

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Communication is very important because, it is a way to connect with other people. Besides that, it is an activity that people always do. Astuti (2011:3) stated that “communication is main activity that’s done by human in his or her parts of life”. Communication is imparting or exchanging of information by speaking, writing, or using some other medium. (Oxford Advanced Learner’s Dictionary, 1987). According Axley as cited in (Dainton and Zelley, 2005:2), the communication process is the flow of information from one person to another. Besides, Steele (2010) state that in his study communication is process of exchange information and it is important and fundamental skill in life. In short, from both statements the writer can conclude that communication process is giving information from speaker to listener. Besides that when someone has communication, he or she as speaker delivers his or her message to listener. So speaker must be sure that our message is clear, so it is easy to understand by listener.

One of kinds of communication is public speaking. According to Astuti (2011:10), Public speaking is part of communication culture in human which has long and complex history from past. In everyday language, public speaking refers to the communication practice of a speaker sharing ideas with an audience primarily through speech (Slagell, 2009:194). From the quotation above, speakers communicate with listeners to share ideas. Furthermore Slagell says that an associated expectations that signal that a communication interaction is an example of public speaking are that the oral communication is shared with more than one listener and there is one person in the interaction who does most of the communicating,(Slagell,2009:194). According to Cambridge Advance Learners Dictionary (2008), public is relating to or involving people in general, rather than

being limited to a particular group of people, and speaking is to say words, to use the voice, or to have a conversation with someone.

So it can be conclude that public speaking is having a conversation with particular group of people. Public speaking related to people's daily activities, especially in collage. The student usually gets assignment such as presentation, papers, and others. Some of students feel fear to speak on public such as presentation. Some studies have shown that fear of public speaking ranks up there with the fear of death,( Gottlieb, 2004: 1). They feel nervous when delivering their presentation, speech, and others. In case the nervous of student come from the lack of confidence to speaks in front of class. Besides that some of the student does not know how to deliver his or her means with good organization.

In structure of public speaking can divided into three such as Introduction, Body, and Conclusion. The Introduction is how to start the speech or presentation. The Body is the main point of speech or presentation. The conclusion is the summary of speech or presentation. To give listeners a structure for capturing information, the three-part structure is called *ABC Format* (Abstract, Body, Conclusion format) (Pfeiffer,2002:59). There are previous studies about Introduction and Conclusion by Wusanajati, 2013. She writes about introduction and conclusion strategies in Obama's speech.

Body is the point in the material that speaker wants to explains and share to audience. The massage is very important, since message contains information. It means that body in public speaking is very important because it is core of the process in public speaking. If the body it is not clear it means that the audience probably cannot catch the meaning.

Like written communication, public speaking is complicated because sharing meanings with others through language is difficult. The challenges of public speaking are heightened, however, since the speaker shares meaning not only through words but also through body, voice, and visuals. Furthermore, the public-speaking experience, traditionally, is transitory; a speaker has only one opportunity to accomplish his or her goal—to be understood by the listeners. While readers can reread documents until they understand the gist of the message, listeners, typically, cannot hear a speech againm,(Slagell,2009:194).

From statement above the writer can infer that, if speaker cannot deliver his or her meaning clearly, audience cannot catch the meaning because public speaking is different from writing. As we know something that made in writing it can be read again by the readers if they do not know the main points, but in speaking the audience just listen one time. That why the speaker must deliver his or main point clearly. It is usually happen in student presentation the audience cannot catch the point of presentation. It means probably the speaker cannot deliver the body in right way. According to Cambridge Advance Learners Dictionary (2008), presentation is a talk giving information about something. So the purpose of the presentation is giving information to audience.

One of famous presenter is Mario Teguh, he is a motivator who has a show in Metro TV every Sunday at 19.00pm until 21.00pm. Mario Teguh always gives his presentation in front of audience and it quite interest for people who watch him. Based on the explanation above, the writer is interested in study the organization of body that used in Mario Teguh presentation title "**The Strategies of Organizing the Body of the Speech Used by Mario Teguh**".

## **1.2 Problem formulation**

The problem formulation of this final report is as follows:

- What are the strategies of organizing the body of the speech used by Mario Teguh?

## **1.3 Problem limitation**

The organizations of public speaking are Introduction, Body, and Conclusion. In this final report the writer would like to limit the problem by taking body as the problem in this report. Besides, meaning "the speech" in this report is presentation.

### **1.4 Purpose**

The purpose of this writing is:

- To know the strategies of organizing the body of the speech used by Mario Teguh

### **1.5 Benefits**

The benefits of this final report are:

- To enlarge the writer's knowledge about the strategies of organizing the body of the speech used by Mario Teguh in Mario Teguh Show.
- To give contribution to English Department about the strategies of organizing the body of the speech in public speaking.
- To be useful reference in analyzing the strategies of organizing the body of the speech used by Mario Teguh in Mario Teguh Show.

### **1.6 Scheme of writing**

In writing this final report, the writer uses the following scheme of writing.

The details are as follow:

#### **CHAPTER I                    INTRODUCTION**

This chapter contains the background of writing, problem formulation, problem limitation, purpose, benefit and scheme of writing.

#### **CHAPTER II                    LITERATURE REVIEW**

This chapter explains the theories about public speaking type of public speaking, presentation, the structure of public speaking, body, and body strategies in public speaking.

**CHAPTER III RESEARCH METHODOLOGY**

This chapter presents research object, data sources, method of research, method of collecting data, and data analysis.

**CHAPTER IV FINDINGS AND DISCUSSION**

This chapter presents analysis data of body used in Mario Teguh Golden Ways and which strategy he usually used.

**CHAPTER V CONCLUSION AND SUGGESTION**

This chapter gives conclusion and suggestion about using body part strategies in public speaking especially in presentation.