

# THE ROLE AND THE IMPACT OF PUBLIC SPEAKING MASTERY OF VOCATIONAL STUDENT GRADUATES IN THE WORLD OF WORK

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## ABSTRACT

*Public Speaking as one of hard skills is one of the important abilities that must be possessed in the world of work. Therefore, vocational schools, in this case Vocational High Schools and Polytechnics, as educational institutions for preparing the workforce are expected to equip their graduates with adequate Public Speaking skills as required by industry. This article aims to examine the role and impact of mastering Public Speaking and its relevance in the world of work using literature studies and sampling methods carried out by 70 workers from various work fields in the areas of education, retail, banking, finance, services, creative industries, employees. government, technicians, military, health, entrepreneurship and so on from various cities in Indonesia. Most of the respondents' positions are as Human Resource Department (HRD), directors, managers and leaders in the company or agency where they currently work. Data collection was carried out using a questionnaire and analyzed using the path analysis method. The research results show that (1) Public Speaking skills are needed in all types of work. (2) Most of the public speaking skills of vocational school graduates are still below standard. (3) There is a correlation between socio-economic background and a person's public speaking ability. However, it should be noted that this correlation is not deterministic. Everyone from whatever background can still develop their Public Speaking skills by practicing a lot by taking advantage of the many things around them.*

**Keywords :** *Public Speaking, Role, Impact, Vocational Graduates, World of Work*

## INTRODUCTION

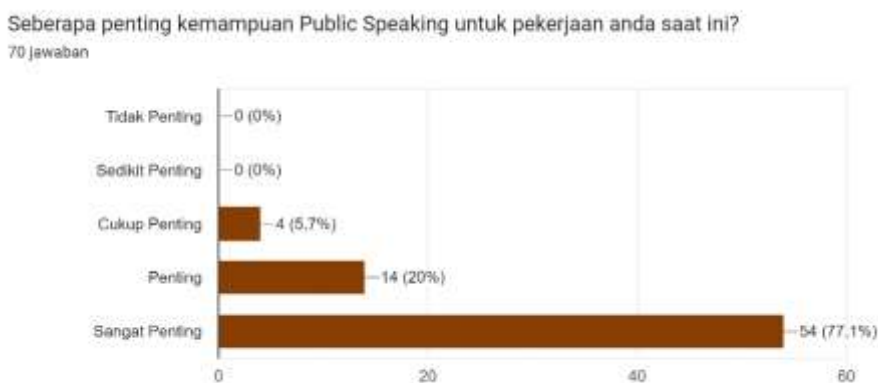
According to Mustamu, R.H., Public Speaking is the ability to express ideas in front of the public which combines four main elements of education, namely: knowledge, skills, art and character. This statement proves that Public Speaking is a quite complex competency which is why it is not enough to just study it theoretically but requires consistency in practicing and putting it into practice.

However, behind the complexity of the process of mastering Public Speaking skills, there are enormous benefits for those who are able to master it. The survey results showed that 77.1% of respondents stated that Public Speaking skills were very important for their current job. In fact, 58,6% of respondents stated that they often and 28,6% of respondents stated that they very often apply public speaking in carrying out their work.

Stephen E. Lucas, in his book "The Art of Public Speaking" explains that Public Speaking is a verbal communication process designed to influence the thoughts, feelings and actions of the audience. This statement is sufficient to explain the reason why the world of business and industry places great emphasis on the importance of mastering Public Speaking.



**Table 1:** Survey results regarding how important Public Speaking is in the world of work



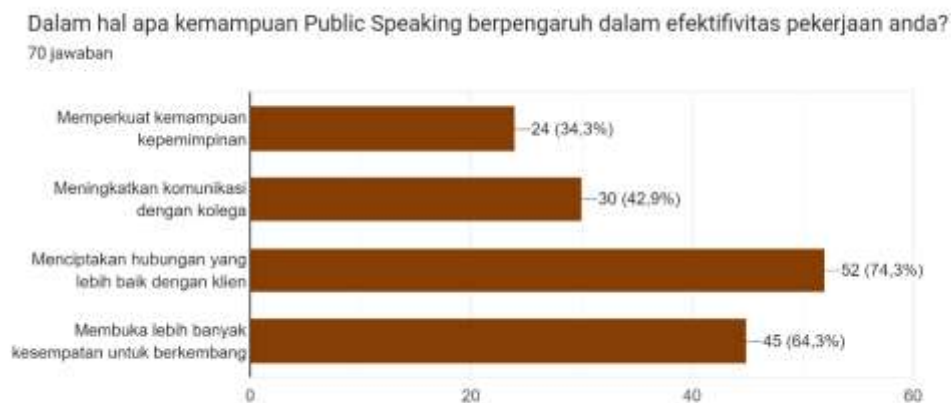
**Table 2:** Survey results regarding the intensity of use of Public Speaking at work

**HOW PUBLIC SPEAKING IS IMPLEMENTED AT WORK**

In the world of work, one of the divisions that really requires mastery of Public Speaking is the sales and marketing division because it will always be in direct contact with customers or potential customers. Not surprisingly, this division is often referred to as the spearhead of the company.

Dedy Budiman, a Champion Sales Trainer and Director of Derap Dynamis in his book "Kejar Target Lagi" explains that it is important for a sales person to master storyselling so that he can give a good presentation in front of potential customers where the message conveyed must not only contain facts and data, but must be packaged in a story. Furthermore, Dedy Budiman added that stories are like keys that can open a customer's heart. When a customer's heart is open, his wallet will automatically open too.

In line with Dedy Budiman's statement, Dewa Eka Prayoga, entrepreneur and sales trainer, in his book "Easy Copywriting" explains that a person's skill in persuading will determine people's decision to buy. This fact underlies the findings from the survey results where 74.3% of respondents stated that good Public Speaking skills create better relationships with clients and 64.3% stated that Public Speaking opens up more opportunities for development.



*Table 3: Survey results regarding how public speaking influences work effectiveness*

From the table above, we can see that good Public Speaking skills will create better relationships with clients, open up more opportunities for development, improve communication with colleagues and strengthen leadership.

In more detailed application, Public Speaking is applied in meetings or coordination, socialization, one-on-one communication, training sessions, public events, press conferences and teaching.

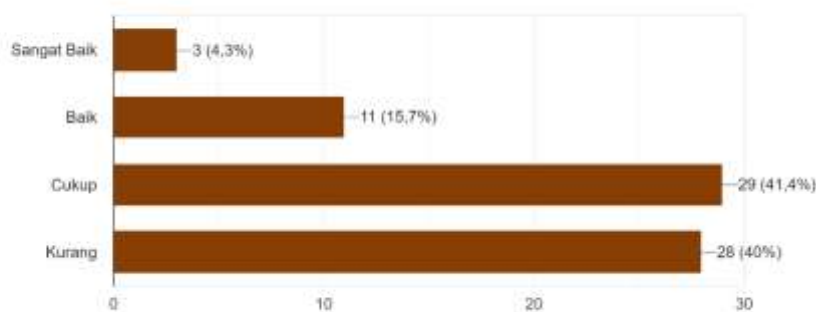


*Table 4: Implementation of Public Speaking in the world of work*

## **PUBLIC SPEAKING PERFORMANCE OF VOCATIONAL SCHOOL GRADUATES**

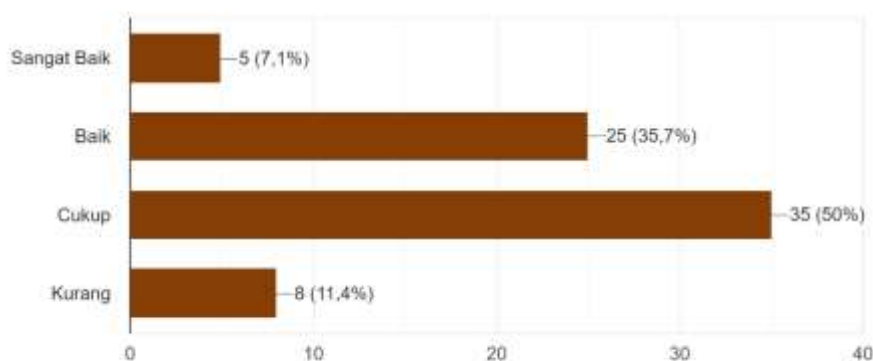
Seeing how important the role of Public Speaking is in the world of work, it is very important for vocational schools, especially Vocational High Schools and Polytechnic, to prepare students to master Public Speaking well. Survey results related to assessing the Public Speaking abilities of vocational students showed that 41,4% of respondents stated that the Public Speaking performance of high school/vocational school graduates was in the sufficient category, while 40% said it was poor and only 15,7% said it was good. Meanwhile, for the Public Speaking performance of Polytechnic graduates, 35,7% of respondents rated it as good, 50% rated it as quite good and 11,4% rated it as poor.

Menurut anda, bagaimana performa lulusan SMA / SMK dalam Public Speaking di Dunia Kerja?  
70 jawaban



**Table 5** : Respondents' opinions about Public Speaking from vocational school graduates

Menurut anda, bagaimana performa lulusan Diploma / Politeknik dalam Public Speaking di Dunia Kerja?  
70 jawaban



**Table 6** : Respondents' opinions about Public Speaking from polytechnic graduates

There are many things that influence the Public Speaking performance of graduates from vocational schools, one of which is the family's socio-economic background. Hamalik (2002:82) says that parents' educational level, economic level, family attitude towards social problems, the realities of life and so on are factors that will provide experience to children and give rise to differences in interests, appreciation of attitudes and understanding of economics, treasury language, ability to communicate with other people, thinking motives, speaking habits and patterns cooperative relationships with other people. Furthermore, it was stated that someone who comes from a poor family tends to have low self-confidence. This is because they have certain limitations or obstacles to being able to actualize themselves freely and openly.

According to Oemar, obstacles are anything that obstructs, limits and hinders that humans encounter in their lives when carrying out things that come and go. In the context of Public Speaking, obstacles are meant by anything that hinders and limits a person in improving their ability to speak in public, such as lack of confidence, nervousness, anxiety and so on.

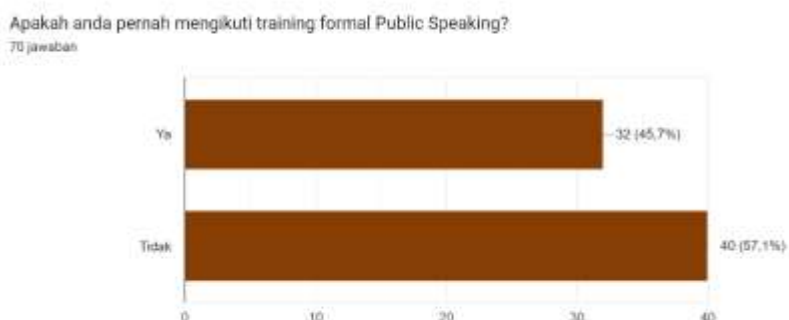
The survey results showed that 71,4% of respondents stated that the ability to interact and connect with the audience plays an important role in Public Speaking while 70% of respondents stated that self-confidence plays the main role. Anita Lie said that individuals who have positive self-confidence have confidence in their own abilities, are able to face everything optimistically and enthusiastically, are good at understanding problems and provide an objective view, are responsible, and can think rationally and realistically.



**Table 7:** *Parts of Public Speaking that play the biggest role*

Vocational school graduates who come from financially disadvantaged families tend to have lower self-confidence than those who come from financially well-off backgrounds. This happens because while they are receiving education, they form a self-concept which assumes that they live with limitations and inabilities. Syaifullah (1981:97) stated that the social status of a child's parents at any time can determine their attitude towards education or the role of education in human life, economic status determines the family's ability to provide the learning facilities that children need in studying learning materials at school.

Of course, this must be immediately addressed and overcome because it will be very detrimental to themselves when they enter the world of work, especially when they cannot convey ideas optimally when carrying out tasks related to Public Speaking which have an impact on improving their careers. Lack of self-confidence in a person will have a low impact on the individual's ability to have ideas, initiative, creativity, courage, perseverance, enthusiasm for hard work and enthusiasm for work (Suryana, 2008).



**Table 8:** *Experience and participation in formal Public Speaking training*

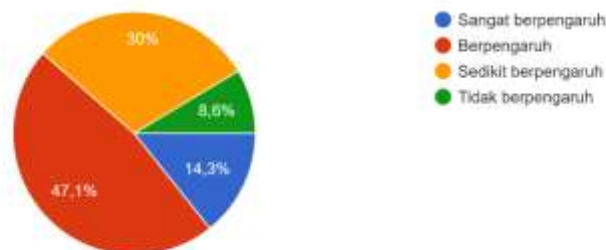
## CONCLUSION

One of the interesting findings from this survey, which was dominated by HRD, Supervisors and Directors, was that 58% of respondents stated that even though they were skilled in Public Speaking, they had never attended formal Public Speaking training. Instead of taking formal training, they tend to train themselves by making the best use of existing facilities, technology and opportunities. They choose to increase their independent practice, learn from experience and professional colleagues and content about Public Speaking on YouTube.

The professionals who were respondents in this study did not deny that there is a correlation between students' socio-economic status background and Public Speaking abilities, in this case students or graduates from vocational schools. However, they believe that as long as someone has a strong will to learn, limitations are not an obstacle to achieving success.

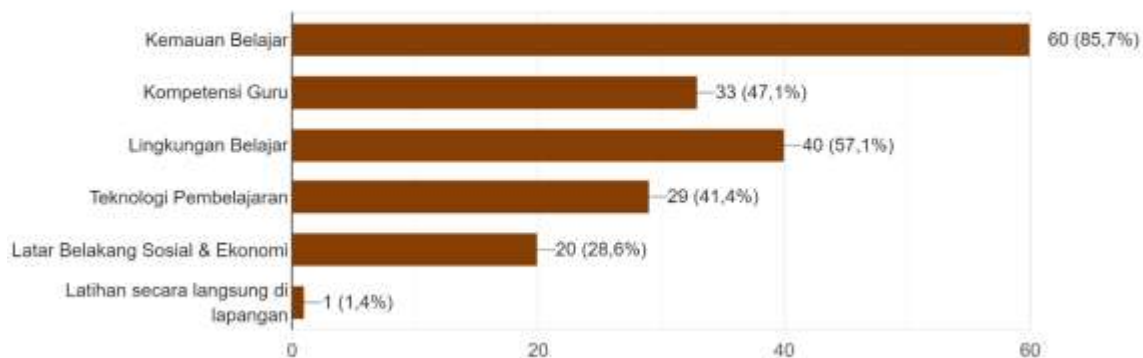
This statement is in line with what they have been doing in the real world of work. Even though they have had a lot of experience with Public Speaking, they also admit that on several occasions they have also experienced problems. Challenges that are often encountered are stage fright and limited preparation. Despite these obstacles, respondents stated that they did not give up but continued to train themselves

Menurut anda, seberapa besar latar belakang sosial dan ekonomi mempengaruhi tingkat kompetensi Public Speaking siswa?  
70 jawaban

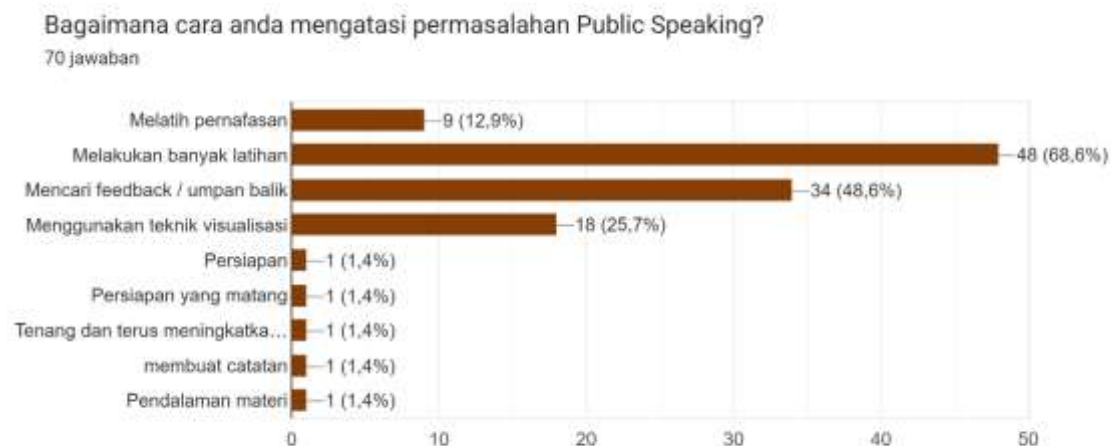


**Table 9:** Influence of socio-economic background on students' level of Public Speaking competency

Hal apa saja yang mempengaruhi siswa dalam proses belajar Public Speaking?  
70 jawaban



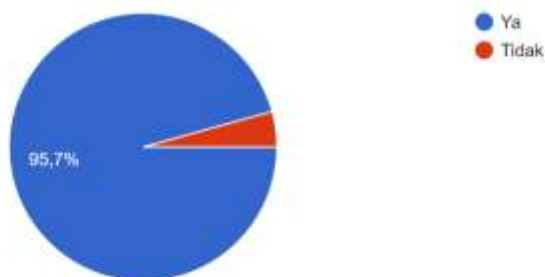
**Table 10:** Things that influence students in the process of learning Public Speaking



**Table 11:** How to overcome Public Speaking problems

It is believed that Vocational Schools, whether Vocational High Schools or Polytechnics, can help prepare students in their Public Speaking skills. However, of course, this must be supported by a high willingness to learn from students, technology and a supportive learning environment, adequate teacher competence and various practices in the field that are carried out consistently.

Menurut anda, apakah Sekolah Kejuruan dapat membantu siswanya mempersiapkan kemampuan mereka dalam hal Public Speaking?  
70 jawaban



**Table 12:** Survey results on whether vocational schools can help students' Public Speaking skills.

Some examples of activities that can stimulate and improve the Public Speaking skills of vocational school students recommended by professionals are presentations, role plays, negotiation practices, internships, extracurricular Public Speaking classes, professional training, marketing practices, debates and speeches, integrated projects with all subjects and so on. These are the results of research related to Public Speaking for vocational students and its relevance in the world of work. Hope it is useful.

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