactly what he/she wants to speak or to communicate, he/she has to be able to evaluate the effects of his/her communication to his/her listener, he/she has to understand any principle that based his speaking either in general or in individual.

It can be concluded that speaking is a skill to pronounce strings of words so that what is in the mind can be clearly described and accepted by the listeners. The art of speaking has a very vital role, especially for leaders, we both know that

there is a lot of evidence that speech can be the beginning of a change in the history of a nation.

2.1.1 The Types of Speaking

Brown (2004) further states that there are some basic types of speaking as in the following taxonomy:

1. Imitative. At one end of a continuum of types of speaking performance is the ability to simply parrot back (imitate) a word or phrase or possibly a sentence. While this purely phonetic level of oral production, several prosodic, lexical, and grammatical properties of language may be included in the criterion performance.
2. Intensive. The production of short stretches of oral language designed to demonstrate competence in a narrow band of grammatical, phrasal, lexical, or phonological relationships
3. Responsive. Responsive include interaction and test comprehension but at the somewhat limited level of very shorts conversations, standard greetings and small 4 talk, simple requests, and comments. This is a kind of short reply to a teacher or student-initiated questions or comments, giving instructions and directions. Those replies are usually sufficient and meaningful.
4. Interactive. The difference between responsive and interactive speaking is in the length and complexity of the interaction, which sometimes includes multiple exchanges and/or multiple participants. Interaction can take the two forms of transactional language, which has the purpose of exchanging specific information, or interpersonal exchanges which have the purpose of maintaining social relationships.
5. Extensive (monologue). Extensive oral production tasks include speeches, oral representations, and storytelling, during which the opportunity for oral interaction from listeners is either highly limited (perhaps to nonverbal responses) or ruled out together.

2.1.2 The Components of Speaking

According to Vanderkevent (1990), there are three components of speaking:

1. The Speakers

Speakers are people who produce the sound. They are useful as a tool to express opinions or feelings to the hearer. So if there are no speakers, the opinion or the feelings or the feeling won't be stated.

2. The Listeners

Listeners are people who receive or get the speaker's opinion or feeling. If there are no listeners, speakers will express their opinion by writing.

3. The Utterances

The utterances are words or sentences, which are produced by the speakers to state an opinion. If there is no utterance, both the speakers and the listeners will use a sign.

According to Harris (1974), there are five components of speaking skills concerned with comprehension, grammar, vocabulary, pronunciation, and fluency.

1. Comprehension

Oral communication, certainly requires a subject to respond, to speech as well as to initiate it.

2. Grammar

It is needed for students to arrange a correct sentence in conversation. It is in line with the explanation suggested by Heaton (1978: 5) that students' ability to manipulate the structure and to distinguish appropriate grammatical form in appropriateness. The utility of grammar is also to learn the correct way to gain expertise in a language in oral and written form.

3. Vocabulary

Vocabulary means the appropriate diction which is used in communication. Without having a sufficient vocabulary, one cannot

communicate effectively or express their ideas in both oral and written form. Having limited vocabulary is also a barrier that precludes learners from learning a language. Without grammar very little can be conveyed, without vocabulary nothing can be conveyed. So, based on this explanation, researcher 6 concluded that without mastering vocabulary sufficiently English learners will not be able to speak English or write English properly.

4. Pronunciation

Pronunciation is the way for students“ to produce clearer language when they speak. It deals with the phonological process that refers to the component of grammar made up of the elements and principles that determine how sounds vary and pattern in a language. There are two features of pronunciation; phonemes and suprasegmental features. From the statement above, the researcher concluded that pronunciation is the knowledge of studying how the words in a particular language are produced clearly when people speak. In speaking, pronunciation plays a vital role to make the process of communication easy to understand

5. Fluency

Fluency is the ability to read, speak, or write easily, smoothly, and expressively. In other words, the speaker can read, understand and respond in a language clearly and concisely while relating meaning and context. Fluency can be defined as the ability to speak fluently and accurately. Fluency in speaking is the aim of many language learners. Signs of fluency include a reasonably fast speed of speaking and only a small number of pauses and “ums” or “ers”. These signs indicate that the speaker does not have spent a lot of time searching for the language items needed to express the message. From the ideas above, the researcher concluded that another important component is fluency. Fluency means the capability of someone speaks fluently and accurately with little using pauses like „ums“ and „ers“, and so on.

It can be concluded that there are several different components of speaking according to experts. These components include speakers, listeners, and utterances. And also comprehension, grammar, vocabulary, pronunciation, and fluency.

2.2 Public Speaking

Zarefsky (2013) states that public speaking is a continuous communication process in which messages and symbols circulate repeatedly between the speaker and the listeners. Meanwhile, 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, and 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 a material idea according to the audience's perceptions.

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

2.2.1 The Benefits of Public Speaking

According to Hamilton (2003), public speaking can have an extraordinary benefit in people's 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 the 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 applicants 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 benefits of public speaking, namely for personal, professional, and public. Public speaking has benefits for a person, career, and society. Public speaking will develop speaking skills and foster taste confidence 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. Greeter 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 the world of someone who is engaged in public speaking. Having public speaking skills will also make a person more advanced than others. Public speaking has many benefits for a person, career, and society.

2.2.2 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 being 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 the 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. The 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

The 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, and lack of energy to being happy and powerful. Smiling is a form of building a 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

In 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. In 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. Illustrated with an example. According to Bryan Tracy, good speaking skills will increase respect and appreciation from others. 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 in the enthusiasm seen when speaking. Enthusiasm is 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 storytelling 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 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. Allow the audience 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.

Table 2.1

Criteria good public speaker	Description
Powerful Communication	<ol style="list-style-type: none"> 1. Words Words play an important role in public speaking 2. Tone and intonation Intonation provides emphasis on certain words to give the effect of sharpening meaning and attention to the audience. 3. Body Language If you can optimize body language, the power of information will increase
Confidence	The secret to making a good presentation is preparation and practice. Preparation can increase self-confidence.
Audience Management	<ol style="list-style-type: none"> 1. Know your audience The only way to connect with the audience knows who they are. 2. Give sign with eye contact To strengthen the relationship with the audience, provide thorough eye contact. 3. Smile A smile can change a person's mood, from boredom, sadness,

	and lack of energy to being happy and powerful.
Make Your Presentation Systematic	<ul style="list-style-type: none"> a. Opening b. Body c. Closing
Make Your Statement More Powerful	<ul style="list-style-type: none"> 1. Passion A powerful speaker must love the topic and convey it with passion. 2. Story Telling The story must be relevant to the topic. 3. Control A powerful speaker must be able to take the necessary steps. 4. Give Pauses While Speaking Stop talking for a moment and give the audience a few seconds to absorb the words being conveyed

2.3 Tourism Ambassador

Randa (2015) state tourism ambassadors themselves are the best local men/women who are used as examples by young people who have good intellect and attractive appearance to the community with neatness, cleanliness, and a smile in communication that gives a good impression to the community and can master the culture that exists in the area. Tourism ambassadors who are expected to represent their regions to promote the potential and assets of their regional tourism are also expected to be chosen to be tourism ambassadors who are

creative, innovative, confident, experienced, and self-identified tourism ambassadors.

Meanwhile, Satriawan (2013:39), tourism ambassadors are icons or figures of tourism and culture who are selected after going through a series of selection processes in the form of elections which are followed by the younger generation or youth.

In addition, Andriyani (2014:162) says tourism ambassadors are young men and women who represent their region to promote the potential and tourism assets of the region, it is hoped that by holding the title of tourism ambassadors, those who are chosen are tourism ambassadors who are creative, innovative, confident, experienced and identity.

Based on the three expert opinions above, it can be concluded that tourism ambassadors are young men and women who have intelligence and were selected through a series of selection processes to promote tourism potential and assets in their area.

2.4 Tourism Ambassador Reliability

According to Kotler (2002), reliability is the ability to carry out the promised services reliably and accurately. Performance must be following expectations which means timeliness, equal service to all customers without errors, sympathetic attitude, and high accuracy. Reliability is the ability of employees at tourist objects to provide services by the promises given to visitors accurately and reliably (Batista, 2014).

In addition, Zeithaml (2013) states reliability is the ability to provide the promised service immediately, accurately, satisfactorily, and following what has been promised.

It can be concluded that the reliability of tourism ambassadors includes the ability to carry out the promised services accurately. Performance must be on time, service evenly without errors, sympathetic attitude, and high accuracy.

2.5 Tourism Sector

According to Burkat in Damanik (2006) tourism is the temporary and short-term movement of people to destinations outside the places where they usually live and work and also their activities during their stay at a destination. Meanwhile, Yoeti (1991) states tourism comes from two words namely *Pari* and *Wisata*. *Pari* can be interpreted as many, many times, round or complete. Meanwhile, *Wisata* can be interpreted as a trip or traveling which in this case is synonymous with the word "travel" in English.

In the same way, Mathieson & Wall in Pitana and Gyatri (2005), that tourism is an activity of temporarily moving people to destinations outside their homes and places of work and carrying out activities while at the destination and also preparing facilities to meet their needs.

Based on the understanding of tourism above, it is concluded that tourism activities have characteristics among others, first, there are two interrelated locations, namely the area of origin and also the destination (destination), secondly as a destination must have objects and tourist attractions, third as a destination, which must have tourism facilities and infrastructure, the four trips to the destination are carried out immediately and temporarily, and finally have an impact, especially in the destination area in terms of socio-cultural, economic, and environmental aspects.