

CHAPTER 1

INTRODUCTION

1.1. Background

Public speaking skill is important for everybody. According to Ryan (2013, P.1), there are 11 reasons why public speaking is important. they are; (1) increase in self-confidence; (2) makes someone more comfortable around other people; (3) one of the best ways to generate sales (or get a better job); (4) one of the most effective ways to get someone's message across; (5) at some event in life, someone will need to do it; (6) it will allow someone to make a difference in life, business, community, and career; (7) can boost performance in other areas of life; (8) allows someone to demonstrate his/her knowledge; (9) allows someone to improve upon his/her knowledge; (10) differentiates someone in the workforce; and (11) helps in forming a tribe of supporters around.

People do public speaking by using two ways of delivering information. They are verbal and non-verbal. Verbal communication Is the communication that using words as the medium to deliver the message, while non-verbal communication uses more wide medium, such as body, artifacts, sounds, space, etc.

Based on Fremont (2009, P.1), "Verbal communication involves using speech to exchange information with others." If the information is delivered not in verbal communication, it can be called by non-verbal communication. Verbal communication uses words as the basic element of language, while non-verbal communication uses more simple aspect such as gestures, body languages, pictures, facial expressions and eye contact. The differentiation of the kinds of communication above does not mean that the communication can only be done by one kind of communication method. In daily communication, people usually use both of them by combining them into one. For example, when a president give an independent day speech, the president uses verbal as the way of

communication and also gesture and may be facial expression to make the speech more attractive.

More specific on non-verbal communication, Kleckova et al (2004; P.1) says nonverbal communication has many functions in the communication process. By virtue of nonverbal communication, we simply express our emotions. In many cases we are able to exhibit our feelings by facial expression and gestures much more quickly than by using words. It regulates relationships and may support or replace verbal communication.

Based on the process, Samovar et al (2001; P.1) explains that nonverbal communication involves those nonverbal stimuli in a communication setting that are generated by both the source (speaker) and his or her use of the environment and that have potential message value for the source or receiver.

From the definitions above, writer can conclude that non-verbal communication is the process of generating wordless between people including the body of the speaker and the environment. Nonverbal communication involves the processes of encoding and decoding. Encoding is the act of generating the information such as facial expressions, gestures, and postures. Decoding is the interpretation of information from received sensations from previous experiences.

Both verbal and non-verbal communication has its own function in delivering communication. But, nonverbal communication takes the most part of the delivering process. Mehrabian (2009, P.182) suggests that only 7 % of message is sent through words, with remaining 93% sent non-verbally.

There are also some advantages in using the appropriate non-verbal communication to deliver message. First, nonverbal communication is the main medium of people to express feeling and emotion. Liliweri (1994, P.98) says that nonverbal communication refers to the exchanging of the feeling and emotion in human relations, while verbal communication is

focused to deliver cognitive information. Second, non-verbal communication empowers the meaning of the verbal communication. For example, we pat someone at the back while says sorry to show if we really care about him or her. Third, when verbal communication is very dependent with the medium especially sound. Non-verbal message may substitute for the verbal message especially if it is blocked by noise, interruption, long distance etc. for example: gestures-finger to lips to indicate need for quite, facial expressions- a nod instead of a yes. The next advantage is non-verbal communication gives more interesting point to catch the attention of people. It because non-verbal communication is based on visual, picture, graph, sign etc. that can be seen very much attractive.

There are much more advantages of nonverbal communication that cannot be mentioned one by one. But, the problem is Nonverbal message are likely to be more genuine. That is because nonverbal behaviors cannot be controlled as easily as spoken words. It constantly sends off about what someone is really thinking and feeling. And the harder someone try to hide the feeling, the more unnatural the signals are likely to come across.

The problems of controlling nonverbal behaviors are often appearing when someone is asked to speak in public. It can be caused by some factors. One of the factors is about the lack of knowledge of the appropriate nonverbal signs in public speaking. For example, putting hand in the pocket, not smiling and not looking to the audience. All of the mistakes can be solved by imitating how the expert practice the appropriate non-verbal signs in public speaking.

In light of the reason above, the writer is interested to investigate how the experts practice the appropriate non-verbal communication. The experts that writer analyze are from the winners of the Toastmasters International Speech Contest.

The Toastmasters International Speech Contest is a speech contest from a non-profit educational organization that teaches public speaking

and leadership skills, Toastmasters. The contest begins with club contests and winners continue competing through the area, division and district levels. The International competition has two additional levels — semifinal and international.

The non-verbal communication that is analyzed in this report focused on the kinesics behavior. It is because kinesics behavior is the kinesics that visible and can be analyzed in the video. Because of the reasons above, the writer gives the title of this report with “The Kinds and Functions of Kinesics Used by The Winners of the Toastmaster International Speech Contest”.

1.2. Problems

The formulation and limitation of the problem on this final report are as follows:

1.2.1 Problems Formulation

Formulation of the problems follows:

1. What kinds of kinesics are used by the winners of the toastmaster international speech contest?
2. What are the functions of the kinesics used by the winners in the toastmaster international speech contest?

1.2.2 Problem Limitation

There are a lot of experts in non-verbal communication. But, because of the restrictiveness of the writer, in this report, writer limited the problems to focus on describing the nonverbal communication of the winners of the toastmaster international speech contest.

1.3. Purposes

The purposes on writing this report are:

1. To list the kinds of kinesics that are used by the winners of the toastmaster international speech contest.

2. To describe the functions of the kinesics used by the winners in the toastmaster international speech contest.

1.4. Benefits

The benefits of this report are as follows:

1. To give students about the knowledge of nonverbal communication and the appropriate nonverbal communication in public speaking
2. To give the readers information about what are the examples of the appropriate nonverbal communication by the expert in public speaking.