
INFLUENCE OF STORYTELLING METHOD AND INFORMATION COMMUNICATION TECHNOLOGY ON LEARNING PUBLIC SPEAKING IN COMMUNICATION SCIENCE STUDENTS IN THE CITY OF PEKANBARU

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ABSTRACT:

Public speaking courses increasingly encourage renewal efforts in utilizing public speaking material through the mastery of information and communication technology. The material presented must be renewable according to current developments. Sources from the internet and social media make students of communication science confidence appear in the practice of public speaking as a model of storytelling in conquering their audience. Although not a few who are ignorant of information through global developments through information and communication technology (ICT) today, those who share life experiences such as, will experience overwhelmed in looking for improvisation in appearing as a good speaker. This study is to determine the effect of learning methods of Storytelling and Information and Communication Technology on the ability of Public Speaking Students of Communication Studies in Pekanbaru City. This research uses a quantitative method with population and the sample of this research is Communication Science students in Communication Studies study programs in all universities in the city of Pekanbaru with the condition that they have received material and experience in public speaking courses. The results showed that: the storytelling model in the practice of public speaking for communication science

students was very influential. The results also show the use of communication and information technology as a source of information influences public speaking communication science students in Pekanbaru.

KEYWORDS: Storytelling, ICT, and Public Speaking

INTRODUCTION:

Public speaking lectures, students sometimes have difficulty in conquering their audience. Feelings of fear and tension are always a burden when performing public speaking practices. Limited to not being trained to appear in public speaking. Through public speaking skills and the ability to speak in public is always a reference for lecturers in developing lecture plans, until the course of the course takes place. Expected results in theory and practice in public speaking courses, making students of Communication Studies study programs become professional and skilled communicators in public speaking.

The material presented by a speaker (speaker) becomes a determinant for success in public speaking. The storytelling model is a storytelling model that has long been used as the oldest influencing tool in the world. Storytelling is a communicative method of communication that is accepted communicatively (Gower, 2010, p. 296). The storytelling model also plays the audience's perception of what a speaker is talking about as

a practice of public speaking. In essence, the storytelling model defines the method of storytelling as a window and mirror that allows individuals to see the world and offer reflections again (Gower, 2010, p. 306).

The method of learning storytelling is set in the most basic form, storytelling or storytelling as a process, in which a person (teller), uses vocalization, narrative structure, and mental imagery of communication with other individuals (audience). Storytelling uses mental images through body language and facial expressions (Craig, 1996, p. 1). Storytelling can form important relationships through the power of mediation of words. Sharing stories can help individuals to explore their potential that is useful for forging new relationships, including local classes such as culture, where individuals are interconnected and formed (Dyson, A. H., & Genishi, 1994, p. 5).

In today's modern era, the use of information and communication technology is material in public speaking material. According to the tradition of cyber communication, the use of information and communication technology is a source of attention, stimulus, action in providing transformation in the communication process. In the implementation of public speaking information and communication technology becomes the most important part when appearing to provide information to the audience, so that the development of science and information and communication technology increasingly encourages renewal efforts in the use of information and communication technology results in learning public speaking. Communication studies students and lecturers are required to be able to use the tools provided by the communication laboratory facilities at the Communication Science study program to support public speaking skills training.

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speaking material through the mastery of information and communication technology. The material presented must be renewable according to current developments. Sources from the internet and social media make students of communication science confident appearing in the practice of public speaking as a model of storytelling in conquering their audience. Although not a few who are ignorant of information through global developments through information and communication technology today, those who share life experiences such as for example, will experience overwhelmed in looking for improvisation in appearing as a good speaker. So this research wants to prove by measuring the effect of storytelling methods and information and communication technology on the public speaking ability of Communication Studies students in Pekanbaru.

METHOD:

The design used in this study is the Explanatory Survey Method. Explanatory Survey Method is a research method conducted by the use of questionnaires as a data collection tool in the field with the aim of obtaining an overview or description of the storytelling method of the public speaking ability of students of Communication Studies in Pekanbaru. The purpose of this study is to find a picture and test the truth about the effect of storytelling methods and information and communication technology on the public speaking ability of Communication Studies students in Pekanbaru. The survey method used is a descriptive survey (descriptive survey) that seeks to explain or record conditions or attitudes to explain what is currently (Morissan, 2014, p. 1).

A descriptive method in this study is to obtain a picture that is consistent with the objectives of the study. According to Morissan (2014), the descriptive method is a method used

to describe or analyze a research result but is not used to make broader conclusions (Morissan, 2014, p. 1). This research is directed to test the truth of an existing field. Based on the type of research, namely descriptive and verification carried out through data collection in the field, the research method used is the survey method.

The survey method is a study conducted on a number of individuals or units of analysis so that facts or facts are found about symptoms of a group or individual behavior, and the results can be used as material for making plans or making decisions. This method uses a questionnaire as a data collection tool. Based on the above understanding, it can be concluded that the survey method is to obtain a picture of the influence between the storytelling method and information and communication technology on the public speaking ability of Communication Studies students in Pekanbaru.

RESULTS AND DISCUSSION:

In public speaking lectures, students sometimes have difficulty in conquering their audience. Feelings of fear and tension are always a burden when performing public speaking practices. Limited to not being trained to appear in public speaking. Through public speaking skills and the ability to speak in public is always a reference for lecturers in developing lecture plans, until the course of the course takes place. Expected results in theory and practice in public speaking courses, making students of Communication Studies study programs become professional and skilled communicators in public speaking.

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Operational Research Variables

Indicator	Dimension	Variable
Storytelling	Content	Focus on the original storyline
		The main event was identified
		Exact matching/exception exclusion
		Coherence / continuity
	Language	Avoid loans from book phrases
		Use of quoted speech/dialogue
		Grammar
		Choice of words
	Delivery	Correct pronunciation
		Smooth, prepared with good delivery
		Public speaking fluently
		Clear pronunciation
Information and communication technology as a source of information	Gain knowledge	Eye contact
		Find knowledge and information related to information
		Improving the ability of students specifically in reading, writing
		Work on the practice of public speaking with fun
	Means of discussion	Can express their ideas and thoughts better
		Makes communicating more with their classmates
		Increase student confidence to participate actively
		Become active and creative
	Information creativity (Ghavifekr et al., 2015, hlm 185)	Make information more effectively with the use of ICTs
		Help broaden the paradigm of student knowledge

Active and interesting information for the student information experience

Public Speaking Ability

Effective Communication

▪ **Respect**

▪ Empathy

▪ Audible

▪ Clarity

▪ Humble

CONCLUSION

So it can be concluded that the method of storing and information and communication technology as a source of information which is an external factor has a positive and significant effect on the ability of public speaking. This is supported by the opinions of experts and previous research so that they are interconnected between storytelling methods and information and communication technology as a source of information on the public speaking ability of communication science students in Pekanbaru.

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