

Implementation of Public Speaking at Radio Program with 3-O Approach as Students Skill Improvement at Broadcasting Study Program

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Abstract. Public speaking is one of communication skills to be acquired by students of Broadcasting Study Program at Polimedia. This research aimed to describe public speaking implementation during radio program airing with the approach of 3-O. Radio is one of mandatory subjects in the Broadcasting Study Program. In practice, students will broadcast radio programs, to assess the skill of becoming a broadcaster. Broadcasters in relation to the development of 3-O radio (On Air, Off Air and Online) must pay attention to three important approaches, namely visual, vocal and verbal or 3V. 3V revealed that technological developments require people to maximize their broadcasts not only from sound, but also from visual aspects. It is hoped that this research can help students in the coming years to develop their speaking skills well as well as serve as material for evaluating student learning in the Broadcasting Study Program environment. The method used in this research is descriptive qualitative, with a post-positivism paradigm. Meanwhile, the research locus is located at Gaul FM radio, Semarang.

Keywords: Radio 3-0, Public Speaking, Visual, Gaul FM.

1 Introduction

Radio is a mass media that has characteristics in audio (hearing). Currently, radio innovates through several channels with *multi-platform* information delivery, namely *on-air* and *online*. This means that radio is not only focused on audio, but also in the form of audio, video, images, and text [1].

Radio is a course studied by students of the Broadcasting study program, Creative Media State Polytechnic. The Broadcasting study program of the State Polytechnic of Creative Media is one of the study programs that has a large number of students. At least in the last 4 years, the Broadcasting study program has more than 150 students of each batch, which is divided into 5 classes. Thus, students are required to train themselves to become broadcasters who adapt to the development of digital radio.

Public speaking is a *skill* that a person has in conveying information so that the desired goal is conveyed well. In the past, a radio announcer could maximize the delivery of messages that focused only on sound [2]. However, along with the development of digitalization on radio, it

requires a *public speaker*/speaker/broadcaster to pay attention to all aspects ranging from visual, vocal, and verbal.

Answering these challenges, the application of *public speaking* in radio programs needs to be formulated. This research reveals more about how *public speaking* needs to be developed, especially for students of the Broadcasting study program by focusing on visual, verbal, and vocal aspects. The method chosen in this study is Qualitative Descriptive Analysis, with the paradigm used, namely post positivism. The research locus is located on Gaul FM radio, Semarang.

2 Method

2.1 Research Location

This research will be conducted at Radio Gaul FM, Semarang, which is located at Sampangan, Gajah Mungkur, Semarang, Central Java 50232. The research activity will be carried out for 5 months.

2.2 Data Collection and Analysis Techniques

The data collection techniques in this study include:

1) Focus Group Discussion (FGD)

Planning/Focus Group Discussion will be carried out by a research team with experts to determine the concept, analysis, and mapping of the student's final work.

2) Survey

A survey was conducted to students at Radio Gaul FM, Semarang to explain the concept of *public speaking* on the 3-0 radio program. In addition, it is also to find out the obstacles felt in its application.

3) Data Collection

The data collection method in this study was carried out by interviews with students, managers of the Gaul FM radio laboratory, literature studies, and documentation.

4) Data Analysis

This study uses qualitative descriptive analysis. Bogdan and Tailor as quoted by Moeleong [3], explain that the qualitative method is a research procedure that produces descriptive data in the form of written or oral words or from the form of policy actions. With qualitative descriptive analysis, this study is able to explain the application of *public speaking* in the 3-0 radio program with specific descriptions.

3 Result and Discussion

Public Speaking

Aspects inherent in the speaker's gestures, facial expressions, and other gestures make a *public speaker* attractive to the audience, including an announcer. Based on the results of research conducted on GAUL FM Semarang radio, a broadcast concept was obtained that not only maximizes the vocal and verbal aspects, but also the visual aspect.

Public speaking is not the same as everyday conversation. It is a public speaking skill in a structured manner with the aim of informing or persuading others. There are several objectives of *public speaking*, including:

- Inform (*Informative*)

Activities aimed at increasing the knowledge of listeners or audiences. Communication is expected to get explanations, interest in, and have an understanding of the issues being discussed. For example, telling tips and tricks for driving safely in the rain.

- Persuasive

Activities that are shown to listeners or audiences so that they can believe, do, or burn their spirits. Belief, action, and enthusiasm are the expected forms of reactions.

- Entertaining (*Reactive*)

Activities that evoke attention, fun, and humor are the expected reactions of listeners [4].

As a *public speaker*, we must know the variety of *audiences* and habits that are carried out, including language, to facilitate the delivery of broadcast material. In addition, the meaning inherent in the speaker's gestures, facial expressions, and other gestures also varies from one culture to another. According to Albert Mehrabian [5], there are three factors that can affect relationships, namely:

Visual

Visuals are things that are inherent in the broadcaster and become a "first sight" for listeners or *audiences*. This is the first assessment of the listener or audience so that the speaker must pay attention to the things that are seen first such as appearance and carrying.

Why is appearance worth noting? Because appearance reflects the personality of the announcer. Broadcasters must adapt their clothing to the characteristics of the listener and the venue of the event by wearing matching clothing in terms of cuts, colors, belts, shoes, ties, or *scarves*.

Vocal

Vocal is a voice characterized by open vocal cords. In *public speaking*, vocal is closely related to intonation and speaking speed or *pace* so that the audience or listener has an interest in absorbing the message conveyed by the broadcaster.

Verbal

Verbal is communication with symbols that convey talking points. Verbal is closely related to articulation so that the audience can clearly hear what the broadcaster is saying.



Fig. 1. Radio Broadcast Activities in GAUL FM

Radio Gaul FM is a private radio in the city of Semarang that has an interesting, informative, and educational program of events. Gaul FM is the first audio-visual-based radio station in Semarang, which uses Digital Audio.

Technological developments require a broadcaster to maximize his broadcasting activities not only in the sound aspect, but also in the visual aspect [6]. The visual aspect is something that must be considered because the audience can see the broadcaster during the broadcast.



Fig. 2. One Form of Grooming Used by GAUL FM

Radio 3-O

In his book entitled "*Diffusion of Innovation*", Everett M. Rogers stated that innovation diffusion is a process when an innovation is delivered through several channels in a social system with a certain period of time [7]. So the application of innovation to a radio program in this study is a form of conveying information to the public in unusual ways because it is directly carried out on a *multi-platform* basis [8]. With the development of digital technology that has changed the way people consume media, radio stations are required to innovate in developing their programs.

From the journal "Changes and innovations of Radio Media in the Digital Era" (2020), it shows that radio has undergone changes and developments over time. In the early era, radio only focused on *On-Air*, in running its broadcast programs [9]. Then with the emergence of technological developments and also competition with other media, as well as changes in society, radio can no longer only rely on *on-air* platforms in broadcasting [10]. Because to get

revenue in running the daily business of a radio station, it is considered insufficient. So *programmers* began to look at events to support *on-air broadcasting* in attracting advertisements so that they wanted to sponsor their broadcast programs. The digital audio results produced by GAUL FM so far can be seen in the YouTube account https://youtube.com/@radiogaulfm?si=a_e-V6xjmGCYadz.

4 Conclusion

Technological developments require a broadcaster to maximize his broadcasting activities not only in the sound aspect, but also in the visual aspect. The visual aspect is something that must be considered because the audience can see the broadcaster during the broadcast. The visual aspect does not only lie in the clothes worn but other things such as expression, carrying, the way a person stands, the way a smile is made.

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