

## Public Speaking Skills in the Management of Psychosocial Maturity

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### ARTICLE INFO

*Keywords:* Psychosocial Maturity, Ethos Phatos Logos, Aristotle Rhetoric, Emotional Management, Self-confidence

*Received :* 10, June

*Revised :* 20, July

*Accepted:* 4, August

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### ABSTRACT

Students as agents of change who will enter the industrial world are expected not only to master public speaking techniques but also to strengthen psychosocial aspects in managing emotions, building trust, and conveying information effectively. This study aims to reveal that public speaking skills play a role in the management of psychosocial maturity, the validity of data using triangulation techniques using qualitative research designs. The results of the study show that in terms of ethos, careful preparation can increase the credibility and clarity of the message conveyed by the speaker. In terms of pathos, the ability to manage emotions can reduce tension and maintain focus when speaking. Logos can increase trust by using evidence-backed arguments.

## INTRODUCTION

Humans as social creatures from time to time have tried to fulfill their needs by conveying emotions, thoughts, dreams and hopes through language directly (speaking) and indirectly (writing). Rhetoric is a term commonly used in the academic field to research the art of speaking or communication. However, along with advances in technology and knowledge, rhetoric has developed into public speaking, this is because of the importance of communication which penetrates various aspects of life. Rhetoric is not just the science of oratory, but includes knowledge of literature, grammar and logic. Considering that universities are the producers of agents of change, namely students, universities must be able to produce quality and capable graduates (outputs), supported by superstructure and infrastructure with student ratio. Because reason is not enough to make people believe, therefore to convince other people it is important to use emotional manipulation techniques. Convincing, influencing, commanding, inviting are some of the goals that can be achieved.

*Public speaking* become one of the disciplines of public communication. The public is a medium for developing social skills that anyone must have, one of which is public speaking skills. This ability is a very important part of effective communication, namely conveying the message correctly and attracting the audience's attention. Finding all the ways that can be used for persuasion is the essence of the theory (Aristotle: 2009). In this case, the speaker (rhetor) must find ideas or a way to organize them, turn them into words, convey them, and finally make what they say memorable. Aristotle (2009:105) said that people who speak in public must consider their point of view or at least they must debate between what is possible and what is impossible. Public speaking skills developed by utilizing Aristotle's principles not only improve public speaking abilities, but also strengthen individual self-confidence in various social contexts. It contributes to better psychosocial management by improving the ability to interact, communicate, and build positive relationships with others.

In public speaking or public communication, people often worry that they will not be able to convey their message well and their emotions, so that anxiety can have an impact on the communication process. Fear is an unpleasant feeling about being unable to overcome a problem. In general, this uncertain and unpleasant feeling will cause physical changes, such as shaking, sweating, increased heart rate, and psychological. They can cause panic, tension, confusion, unease, unfocus, and nervousness in communication. This suggests that social and communication anxiety is largely related to the way we think about ourselves in relation to communication situations (Aryadillah, 2017).

Our success in communicating is evidence of Aristotle's main rhetorical contribution which is greatly influenced by several factors, namely the concept that persuasive communication consists of three pillars: *ethos* (trust or ethical evidence) or to whom a rhetorical message is delivered, namely the speaker's character is considered credible by the listener which can be seen from the way he communicates and the broad insight he has, *pathos* (emotional) or the ability to convey is about how the speaker can create a lively atmosphere and interact with the audience, and *logos* (logical evidence) or the content conveyed is about

how the speaker chooses and uses words, language and terms that are polite, clear and easily understood by the listener .

Rhetorical activism, there are many varieties. There are jokes, chats, greetings, pleasantries, campaigns, discussions, seminars, conferences, etc. Therefore, rhetoric is basically an important part of society. However, when someone is at the center of the audience's attention, it turns out that not everyone is skilled at doing it. Many individuals feel emotions such as anxiety or fear when they have to speak in public. One of these phenomena can have an impact on aspects of the social development of individuals who play a role in public speaking, namely psychosocial maturity, which means the ability to regulate emotions, develop empathy, and understand other people's perspectives (Rahmawati & Soejanto, 2022). Researchers obtain supporting and complementary references and conduct comparative studies related to the research to be conducted.

## LITERATURE REVIEW

Based on research conducted by Fitria et al in 2022, they examined the relationship between public speaking and students' interpersonal skills. This means students who have good public speaking skills tend to have better interpersonal skills too. Public speaking skills can help in developing students' psychosocial maturity, because they can improve their ability to interact, communicate and manage relationships with other people effectively.

The research conducted by Syazali et al., in 2023 was entitled Efforts to Improve Students' Speaking Skills using the Show and Tell Method. The research results show that the show and tell method can be used as an innovation in the learning process and has several advantages in improving speaking skills. This method focuses on giving students more opportunities to speak, to improve students' speaking skills.

Research conducted by Panjaitan et al., in 2024 entitled Improving Students' Public Speaking Skills through Paper Wayang Media aims to improve students' ability to speak in public using paper puppets. The results show that creative and inventive learning methods, such as using paper puppets, can improve students' communication skills in elementary schools.

Results of research by Cahyono in 2021. This research discusses the rhetoric of Mario Teguh's motivational language in the Golden Ways program on Metro TV. This research discusses how important it is for a motivator to choose words and how they act to motivate other people. This has important implications, because every choice of words and actions is shown to create a cohesive and dialogical atmosphere, or a controlled emotional atmosphere, which functions as a bond between the motivator and the audience. The difference in research is that good public speaking skills are associated with increased individual social adaptation and the ability to overcome psychosocial challenges.

In the literature review, Aristotle's theory can be a basis for researchers to understand and review previous research related to public speaking skills in managing psychosocial maturity, individuals who have high psychosocial

maturity tend to be able to manage their emotions, attitudes and behavior in interacting with other people, including public speaking.

## METHODOLOGY

Researchers use qualitative methods, which is a way to study natural phenomena. In this method, researchers are directly involved in the process, data analysis is carried out using an approach that involves drawing conclusions from existing data, and the main focus is on understanding meaning rather than making general generalizations (Abdussamad, 2021).

Data collected through triangulation techniques was then transcribed word for word to become qualitative data. Using qualitative methods, researchers will describe public speaking skills in managing psychosocial maturity. The topic of public speaking skills in managing psychosocial maturity is still a foreign topic that has not been widely researched. Researchers obtained primary data through structured interviews with related parties, with research subjects namely Virnica Amanda Hape as informant 1 and Abdul Muis as informant 2 who was researched who has experience in public speaking. Secondary data comes from data obtained from books, communication journals and literature.

Based on this, Aristotle's theory of rhetoric not only provides a strong theoretical foundation for the development of public speaking skills, but is also relevant in the context of holistic and effective management of psychosocial maturity. Researchers are interested in conducting research on public speaking skills in managing psychosocial maturity using Aristotle's rhetorical theory by understanding the concepts of ethos, pathos and logos.

## RESEARCH RESULT AND DISCUSSION

In the world of public speaking, the art of speaking requires not only good words, but also the ability to build an emotional connection with listeners and convince them logically. The theories taught by Aristotle, namely ethos, pathos, and logos, not only provide a solid foundation for anyone who wants to become an influential speaker, but also strengthen an individual's self-confidence in various social contexts. With this ability, we can express ideas or thoughts to many people clearly and respectfully, thereby showing the quantity within ourselves.

Aspect	Draft	Application and Informant Findings 1	Application and Findings of Informants 2
<b>Ethos</b>	Research and Mastery of Material	Doing research before broadcasting can provide accurate & reliable information.	preparing teaching materials with in-depth research to ensure the quality and accuracy of the materials builds student confidence in the teaching materials.

	Professional and Confident Physical Appearance	Maintaining a neat appearance and professional attitude implies the broadcaster's credibility, making listeners more receptive and appreciative of the information conveyed.	A teacher's professional appearance and confidence helps build positive relationships with students and reinforces the message conveyed.
	Building Trust as a Speaker	build a good reputation as a broadcaster by strengthening the listener's trust, making the information conveyed more effective and well received.	building student confidence through quality teaching and good interactions increases student confidence and learning success.
	Strengthening Ethics and Character in Delivery	Demonstrate high ethics and consistency in every broadcast to build strong relationships with listeners.	Good ethics in teaching help teachers build trust and solid relationships with students.
	Creating an Emotional Connection with the Audience	touching listeners' feelings with relevant and inspiring personal stories makes listeners feel more connected and motivated by the broadcast	using emotional approaches, such as sharing life stories, increases student engagement and creates a more supportive learning environment
<b>Pathos</b>	Presenting Material Using Words That Invoke Certain Feelings or Emotions	choosing words and phrases designed to trigger an emotional reaction from listeners can deepen the impact of the message and keep listeners more engaged in the broadcast	uses language designed to evoke students' emotions and increase their interest in the material.
	Thorough Preparation	prepare each element of the broadcast carefully to ensure smoothness and improve the quality of delivery.	Thorough preparation makes it possible to convey the material more clearly and supports students' overall understanding
<b>Logos</b>	Building Arguments	organizing the broadcast with a logical flow from opening to closing makes	Delivering clearly structured material helps

Consistently from Beginning to End	it easier for listeners to follow and absorb the information effectively.	students follow lessons well.
Include Reliable Sources and Evidence to Support Arguments	including valid references and Evidence strengthens the broadcaster's argument, increasing the listener's confidence in the information.	including reliable data and quotes in explanations of material strengthens classroom arguments and helps students understand concepts better.
Use language that is appropriate and easy for the audience to understand	choosing words that are simple and easy to understand by the listener makes the information easier for the listener to understand and remember	Using appropriate terms makes it easier for students to follow the material and understand the lesson.

Table 1. Findings of the Ethos Pathos and Logos aspects in the Management of Psychosocial Maturity  
 Source: Personal, 2024

**Ethos**

A person cannot be convinced just because of the evidence presented, but by whom the evidence is presented (Pearson, Nelson, Titsworth, Harter, 2008:389). Ethos is the foundation of trust between the speaker and his audience. When a speaker has a strong ethos, listeners tend to accept his message more openly and consider him a trustworthy source. Therefore, to build and maintain a positive and consistent ethos is the key to talking about one's abilities and expertise (Widiastuti, 2017).



Figure 1. Informant 1 when he was a Public Speaker  
 Source: Instagram @amandahape

From the proof of this ethos aspect, informant 1 meets the criteria for this aspect. Ethos itself refers to the speaker's personality, intelligence, and way of seeing the world. Informant 1 showed that he had understood and mastered the topic of discussion at the event, with a serious expression on his face and occasionally smiling and moving his hands. Ethos includes good thoughts, good morals, and good intentions. According to Aristotle, there is also a view that states that ethos based on example, behavioral records and track record is the most influential and strong (Syahrir, 2015).

Readiness for the material to be presented is very important for a public speaker. This not only ensures the accuracy of the information, but also allows for a broad understanding of diverse points of view. The importance of in-depth research and material for good and interesting delivery, often using PowerPoint as the main tool also prioritizes a confident appearance and thorough preparation as the key to giving a positive first impression to the audience. According to Khoriroh (2018), listeners or audiences involved in public conversations are actually unique individuals and have their own characteristics.

On the other hand, it is important to ensure that the message conveyed is in accordance with the theme or material that has been determined, without changing the focus. Additionally, it relates the message to the audience's personal values and builds close interaction with them. This approach is also supported by the implementation of 5S cultural values which emphasize ethics and character in communication, which are considered important supporters in strengthening your appearance as a public speaker. Thus, mastery of the material, a confident appearance, and clarity in conveying the message are the main keys to becoming a public speaker who can influence the audience in a positive and constructive way.

Many public speaking theories must be studied because they are needed in almost all fields of work. This includes Managers, preachers, instructors, speakers, announcers, presenters, MCs, politicians, and workers. Speakers are not born but on the contrary, they can become speakers through instruction and opening themselves to various talks and experiences. This helps them become more capable, more confident, better as speakers, and better at criticism. Mastery of the material shows that to reduce anxiety, a person needs to really master or understand well the material that is the focus of attention or responsibility. This implies that uncertainty or ignorance of the material can be a cause of anxiety which affects psychosocial maturity.

### ***Pathos***

Emotional persuasion is accepted more quickly than logic. Pathos is evidence that appeals to an emotion, and fear is the most frequently used emotion. A speaker must understand the following things before using pathos: 1. the audience's state of mind or emotions, 2. the opponent's emotional tendencies, and 3. the reasons they feel that way (Brocher, 2005: 37). Pathos is an expression of emotion that the speaker wants to convey to the listener. Pathos refers to the feeling a speaker wants to convey to his audience. According to Aristotle, listening becomes a tool of evidence when emotions are involved,

because listeners will judge differently depending on whether they are influenced by joy, pain, hatred, or fear (West & Turner, 2010).



Figure.2 positive comments related to the pathos aspect applied by informant 1  
*Source: Instagram comments column @amandahape*

To use pathos, a public speaker must have an understanding of the following: 1. the audience's state of mind or state of mind; 2. the opponent's emotional point of view; and 3. the reason they feel that way. Persuaders create artistic strategies to direct the emotions of their listeners after understanding their emotional state. Pathos is an emotional appeal used by orators to make them feel guilty, sad, angry, afraid, happy, proud, sympathetic, respectful, or like (Hidayat, 2021). According to Aristotle, the audience is evidence of emotional arousal because they can judge it in different ways. The informant is able to convey his emotions to the audience through the pathos aspect. Not just anger, the emotion referred to is what the informant felt during the discussion.

In general rhetoric, all aspects of public speaking use language. This includes choosing the right words and using the right language to combine the message in a way that attracts and influences others with the ideas or ideas conveyed. The use of this word is based on the speaker's speaking experience and their ability to convey ideas.

It is important to understand the concept of psychosocial maturity and how it affects a person's ability to communicate. Thorough preparation before speaking in public is the key to ensuring that the message conveyed can run smoothly. In this way, the informant can ensure that a thorough preparation plan becomes a strategy that the informant can rely on to control and manage his or her emotional responses during interactions or presentations. Success in conveying a message to an audience depends not only on the clarity of the material presented, but also on the ability to associate the message with values that are relevant to the audience.

Based on a comparison between two informants who talked about their responsibilities as public speakers, there are striking differences in approach. The first informant emphasized careful preparation and packaging of material so that it is relevant and understandable to the audience. They also actively invite the audience to participate in public speaking sessions by making the material relatable. On the other hand, the second informant views the responsibility of a public speaker as part of psychosocial maturity, which involves managing the audience's emotions by playing games or humor, as well as maintaining active communication through questions and answers. Although both prioritize effectiveness in conveying the message, their approaches show different emphases in preparing material, interacting with the audience, and managing emotional aspects in the context of public speaking.

### *Logos*

Aristotle (in Maarif 2015:44), refers to the term "logos" in understanding "argumentation" and "logic" in rhetoric. If ethos is related to the speaker, and pathos is related to the listener, then logos is related to the conversation. Aristotle considered logos as an action that comes from his mind such as the use of clear language and logical explanations, including the choice of words or phrases and sentences spoken by the speaker. Logos explains the meaning of correct argument, correct deduction, and careful analysis. According to Aristotle, logos includes a variety of actions, such as using logical claims and clear language. (West & Turner, 2010).



Figure.3 Informant 1 when he was a public speaker  
*Source: Instagram @amandahape*

From the proof of the logos aspect, informant 1 meets the criteria for this aspect. In this way, informant 1 was able to make the audience believe in the evidence shown in the process as a public speaker. Arguments supported by logical evidence are important to validate the conclusions drawn. By including sources, whether they come from books or in audio-visual form such as case study videos. Preparing logical evidence as a public speaker is very important because it can increase the listener's confidence in the arguments presented. This approach is in accordance with academic and scientific principles which demand

clarity and data support. Although it does not explicitly mention sources, this approach emphasizes real experiences and events as evidence.

Ensuring the argument can be accepted by the audience is also crucial in building their trust and understanding of the material presented and ensuring the argument is accepted by the audience and re-emphasizing important points or even mentioning their names to strengthen interaction and understanding by paying attention to their behavior in the audience looking focused with fixed eyes, it shows their interest.

### ***Barriers to Public Speaking Skills in the Management of Psychosocial Maturity***

Public speaking skills are an important aspect in achieving psychosocial maturity. The ability to communicate in public allows individuals to build self-confidence, connect with others, and achieve their goals.

However, many individuals experience obstacles in public speaking, which can hinder the development of their psychosocial maturity. These obstacles can be categorized into several types, such as:

#### *Public speaking anxiety*

In their research, Patterson and Ritts revealed several factors that indicate that communicators experience social and communication disorders. Public speaking anxiety is the inability of people to increase their conversation which is not caused by a lack of knowledge, but due to an inability to express opinions well which is characterized by a physiological and psychological response (Restiawati, 2022). Therefore, this anxiety may stem from a desire to appear positive and avoid negative judgment

#### *Lack of self-confidence*

Lack of self-confidence may cause individuals to have doubts about their ability to speak in public. This can cause them to avoid public speaking situations, or appear in a less than optimal manner. (Musriani, 2020).

#### *Lack of preparation*

One of the most common causes of poor public speaking performance is lack of preparation. Individuals who do not prepare well often feel nervous and unsure of what they are saying. This can cause them to get lost, repeat information, or speak in a slurred manner.

#### *Lack of communication skills*

Poor communication skills can make it difficult for individuals to convey their message to an audience which can lead to confusion, frustration and disappointment for all parties involved. Communication skills are the abilities possessed by a person, both non-verbally and verbally, to convey a message to an audience or vice versa (receive a message) and then convey it without miscommunication. (Erlinda Rahma Dewi et al., 2022).

Anxiety in public speaking is often influenced by several main factors, one of which is self-perception regarding communication skills. Apart from that, low self-confidence can prevent someone from appearing well in public. Another significant factor is the lack of adequate preparation before speaking in public

which makes individuals tend to stutter in conveying information or fail to communicate messages clearly. Lastly, poor skills in conveying a message can result in confusion and frustration, for both the speaker and the listener.

Therefore, to overcome this challenge, efforts are needed to increase self-confidence, thorough preparation, and the development of better communication skills.

### *The Success of Public Speaking Skills in the Management of Psychosocial Maturity*

Life is full of communication. Communication is necessary because its scope is broad and unavoidable. According to Stephen E. Lucas' book "The Art of Public Speaking", speakers must prepare themselves well before speaking in public. For example, the author says that speakers should use clear language, know a lot about the topic of the speech, and make opening remarks and introductions.

It is important to use breathing techniques and focus your gaze on the audience to maintain concentration. This strategy helps eliminate negative thoughts and maintains a two-way interaction with the audience. Apart from that, continuous practice, self-confidence, and preparation of appropriate material according to the audience's needs, as well as readiness to answer questions logically also support success in conveying messages effectively.

The success factors for public speaking skills in managing psychosocial maturity include:

#### *Thorough preparation*

Understanding an audience's interests, background, and expectations helps tailor messages to meet needs, including content, supporting equipment, and appearance. By preparing ourselves as well as possible, we will increasingly master the material so that the material we want to convey can be well organized and easy to understand. (Desi Alawiyah et al., 2022)

#### *Ability to communicate well*

The ability to communicate well can be learned by practicing alone, with friends or family. Good communication skills are essential for successful public speaking. This includes the ability to listen carefully to what the audience is saying, the ability to speak clearly and concisely, the ability to tell stories to make presentations more interesting and memorable (Desi Alawiyah et al., 2022).

#### *Confidence*

One of the most important components of a person's character is self-confidence. Self-confidence is the belief that a person has the ability to solve problems in the most effective way and can help others. Believe in yourself and the abilities you have, something valuable to share with the audience, also focus on the positive aspects of the presentation being delivered and avoid thinking about negative things (Desi Alawiyah et al., 2022).

From the perspective of interpersonal communication theory according to Joseph DeVito, understanding the audience is a very important strategy. Identifying your audience's needs and interests, and adapting to their feedback, can increase self-confidence and reduce anxiety. This is in line with communication adaptation theory which emphasizes the importance of flexibility in the communication process.

Based on non-verbal communication theory, analysis of facial expressions, body movements and eye contact is an important part of the strategy for achieving success in public speaking. Appropriate use of non-verbal cues can increase the effectiveness of message delivery, strengthen self-confidence, and reduce anxiety.

By combining various perspectives from these communication theories, it can be concluded that effective strategies for overcoming psychosocial maturity include increasing self-confidence, adapting to the audience, rational thinking, thorough preparation, and utilizing non-verbal communication. This holistic approach allows individuals to hone their communication skills and face public speaking situations with more confidence and efficiency.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the discussion in the research presented by the researcher, it can be concluded that public speaking skills in managing psychosocial maturity are skills that not only help in improving communication skills, but also play an important role in developing individual psychosocial maturity. In the aspect of ethos, in-depth research and thorough preparation in delivering material helps increase the credibility of the speaker and the clarity of the message conveyed. Meanwhile in pathos, the ability to manage emotions and make thorough preparations can reduce tension and maintain focus when speaking in public. From a logos perspective, the use of arguments supported by logical evidence and clear delivery can increase the audience's trust and understanding of the material presented.

Public speaking skills can hinder the management of psychosocial maturity because it is difficult to express oneself well when speaking in public, affects social relationships, and reduces psychological independence. The practical implications of this research include the application of strategies that have been identified to help students improve their public speaking skills. Overall, public speaking is not only about good verbal skills, but also about mental, emotional readiness, and in-depth knowledge of the topic being presented. In addition, this research also contributes to theoretical understanding of the factors that become obstacles to successful public skills. speaking and strategies to overcome it, especially in the context of managing psychosocial maturity.

## **ADVANCED RESEARCH**

Every research certainly has limitations. Limitations in the sense of research limitations that influence the researcher's ability to explore the data being studied, limited data available, or external research factors such as limited time and resources. So further research is needed to complete this research.

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