

Public Speaking Training in Developing the Communication Skill of PKK Community in Ngidam Muncar, Susukan, Semarang

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ABSTRACT

This community service is entitled "Public Speaking Training in Developing Communication Skills in the PKK Community in Muncar Village, Susukan, Semarang. The role of the PKK Association is considered important to participate in developing and marketing this tourism village to outsiders by communicating about the tourism village to outsiders. The output target is that partners are able to carry out training on public speaking, so that this step indirectly contributes to increasing the promotion of the tourist village. The results of the activity showed that service participants experienced increased public speaking knowledge and skills, were able to manage emotions and nervousness, and tried to appear confident in public so that effective communication techniques could be created.

INTRODUCTION

Nowadays, there is a tendency for tourists to choose tourism products. One of the tourism products chosen by tourists is tourist villages. Tourist villages have the opportunity to become tourist attractions, so the rural environment and all the potential within it must always be improved. Villages need to look again and then develop them so that they have added value benefits and provide high productivity so that they can advance the welfare of village communities. so that the development of this tourist village is an acceleration of the cultural, social, and economic transformation of the village. Therefore, the tourism sector can drive economic growth in Indonesia, which can increase the number of foreign tourist visits, increase domestic tourist travel, absorb the workforce in tourism, increase the country's foreign exchange, and increase the number of tourism indexes in Indonesia

Tourism villages are one of the drivers of micro, small, and medium enterprises (MSMEs), as they are economic drivers in society, can create jobs, and can preserve the environment and culture. Based on the data, tourists visit tourist villages to enjoy village views (91%), 77% of tourists will enjoy local culture, 76% of tourists will enjoy local culinary delights, 70% of tourists will enjoy playing in the river water, and 64% of tourists are looking for photo sensations. like a selfie. Thus, the activities that tourists are interested in are more nature and culture-related. Apart from the activities that have been explained above, there are other activities that support tourists visiting tourist villages, namely shopping for local handicrafts, playing traditional musical instruments, and, of course, learning about the history and development of the tourist village itself, so that you can increase your knowledge and experience

The development of a tourist village in a village is, of course, inseparable from the tourism awareness of each villager about the existence of the tourist village in the village. By starting to become aware of tourism in the community, a sense of responsibility and ownership of this tourist village will grow. This is also felt by the residents of the tourist village of Muncar, Susukan, Semarang Regency, who are trying to instill a spirit of public relations (PR) in the village residents. Each community is expected to become a bridge to explain the existence of the tourist village and its potential to visiting tourists, about the facilities, the advantages they have, the various varieties being sold, and so on. This of course requires good communication skills from the residents, but in reality, what happens is that residents of the village of Muncar, Susukan, Semarang Regency experience problems communicating about the tourist village with outsiders, so public speaking training is really needed for village residents so that residents are able to have the ability to speak. in front of tourists because it is hoped that all village residents will become public relations. Public speaking, according to Dunar 2015:6 in Mukhlis et al. (2016), is the ability to speak in public so that the message can be conveyed clearly and the purpose of speaking is conveyed well. Public speaking training is needed for every villager, one of which is the PKK Mothers Association. This is in accordance with what was conveyed by Wiratama (2021): that public speaking is very necessary in today's world because it can be done by everyone to speak, but there are still some people

who are able to put words together well and confidently so that listeners feel comfortable listening.

Public speaking training is really needed for the PKK women's association in Muncar village, Susukan, Semarang, because public speaking is necessary for everyday life and part of an important communication role. With public speaking, you will become more confident in conveying information in front of many people because, basically, public speaking can be learned and developed. Having public speaking skills can provide ideas and good information in the villages of Muncar, Susukan, Semarang. The things that need to be paid attention to in public speaking are word choice, word intonation, voice volume, facial expressions, body language, identity names used, such as clothes, and so on, as well as mastering the material before doing public speaking in front of many people. So, public speaking is needed by the PKK women's association, which indirectly helps advance tourism villages by communicating all information related to outside parties. According to Razali et al. (2023), public speaking provides an opportunity for individuals to increase self-confidence and overcome nervousness when speaking in public, so public speaking is very important for communicating with other parties. This opinion is in line with that expressed by Beebe et al. (2019) who state that to overcome the challenges of anxiety and uncertainty, public speaking training is an effective solution.

Having public speaking skills can provide ideas and good information in the villages of Muncar, Susukan, and Semarang. The things that need to be paid attention to in public speaking are word choice, word intonation, voice volume, facial expressions, body language, identity names used, such as clothes, and so on, as well as mastering the material before doing public speaking in front of many people. So, public speaking is needed by the PKK women's association, which indirectly helps advance tourism villages by communicating all information related to outside parties. The Ngidam Muncar tourist village has been preparing itself from the start to face the tourists who will visit this tourist village. Some tourists who visit include:

1. Indonesian tourists
2. Regular tourists who live around tourist villages. Visit motivation; visit relatives; buy agricultural products or crafts.
3. Tourists from outside the region are usually brought by agencies as a result of cooperation with travel agencies.
4. Domestic tourists, who specifically organize tourist trips.
5. Foreign tourists
6. Tourists who like adventure and have a special interest in rural life and culture.
7. Tourists who go in groups (within a tourist travel agency). In general, they do not stay long in the village and are only interested in local crafts.
8. Tourists who are interested in visiting and living in the village with the motivation to experience life outside the community they are used to (source: interview with the tourist village)

Tourists who have started to visit the tourist villages of Ngidam, Muncar, Susukan, Semarang are of course given maximum service, one of which is providing the information and data needed by visitors. So the role of PKK mothers is needed in participating in supporting the smooth running of tourist villages through public speaking by providing good and polite communication for visitors.

IMPLEMENTATION AND METHODS

The implementation method in this service program is public speaking training for PKK women in Ngidam Muncar village, Susukan, Semarang to improve communication competency skills. This will be carried out through various stages, namely as follows:

Sharing Information

Sharing this information is the approach stage with partners. By sharing information more intensely, the service team is expected to be able to build deeper closeness with service partners. This is also done while exploring needs and seeing the suitability of the methods used in service. This means that, in the process, the method implemented can be flexibly adapted to partner conditions.

Identify partner barriers.

Partner obstacles have indeed been identified in advance as problems or problems faced by partners. However, at this stage, it is still considered necessary to re-identify partner barriers. What is intended at this stage is to see the progress of partners' obstacles in implementing the solutions offered by the service team. The possibility of obstacles in this implementation always exists. Therefore, they must be regularly and intensively accompanied so that they can ensure the program runs smoothly and appropriately. So, if one day there are additional problems, the service team can immediately adjust.

Socialization

The socialization held by the service team for PKK mothers is considered appropriate because mothers still need training on how to communicate well with stakeholders, so with this training, it is hoped that changes in behavior will occur, which will of course achieve output. This socialization provides an overview of the importance of the benefits of public speaking in improving communication competence for both internal and external stakeholders. This socialization includes discussions and activities. In this discussion, of course, there is intense communication between the service team and target partners so that the service team can provide a material understanding of the partner's problems and the solutions offered.

Continued Assistance

Mentoring is very important because this stage is a step in determining how much output is provided in the training. So as a measure of how well you understand the theory and practice provided in this public speaking training, The series of activities delivered in this method is related to a series of previous service results carried out by the service team in Ngidam Muncar village, Susukan, Semarang, regarding the importance of citizen participation in promoting the Ngidam Muncar tourism village. All residents become public relations for the tourist village, so a good way of communicating with tourists is needed, so this will be followed up again through this service regarding public speaking training. At each stage, an evaluation will be held so that it is hoped that the results of this service program will be sustainable.

RESULTS AND DISCUSSION

The Ngidam Muncar tourist village is located on the border between Semarang Regency and Kab. Boyolali, Central Java. It consists of six hamlets, namely Muncar Hamlet, Dk Sari, Ledok, Jaten, Nglarangan, and Pareyan. Established at the beginning of 2019 and officially ratified by the Regent of Semarang on September 25, 2020. Ngidam Muncar Village has a lot of potential, such as (1) Muncar Hamlet/Crafts Hamlet (woven), (2) Dk Sari Hamlet/Culinary Hamlet (food), (3) Ledok Hamlet/Religious Hamlet, and (4) Jaten Hamlet/Agro Hamlet. (5) Nglarangan Hamlet/Cultural Village (traditional arts); (6) Pareyan Hamlet/Homestay Hamlet.

Ngidam Muncar Village, Susukan, Semarang is a community that is located close to the tourist village of Ngidam Muncar, Susukan, Semarang. The associations in this village are Pokdarwis, the PKK women's association, and others. The PKK Women's Association is expected to be able to communicate the potential, advantages, and development of the tourist village itself to both internal and external parties. This is in accordance with what was conveyed by Rahman (2009) in Arida and Pujani (2017), who stated that efforts to develop tourist villages do not necessarily only encourage village communities to manage natural potential creatively, which has an impact on economic benefits, but can also prepare levels of society in order to face global competition. Therefore, public speaking training is one of the methods used to provide solutions to the PKK women's association, which has been experiencing problems communicating with related parties. The PKK Women's Association also participates in developing the Ngidam Muncar tourist village by communicating what is in this tourist village so that, with public speaking training, you can improve your ability to communicate with outsiders.

The service team conducted public speaking training for PKK mothers in Ngidam Muncar Village on Friday, May 12, 2023. The service team determined steps that could help partners overcome the problems they faced by providing education through informational outreach regarding public speaking training for mothers' associations. PKK mother, Ngidam, Muncar, Semarang. In order to facilitate partner activities, the service team provides educational outreach about the importance of public speaking training. This training will certainly have a positive impact on the progress of this tourist village itself. The current problem

faced by partners is that they still have minimal communication skills to communicate with outside parties. The causal factor is a lack of confidence in communicating with outside parties, so they really need good public speaking training because the PKK administrators and members in this village don't have optimal public speaking yet. The service team attempts to describe these issues in detail in the priority problems faced by target partners in increasing creativity and carrying out public speaking training.

The service activities held by the Social and Political Sciences team at Slamet Riyadi University, Surakarta, ran smoothly, full of enthusiasm from the participants who attended and gave each other good feedback so that the messages conveyed in the training could be conveyed well. In this service activity, the service participants were enthusiastic about asking questions about the topic of this training, so the event was very interactive, which of course inspired other participants to ask questions, so this service event was said to have run very well and was successful. Most service participants asked about how to train and develop public speaking skills for beginners so they can have confidence and feel comfortable communicating with other people. Apart from that, participants also asked about how to have the courage to communicate in front of many people so that the activeness of service participants provides an interactive atmosphere.



Picture 1 : Presentation of material regarding public speaking training



Picture 2 : Photo with PKK mothers from Ngidam Muncar Village, Susukan, Semarang

This activity was also attended by 31 PKK mothers from Ngidam Muncar Village, Susukan, Semarang. The arrival of the enthusiastic mothers provided a different atmosphere at the current service event. The service participants who attended also shared their experiences about the types of MSME products sold by this tourist village, so that in the end, this tourist village becomes a shared responsibility of the residents. They hope that this public speaking training will provide enthusiasm and learning material for all PKK women to communicate more actively again to take part in advancing this tourist village. After the training has been completed, the mentoring process continues for service participants, namely online for participants who need more assistance so that the team can find out the participants' progress regarding public speaking. It is hoped that the material presented in this service training will be useful for PKK mothers in Ngidam Village, Muncar, Susukan, Semarang. The material presented in this service training includes providing participants with knowledge about public speaking, being given tips on how to increase self-confidence in public so that nervousness can be overcome, and how to improve good and effective communication skills so that with the techniques provided, participants can speak well in public. Apart from that, in this public speaking training, participants are also given an idea of how to manage the audience so that the atmosphere can be interactive.

The Slamet Riyadi University service team, after evaluating the activities, which from the start provided counseling and socialization, training, and subsequent mentoring, gave very significant results in that the participants had understood the importance, methods used, as well as tips and tricks in doing public speaking with clients, so what This training has a positive impact on service participants. The public speaking training that has been carried out in this service activity provides progress in effective communication skills so that they are able to have good communication competence. Apart from that, the role of this training is to increase self-confidence as a provision when speaking in front

of many people, so the benefits of public speaking are very large and have a positive impact on all of us because, basically, we as humans always interact with other people and with public speaking skills. good, then you can interact with other people better than before.

The PKK association in Ngidam Muncar village, Susukan, Semarang, currently needs public speaking training in order to participate in promoting this tourist village. Public speaking is an important form of social skill and is related to the ability to interact with other people effectively and appropriately (Tarsinih, Juidah, 2021). This public speaking can be achieved by practicing, not instantly, so that you gain more confidence when speaking in public. According to Hojanto (2016), Noer (2018), and Asriandhini, Khasidah, and Kristika (2020), who stated that public speaking focuses on the effectiveness of the message conveyed, there are factors that support the effectiveness of communication in public speaking, such as mastering the material, self-confidence, managing situations, managing the audience, and the speaker's attractive appearance. Increasing self-confidence is very important so that nervousness can be overcome and anxiety can be managed. By practicing and often adapting to diverse audiences, you can improve communication. Apart from that, a public speaker is expected to be able to manage the audience skillfully so that when doing public speaking, a warm atmosphere and mutual understanding are created for both parties so that communication runs effectively. Implementing public speaking requires consistent practice. According to Heriyati, Prihandini, and Zahratunissa (2023), the more often you practice public speaking and the more hours you have flying, the higher your self-confidence will be.

The participation of PKK women in the village of Ngidam Muncar, Susukan, Semarang contributes to taking part in public relations in the village, so every woman is also expected to be able to communicate with outside parties regarding the potential and large resources in this village so that they are able to communicate about this tourist village. with outside parties because, according to Oppermann (1996), Crotts, and Holland (1993) in Arida, Pujani (2017) stated that the development of tourist villages can improve the economy in rural areas; apart from that, it can also improve the quality of life of rural residents, so that the tourist villages become a potential tool to support sustainable environmental development. The potential of the tourist village of Ngidam Muncar, Susukan, Semarang starts from an early age: being able to become a public relations officer in the village so that he can communicate well with outside parties. So the output of this service is that the PKK women's association in this village can implement public speaking well so that it can communicate well and effectively with relations or related parties, both internal and external stakeholders related to the tourist village of Ngidam Muncar, Susukan, Semarang.

CONCLUSIONS AND RECOMMENDATIONS

Public speaking training provides a huge role and impact for everyone. This is the same thing felt by service participants, namely PKK mothers in Ngidam Muncar village, Susukan, Semarang, who obtained good results from the training because they previously experienced problems communicating in front of people and a lack of self-confidence experienced by participants in this service activity. This is in accordance with what was expressed by Wiratama (2021), who stated that the role of public relations is very large for us because humans often interact with one another.

This service activity goes through several stages to provide maximum results for participants. Activities start with socialization, counseling, training, and mentoring participants. The results of this service provide maximum results, which are marked by service participants who are confident and able to demonstrate their public speaking skills, which can be seen from developments in meeting with clients, thereby adding value to the participants and thinking more critically in dealing with clients who offer various kinds of questions or input. So that public speaking training has provided maximum results..

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