Strategies and Techniques for Building Confidence When Public Speaking for Beginners

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ABSTRACT

In this era, public speaking ability is a skill that a person must have. This ability is needed in the academic, business and other worlds. A public speaker with his role as an influence and benefit to his audience is required to appear convincing. All his words, appearance and behavior can be an inspiration for his listeners. For this reason, the element of communication motivation must be inherent in a public speaker to avoid worries that make him doubt his abilities. However, for beginners, public speaking is something that is difficult to master, so you need to practice a lot and read several references regarding public speaking strategies or techniques. The methodology in this research uses the Library Research method which aims to study texts and previous research. relates to topics about strategies and techniques in building self-confidence when doing public speaking. The results of this research found that there are several strategies in public speaking, namely, 1) Introduction to the Audience, 2) Organizing Material 3) Introduction to Places, and 4) Physical Appearance. Meanwhile, the techniques that beginners must master when speaking in public are: Ice Breaking Technique and Vocal Technique

Keyword: *Strategies and Techniques, Building Confidence, Public Speaking*

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INTRODUCTION

Communication science is the study of how to communicate and use various communication tools as communication suggestions for society. Communication science is not intended for people who are quiet or rarely talk? That is wrong. As we know, communication can be done verbally and in writing, so that statement is just a myth, no matter who you are, as long as you have interest, intention, and passion in this major, it will be fun. We have several laboratories as learning facilities such as the Broadcast Television Laboratory, Radio Laboratory, Photography Laboratory, Graphics Laboratory, Computer Mediated Communication Laboratory, Information Management Laboratory, Media and News Room Laboratory, and Event and Conference Laboratory.

Communication science itself is closely related to public speaking and communicating with the general public. Communicating is a form of talking to fellow humans which is also said to be the most basic form in everyday life (Hartini & Chumaeson, 2021). Communicating verbally and non-verbally is something anyone can do, but communicating in front of an audience requires special knowledge. The ability to speak in front of a public speaker or an audience is also a skill that everyone, including children, should have. Public speaking cannot be avoided because basically all humans always communicate and sometimes even have to do it in front of many people to achieve certain goals. The main factor in success in public speaking is self-confidence. Tantowi Yahya also believes that public speaking skills can be practiced by taking advantage of every opportunity. In order to be confident when speaking in public, there is no instant practice to gain knowledge and skills in public speaking (Anggriani et al., 2022).

Currently, public speaking is one of the absolute skills needed in the global era. This is triggered by the demands of the times and current technology which force individuals to be able to compete to improve their self-quality. The importance of public speaking skills cannot be separated from the definition of public speaking itself. Etymologically, public speaking consists of "public" which means to whom we will speak; while "speaking" means how to convey it. Everyone is capable of speaking, but only some can combine words into beautiful language that can attract the public to hear it. So, in simple terms, public speaking means the ability to speak by playing language "games" in front of an audience (Girsang, 2018). In public speaking there is verbal and non-verbal communication. Nonverbal Communication theory which means exchange and delivery of messages that do not use words using more gestures, expressions, gestures, gestures, tone intonation, eye contact, closeness and touch (Ramadhani & Lani, 2023).

In the communication sciences department, specialization is carried out, so that we focus more on one field, for example, journalism. This specialization focuses more on the field of journalism, both journalism in the field of print media such as newspaper magazines and electronic media such as radio and television. In this specialization, we learn more about the use of technology and the use of communication and information technology. The growth of national television, newspapers, and radio requires skilled journalists, both as reporters, announcers, documentaries, and news producers.

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Communication science is closely related to social media. If social media is used for positive things, there are many benefits that can be felt in our daily lives. life, both in the business world as marketing goods and services offered to consumers, building relationships and connections, and expanding friendships, including as a learning space in public speaking, because through social media we can also train our self-confidence so we can create (Rahman, 2024). One social media that can be used as a place to practice self-confidence is Instagram, Instagram also has it positive and negative impacts on users. Many conveniences and information and entertaining content presented (Syafrina, 2024).

Everyone feels insecure when speaking in public. As a result, a perception emerged that to become a public speaker you must have basic abilities, namely skills or soft skills. This lack of self-confidence is influenced by the lack of mastery of the material to be conveyed and the status, appearance, or intelligence of the potential listener. This will directly cause feelings of depression or nervousness. Therefore, a skill or soft skill is needed from within the individual, and the potential they have just needs to be shown. Based on this background, the author needs to explain several strategies and preparations for building self-confidence when public speaking.

Based on direct observations conducted by researchers on students in the second semester of the communication science study program at Hang Tuah University, Pekanbaru, it was found that the student's level of self-confidence was still relatively low in carrying out public speaking. This is reinforced by the results of interviews with several students, it was found that one of the things that causes them not to be confident in public speaking is not knowing the techniques or strategies that must be used to be confident in speaking in public. Based on this, the researcher tried to conduct literature research by finding several theories and analyzing them to produce a study related to strategies and techniques for cultivating self-confidence when doing public speaking.

RESEARCH METHODOLOGY

This research uses the Library Research method which aims to study texts, books, and publication manuscripts regarding strategies and techniques for increasing self-confidence when public speaking for beginners. This study was taken from various literature texts that are relevant to the topic of study in this research. The data source used is data from previous research that is relevant to the topic discussed. The initial steps taken were collecting library data, reading, taking notes, and comparing the literature found to be processed to produce something conclusion. Secondary data used in this research is in the form of textbooks, journals scientific articles, and literature reviews that examine the same concept. (Fatha Pringgar & Sujatmiko, 2020)This research is needs analysis research which can later be used as a basis personality to increase understanding of strategies and preparation in building self-confidence when public speaking

RESULT AND DISCUSSION

The term public speaking consists of two words: public and speaking. Public means many people, the general public, and the people while speaking means talking. The Merriam-Webster dictionary defines public speaking as "the act or skill of speaking to a usually large group of people". Public speaking is the action or skill of speaking to a large group of people. The term public speaking in the Big Indonesian Dictionary (KBBI), perhaps because it is still difficult to find a translation. The term that is synonymous with

public speaking in the KBBI is "speech", namely "expressing thoughts in the form of words addressed to many people".

As is known, public speaking is understood as a technique for conveying messages in public. Scientifically, public speaking itself is part of communication science. This is because communication is an interaction process to connect from one party to another. If you look at the historical trajectory, the beginning of the communication process was very simple, namely starting from several abstract ideas/thoughts in someone's brain to search for data/convey information, then packaged into a message. The message can then be conveyed either directly or indirectly, one way is by communicating in front of a large audience, which is known as public speaking. Currently, public speaking is one of the absolute skills needed in the global era. This is triggered by the demands of the times and current technology which force individuals to be able to compete to improve their self-quality. The importance of public speaking skills cannot be separated from the definition of public speaking itself. Etymologically, public speaking consists of "public" which means to whom we will speak; while "speaking" means how to convey it. Everyone is capable of speaking, but only some can combine words into beautiful language that can attract the public to hear it. So, in simple terms, public speaking means the ability to speak by playing language "games" in front of an audience (Girsang, 2018).

Public speaking is a skill that can be trained, practiced, and utilized to provide benefits according to the needs of the audience, including conveying information, motivating, persuading, and influencing other people, achieving mutual understanding and agreement, achieve promotion, direct the work of staff, improve selling products/business profits and sharing one's knowledge. The purpose of public speaking cannot be separated from the purpose of communication, namely conveying messages or ideas to the public using appropriate methods so that the public can understand the message or idea, and then benefit from the message. In this regard, a public speaker is also required to be able to choose the right method to convey his message. Public speaking is needed to support someone to continue working, innovate, and convey findings in public. The ability to speak in public can also be a profession for everyone, so it is important for those who are involved in conveying information to the public, for example, educators and people involved in public relations (Casmana et al., 2021).

Whether we realize the application of public speaking or not, we often do public speaking in our daily lives, even by students. Expressing opinions in meetings, telling stories to friends around you, and presenting in front of the class are just a few examples of the application of public speaking. Noise in public speaking, in the communication process often the meaning of the message sent by the sender of the message is not the same as the meaning of the message that has been received by the recipient of the message. This is due to the presence of 'noise' (physical disturbances, semantic problems, cultural differences, etc.) which can change the meaning of the message. People with good public speaking skills are people who are able to convey messages to many people, but the message can reach the recipient of the message according to what they want to convey. Public speaking is not a skill that we can learn without sufficient practice. To be able to develop our public speaking skills well, we need a lot of 'flying hours' in public speaking.

There are several public speaking methods including:
1. Impromptu speech, meaning that someone doesn't do much preparation to convey their ideas. In other words, a public speaker works suddenly.

2. Manuscript speech, meaning someone can look at the script when conveying their ideas. In this case, I include an example of a script that can be read by a student representative at the acceptance and farewell of KKP students.
3. Extemporaneous speech, meaning that someone without using a script can convey their ideas more informatively and communicatively. In this case, the speaker is free to improvise.
4. Memoriter/Memorizing, meaning public speaking by memorizing speech scripts.

1. Public Speaking Confidence Factor

Self-confidence is a positive attitude that a person has towards himself, where the individual feels confident and has confidence in his abilities, knowledge, and worth. Confident people have the belief that they can overcome challenges, make decisions, and achieve the goals they set. Self-confidence also includes self-acceptance, where individuals can feel comfortable with their strengths and weaknesses without being too influenced by the judgments or views of others. Self-confidence is the foundation for creating healthy relationships with yourself and others, as well as for achieving success in various aspects of life (Muslim, 2020).

Here are some benefits of self-confidence. According to Satiadarma (Hamama, 2021), self-confidence can have a positive impact on a person, namely:

a. Emotion. If someone has high self-confidence, it will be easier for him to control himself in stressful situations, he can control himself to act calmly and can determine the right moment to take action.
b. Concentration. By having high self-confidence, an individual will find it easier to focus their attention on certain things without feeling too worried about other things that might hinder their action plans.
c. Target. Individuals with high self-confidence tend to direct their actions towards targets that are quite challenging, therefore they will also encourage themselves to try better. Meanwhile, those who lack good self-confidence tend to direct their behavioral targets towards easier, less challenging targets, so that they do not encourage themselves to develop further.
d. Business. Individuals with high self-confidence do not easily become discouraged or frustrated in trying to achieve their goals. He tends to keep trying as hard as he can until his efforts bear fruit. On the other hand, those who have low self-confidence will easily become discouraged and stop their efforts halfway when they encounter certain difficulties.
e. Strategy. Individuals with high self-confidence tend to continue trying to develop various strategies to obtain business results. He will try various strategies and dare to take risks with the strategies he implements. On the other hand, those who have low self-confidence tend not to want to try new strategies and tend to act statically.
f. Momentum. With high self-confidence, an individual will become calmer, more resilient, not easily discouraged, and will continue to try to develop strategies and open up various opportunities for himself. As a result, this will allow him to gain momentum or the right time to act.

People who have low self-esteem or depression are those who never try to show their potential. As a result, self-confidence remains defeated by fear and nervousness which always haunts the mind before acting. We need to realize that fear

will slowly disappear if we often try to do the things we are afraid of, then make mistakes, and then carefully learn lessons from every experience we have. As stated by Dale Carnegie, 2006, the quickest and best way to defeat fear is to do what we fear.

Most people are actually more afraid when facing large crowds. To overcome this, we must discover our true character. True character is one's personality that has been directed towards the desired personality. If a true character has been formed, then a person will be free from fear and nervousness. One figure, Dale Carnegie, believes that the quickest and best way to overcome fear is to do what we fear.

Apart from that, fear and nervousness can be minimized by taking several approaches, namely:

a. Rational approach, meaning thinking not to be a coward and strengthening communication motivation when speaking.
b. Physical approach, namely by relaxing and causing temporary pain which is intended to divert the pain itself.
c. Mental approach, which can be done by visualizing the audience and talking to yourself to reassure yourself before performing
d. Practical action, namely by making optimal preparations and acting brave when speaking.

2. Good strategy and preparation before speaking in public

The task of a public speaker is to convey ideas to the audience and these ideas have the potential to influence the audience's actions. For this reason, optimal preparation is needed before presenting in front of an audience. I summarize the strategy and preparation in five things, namely:

a. Audience Introduction, audience recognition can equip us in selecting materials and arranging and presenting them with the right strategy. This is because our knowledge about the public will become concrete. To identify potential audiences, there are general and specific things that need to be considered, including:
   a) General things, audience size, age range, gender, occupation, education, religion, socio-political-economic and cultural customs.
   b) Specific matters include:
      1) Pay attention to the audience's motivation for coming
      2) Pay attention to the audience's level of knowledge
      3) Pay attention to possible audience reactions or attitudes
b. Organizing the material, the more information you get, the better the material preparation will be. Some things to pay attention to include:
   1) Know the information needed
   2) Know the sources of information
   3) Select some information from several collections that have been obtained
   4) Arranging the structure of the material
c. Recognition of place, a good speaker will first recognize the terrain where he will speak. Things to pay attention to include:
   1) Arrive at least one hour before the event starts to check your overall physical condition
   2) Make sure of your position when you want to speak
   3) Pay attention to outdoor or indoor

4) Pay attention to the requirements for your speaking needs, such as audio-visual equipment

d. Physical appearance, the audience tends to make judgments when they get the first impression given by the speaker. Therefore, there are many things that must be considered in detail, including:
1) Neatness, cleanliness, and suitability of clothing
2) Physical appearance when performing, such as
3) Stand relaxed but straight
4) Feet should be neat and look decent
5) The hands are relaxed and can make movements as proportional as possible
6) The face looks confident but not tense

3. Public Speaking Techniques

There are two public speaking techniques explained in this article:
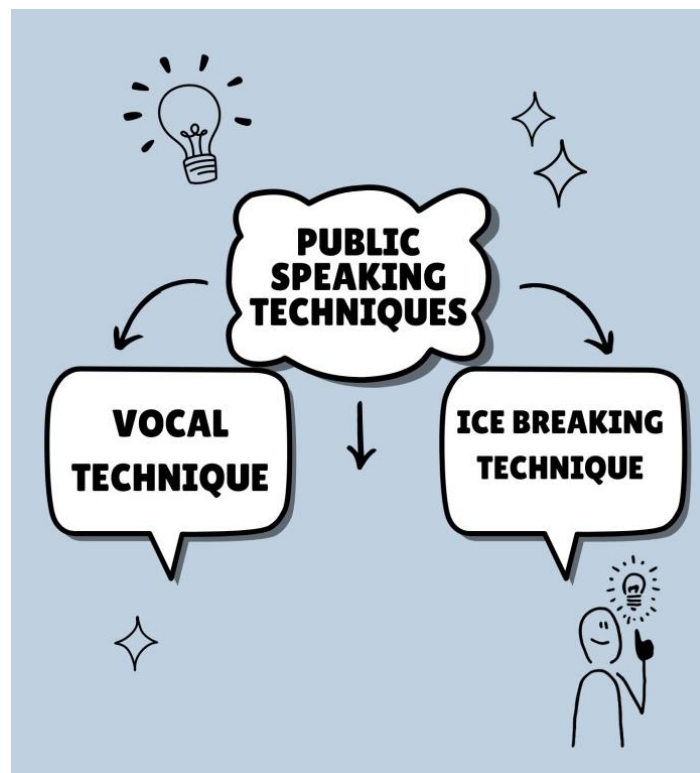

Figure 1.1 Ice Breaking Technique for Beginners

To be an interesting speaker who can have an influence on listeners, you need public speaking techniques, including:

a. Ice Breaking Technique

Furthermore, ice-breaking can be interpreted as an attempt to break or melt a stiff atmosphere such as ice so that it becomes more comfortable to flow and relax. This aims to ensure that the material presented is acceptable. The aim of implementing ice breaking is to create conditions that are equal or equal to fellow training participants, eliminating gaps or gaps, boundaries between participants, so that there are no differences, so that equality and opportunities to progress emerge. *Preparatory steps before ice-breaking*: Preparation for the icebreaker game, collect all types of interesting games in the

activities that will be carried out and choose games that do not contain unhealthy or dangerous elements and elements of cooperation and effective time. Start the icebreaker game voluntarily ask the participants to try the game which is directed at the participants so that they can understand the game, and use the time communicatively with the participants to create a new and fun atmosphere. (Kristanto et al., 2020).

1) Interesting opening

   The opening is the first impression, meaning it can influence the audience's view of the public speaker during the presentation. No matter how short the time for a presentation is, the opening must still be full of warmth. The opening can be done with an illustration or story that is currently popular, but relevant to the topic of the monastery. When conveying it, show a friendly, friendly and close face.

2) Use Jokes

   Humor may contain risks. This is due to its universal nature, while each individual's taste is very personal and individual. However, even though it contains risks, good humor can be an effective start in getting the listener's attention. Joke material is very broad, because it can be taken from various stories, everyday cases, advertising images, other people's experiences, research results, and so on.

b. Vocal Technique

Vocal technique is a way of producing good and correct sounds so that the sound that comes out sounds clear, beautiful, melodious, and loud. This way of producing sound involves several elements known as elements of vocal technique. These elements must be considered when doing public speaking. Vocal technique is especially known among singers. However, public speaking also requires vocal techniques so that speeches, presentations, and other public speaking activities are good and engaging (Anna, 2022).

Albert Mehrabian, a professor at the University of California, found research results that stated that audiences form their perceptions of a speaker through three aspects, including:

1) Verbal – What the message is saying 7%
2) Vocals – How the message sounds 38%
3) Visuals – How the speaker looks 55%

The vocal aspect with a percentage of 38% is in second place and has a major contribution to success. A similar thing was expressed by Ray Birdwhistell from the University of Pennsylvania, an expert on nonverbal communication. He said that only around 30-35% of human communication is carried out through words (verbal), and the rest. mostly through nonverbal means. In the context of oral communication such as radio broadcasts and podcasting which prioritize vocals, the greatest perception will occur towards vocals. Mostly through nonverbal means. In the context of oral communication such as radio broadcasts and podcasting which prioritize vocals, the greatest perception will occur towards vocals.

Good vocal delivery is achieved if a public speaker masters the following three things:

1) Respiration

  A good position to control breathing is standing up straight to give the lungs better space. To speak in public, a solid sound chamber is needed to be able to convey long sentences at the correct volume.

2) Volumes

  Success in speaking is not always determined by the loudness of your voice. The volume of your voice when speaking in public is only slightly louder than your daily speaking volume. Speaking at a loud volume is only necessary in certain parts. Moreover, speaking loudly too often can damage your throat and make your audience bored.

3) Vocal expression

  Expression is an important factor in sound processing. A good voice will be more meaningful if accompanied by the right expression. Expression consists of three components, namely: a) pitch, the high and low factor of the voice, b) pace, the speaking speed factor, c) phrasing, the ability to break up sentences, and accompanied by pauses.

  Elements of Vocal Technique The following are the elements of vocal technique in public speaking.

1) Breathing Breathing or breathing is the air that is sucked in through the nose or mouth and exhaled again from the lungs through the nose/mouth as well. When speaking, the air comes out along with the sound. Breathing must be much more controlled when speaking because speech consists of exhaled air which activates the vocal cords. Speaking of public speaking requires deeper breathing than breathing in everyday conversation. The main practice is diaphragmatic breathing.

  Another name for this technique is "belly breathing" and it's very easy: let your stomach move in and out as you inhale and exhale, rather than moving your chest or shoulders. With belly breathing, you create a reservoir of air that easily and fully supports your voice, for a richer sound. The recommended breathing for public speaking activities is diaphragmatic breathing. This breathing is deeper and longer lasting. The resulting sound is deeper, the power is stronger, and it feels more pleasant to listen to. Apart from that, you must also pay attention to the length and shortness of your breath. For a public speaker, the minimum length of breath is 18 seconds without interruption. Breath is an important asset for a public speaker.

  Good breathing will support the birth of quality sound. To be able to speak in public, you need to try not to overdo it so that you can prevent shortness of breath or be able to control your breathing. Therefore, we can train ourselves to be able to breathe deeply and also be able to manage and control it. The method itself is to blow on a burning candle at a distance of 1 meter repeatedly, do this at least 10 times, then inhale as deeply as possible using your nose, then exhale slowly through your mouth while hissing. Things that can be done: a. Inhale, exhale slowly through your mouth (5-10x). b. Inhale, hold for a moment, exhale slowly through your mouth (5-10x).

2) Articulation Clarity is another important element in vocal technique. Articulation is a good and clear way of pronouncing word for word. Articulation is related to word pronunciation. Articulation means clarity of

pronunciation letter by letter, word by word, and sentence by sentence. This requires vocal training, for example, saying A I U E O and similar words.

3) Intonation Intonation is a sentence song. Intonation forms the meaning of words or sentences. The word ouch can have various meanings when spoken with different intonations. Pitch (tone) is the high-low sound. This needs to be paid attention to so that listeners do not quickly get bored with our flat or "one-tone" (monotonous) speech. Intonation is the pitch of the voice, the rhythm of the voice, or the sound of the tone. When doing public speaking, make sure the tone you use is the normal tone you use when having a conversation so that your audience feels like they are being invited to communicate intensely.

4) Accentuation Accentuation means placing sound stress on syllables or words; prioritization; emphasis; or emphasis. In vocal technique or when speaking. Accentuation is the emphasis (stressing) on certain words that are considered important. Public speakers must be good at choosing and emphasizing words or sentences that are the focus or main point of attention or that the audience will pay more attention to.

5) Frasering Frasering (phrasing) is the fragmentation of words or sentences that are good and correct so that they are easy to understand and by applicable rules and customs.

6) Power Power is the power of sound. The strength of the sound produced must be appropriate to the use of the word. Speakers must also pay attention to power variations. The choice of power must also consider the indoor or outdoor nature of the event as well as the availability or quality of the loudspeakers/sound system.

7) Inflection Inflection or vocal inflection is the rise and fall of the tone of the voice when pronouncing words or sentences. Also called "sentence song", the standard is for the voice to rise (go up) when pausing (pause) and fall (go down) when stopping. Speaking in high-pressure situations can make you "flatten" your voice.

8) Speed/Tempo The sound speed standard must be adjusted to the situation, conditions, and needs. There are times when you speak at a slow, medium, and fast tempo. There are also times when we speak at a varied or dynamic tempo. Lower your speaking rate when conveying important messages. Slow down the pronunciation of words when emphasizing certain words or terms. When saying names or terms, slow down!

9) Volume Volume is the loudness level of the sound. Make sure your voice sounds good enough to the audience sitting at the very back. The choice of sound volume also takes into account the number of participants, the location of the activity, and the environmental conditions where the activity takes place. This also includes whether or not there is a sound system and the quality of the sound system. As an illustration, for activities in class, the speaker's voice must be heard clearly by participants sitting in the back seat.

CONCLUSION

The importance of the ability to speak in public is absolute. This ability underlies everyone's success in various fields. A public speaker with his role as an influence and benefit to listeners is required to appear convincing. All his words, appearance, and

behavior could be an inspiration for his listeners. For this reason, the element of communication motivation must be inherent in a public speaker in order to avoid worries that make him doubt his abilities. The calmness of a public speaker is determined by the perfection of his preparation. Then each implementation process is carried out systematically. So, a public speaker will be successful if he has succeeded in carrying out his strategy and applying effective communication techniques. These strategies and techniques are implemented before speaking, while speaking, after speaking, and during the process of repeating the activity at the next opportunity. The results of this research found that there are several strategies in public speaking, namely, 1) Introduction to the Audience, 2) Organizing Material 3) Introduction to Places, and 4) Physical Appearance. Meanwhile, the techniques that beginners must master when speaking in public are: Ice Breaking Technique and Vocal Technique

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