

The Role of Influencer Academy's Content Creator Class in Improving High School Students' Public Speaking Ability

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Abstract

This research is entitled Analysis of Public Speaking Training for Teenagers – Case Study of Content Creator Influencer Academy Class Participants. The problems in this study are (1) What is the motivation of participants to take the Content Creator Influencer Academy Class? (2) How is the students' understanding of public speaking? (3) What are the factors that influence Content Creator class participants in doing public speaking? The purposes of this study are (1) to determine the motivation of participants to take part in the Content Creator Influencer Academy class, (2) to determine the understanding of the content creator class participants in public speaking, and (3) to determine the factors that influence the content creator class participants in doing public speaking. This research uses qualitative research methods using a case study approach. The results of this study indicate that participants have various motivations to take Content Creator classes ranging from awareness of responsibility for the information conveyed, wanting to hone skills to be part of the television world to wanting to explore the opportunities promised by social media. Participants already have a basic understanding of public speaking skills since school, but their understanding is increasing when they take this Content Creator – Influencer Academy class. Some factors influence participants when doing public speaking. These factors are divided into 2, namely internal and external factors.

Keywords: *Role of Influencer Creator Class, Public Speaking*

1. Introduction

In the study of communication science, public speaking is included in the process of effective communication, namely conveying messages/information to the audience in an appropriate and interesting way. The ability to speak in public is not necessarily mastered by someone. Many people experience nervousness or stage fright when faced with a situation that requires it to speak in public. A simple example is when someone has to present something in front of friends or in front of a few people. To be able to do it takes courage and habituation. The ability to speak in public or what we know as public speaking is naturally not owned by

everyone, but public speaking skills can be trained and learned by getting used to speaking in front of audiences or taking public speaking classes and courses.

For high school students who are at the secondary education level, maybe doing public speaking is a scary thing. Anxiety or nervousness to speak in public often appears, even in front of friends who are already known and often meet in class, it's not uncommon for some students to experience stage fright. This nervousness will then develop a person's lack of self-confidence so that he cannot control his nervousness or lack of self-confidence on an ongoing basis. This can potentially be bad because public speaking is a process of communication or conveying information/messages. If someone can't do it well, it's possible that the audience won't be able to accept it properly, so that a missed communication or misunderstanding will arise. And this cannot be left alone, there must be a change so that someone does not misrepresent the message so that other people can receive the information properly.

Currently there are many classes or courses that provide both online and offline public speaking skills training. As was also done by the Putra Indonesia University (UNPI) Cianjur, which in this case contributed to providing free class facilities to train skills (soft skills) specifically for high school/equivalent students in Kab. Cianjur. The program is known as the Influencer Academy (Short Class). Influencer Academy is a short class that provides various classes that high school/equivalent participants from all schools in Kab. Cianjur and can be selected according to their interests and desires.

Public speaking is one of the materials studied in the Content Creator Influencer Academy class at Putra Indonesia University (UNPI) Cianjur. Even though basically this public speaking sub-material is in the context of social media needs or creative content, actually the role of this public speaking material should also be applied in everyday life or when carrying out presentations in class for students participating in the Content Creator Influencer class. Academy which is still in high school.

2. Research methods

In this study the authors used qualitative methods because the problems studied were so dynamic and complex enough that they required data from sources using scientific methods by conducting interviews or documentation so as to obtain natural results. The object of this research is the role of the Content Creator class on the public speaking abilities of participants after the Influencer Academy at Putra Indonesia University (UNPI) Cianjur. While the subjects of this study were high school level students who were participants in the Content Creator – Influencer Academy class at Putra Indonesia University (UNPI) Cianjur.

The data used in this study are primary data and secondary data. Primary data is data obtained directly by researchers from interviews with informants who have certain criteria, who have experience in participating in Content Creator classes. As for the secondary data obtained from the library and the internet which are directly related to information about the phenomenon that is the object of research. In addition, researchers also collected data in the form of written data obtained from reference books. Data collection techniques used in this study include the process of observation, interviews, documentation and literature study. Researchers used the triangulation technique of informants to validate and test the validity of the data in this study. The theory used in this research is social construction theory.

3. Research Results

3.1. Motives and Motivation of Influencer Academy Participants

Before discussing more deeply about the impact of public speaking training, it is important to find out in advance the motives and motivations of the participants in taking this Content Creator class. According to Puri, one of the participants interviewed by the researchers,

he mentioned that he wanted to be a part of the television world, whether it be a presenter, anchor or broadcaster. Puri can be seen that he has an interest in being in front of the screen and it is known that his motive for taking the Content Creator class was his goal of wanting to work in the television or radio sector, which incidentally was very much learned in the Content Creator class. It can also be said that Puri's action in taking the Content Creator class was his motivation to achieve his goals in the future.

In contrast to Puri, Romi shows concern for all forms of action or information provided to the public. He mentioned that there are still many public figures out there who don't take care of their attitudes or provide inaccurate information in front of the public. Romi has awareness of what will be conveyed in public. It can be said that almost the same as Puri, Wanda also has a tendency to appear in front of the screen. Wanda saw a good opportunity for content presented by creators who are currently becoming information centers on various social media platforms.

3.2. Understanding Public Speaking Content Creator Class Participants

Students are always required to continue to be active in the learning process in class. Often students are given an obligation in the form of the task of presenting a material in front of the class in front of their peers as well as teachers of certain subjects. This includes simple steps created in the educational environment to slowly train students' mentality and courage to do public speaking. The participants also shared their opinions regarding assignments at school that required them to make presentations.

Researchers in interviews also asked regarding the participants' understanding of public speaking abilities. How do they see future opportunities with the provision of public speaking knowledge? Researchers also want to know the benefits and importance of public speaking for them. Romi explained that before taking the Content Creator class he only knew the narrow meaning of public speaking. Before attending the Content Creator class, Romi didn't really understand the urgency and benefits of public speaking. In line with Wanda, previously she only knew the literal definition of public speaking, she didn't really understand the importance of public speaking.

The three of them already had the basics in doing public speaking, but after they took the Content Creator class the participants felt a significant improvement. The most obvious thing is when they make presentations in class or in organizations.

3.3. Factors Influencing Public Speaking Internal and External Factors

Internal factors are factors that arise from within a person when he is or is about to do public speaking. The first is the feeling of nervousness or nervousness that is often felt when speaking in public. This feeling of nervousness can be felt when someone does not know the audience they are dealing with. Nervousness can also be felt when facing someone who so admired/respected. The second is the material preparation that someone does when they are going to do public speaking. The preparation aspect also affects someone when they are going to convey information or carry out presentation assignments in class. Because it will be seen and felt from the side of the audience which people prepared the material carefully and which did not. The three participants said that material preparation was needed before doing public speaking. The third is the talent from within each source. After tracing the three sources have in common that they feel there is a latent talent in doing public speaking.

External factors are factors that arise from the surrounding environment or from outside a person. The first is the situation or atmosphere around when doing public speaking. When the situation is noisy or not conducive, this can interfere with the public speaking process where the audience does not pay close attention. So that information or messages are not conveyed optimally. The second is the audience at hand. Knowing who the intended audience is is also a

factor that influences the course of public speaking. Other factors were also found that can influence someone in doing public speaking, namely, choosing comfortable clothes when doing public speaking.

3.4. By Habit Content Creator Class Participants

In the Content Creator class, there were 15 participants from various schools whose presence was not accidental. But they exist because of the same intention to achieve their respective goals. The presence of 15 participants then formed a habitual pattern which was eventually repeated by all participants during the Content Creator class.

- a. Materi Public Speaking. When participants carry out the learning process in class and get new material and knowledge from the instructor, that is what is called the socialization process and in this case it is in the form of transferring knowledge about public speaking from the instructor to the participants. The instructor of public speaking material for the Content Creator – Influencer Academy class at that time, namely Elsa, delivered a lot of material so that it could motivate participants to build confidence in content, as well as convey how to speak in content.
- b. Externalization is an act of adaptation of a person to his social environment (Yuningsih, 2006:23). When Content Creator class participants undergo 1 month of learning in class, of course, inevitably it requires each individual participant to face a new adjustment that must be lived. There are many changes that participants have to adapt to their daily lives. Because the training and learning process in the Content Creator class is very different from the everyday participants when they have to go to formal school.

The first and most prominent is in terms of the clothing used by the participants. The second is the attitude of the participants in the class. The third is the schedule for entering the Content Creator class which is relatively short, namely only 2 hours per meeting. The Content Creator class schedule is 2x a week with a Monday schedule at 10.00-12.00 and Thursday at 08.00-10.00.

- a. Object holder. Objectivation is how participants can see phenomena from outside themselves as something objective. Facilitators often open general discussions during free time during training, such as waiting for the instructor to arrive or choosing to stay for a while before going home to have short chats with the participants. When that happened, many participants expressed their feelings and opinions regarding the material just discussed in class, discussed the Content Creator class or expressed their views while participating in the Influencer Academy program.
- b. Internalization. The three informants in the research This both of them got new lessons about public speaking which they then practiced immediately when they returned to school. They become more confident and find new ways to do public speaking. Wanda revealed that she applied what Kak Elsa had taught in her own class and she felt a significant difference that she felt was effective for them.

4. Conclusion

This research resulted in several research conclusions, namely the first is that participants have various motivations to take part in the Content Creator class starting from awareness of responsibility for the information conveyed, wanting to hone skills to be part of the world of television to wanting to explore the promised opportunities of social media. The two participants already had a basic understanding of public speaking skills since they were in school, but their understanding grew and improved when they received public speaking material in the Content Creator – Influencer Academy class. Participants got a lot of new

knowledge and also tips and tricks for doing public speaking. Third, there are factors that influence participants when doing public speaking. These factors are divided into 2 namely internal and external factors. Internal factors are nervousness/nervousness, in terms of preparing the material to be presented and one's natural talent. External factors, namely the surrounding environment when doing public speaking and the audience encountered. There are also other factors that can influence someone to do public speaking, namely the comfort of the clothes worn.

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