

OPTIMIZATION OF PUBLIC SPEAKING SKILLS FOR IMPROVEMENT OF HUMAN RESOURCES MANAGEMENT OF RPTRA & PKK KELURAHAN PETUKANGAN UTARA

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ABSTRACT

A community engagement initiative conducted in collaboration between Budi Luhur University's Faculty of Communication and Creative Design and North Petukangan Subdistrict, Jakarta, has yielded significant results. The program focused on enhancing public speaking skills and has left a notable impact. Participants in the Public Speaking Workshop reported substantial improvements in their ability to communicate effectively in public. They gained practical speaking techniques, overcame stage fright, and developed a better understanding of their audience, resulting in a boost in self-confidence. Participants expressed increased confidence and motivation to address audiences, a valuable asset in their roles at RPTRA and PKK North Petukangan Subdistrict.

Furthermore, the positive community response indicated a growing interest in similar programs, emphasizing the increasing awareness of the significance of public speaking skills for human resource development and community progress. The most significant impact was observed in human resource management at RPTRA and PKK, where enhanced speaking skills enable leaders and facilitators to communicate, motivate, and lead more effectively. In conclusion, this community engagement program has brought about positive changes in human resource development and community management in North Petukangan Subdistrict. It illustrates how higher education can benefit local communities, enabling them to realize their full potential.

Keywords: Community Engagement, Public Speaking Skills, Empowerment, Collaboration, Human Resource Management.

1. INTRODUCTION

Public speaking skills (Public Speaking) is an essential aspect of developing Human Resources (HR) at various levels of society. The ability to communicate effectively is the key to success in multiple fields of life, including in the context of human resource management (HR) in community environments such as integrated intelligent houses (RPTRA) and Family Welfare Empowerment Groups (PKK) in Petukangan Utara Village, South Jakarta. RPTRA and PKK are institutions that have a vital role in community development at the local level. They aim to improve the quality of life of the surrounding population through various social programs, education, and training. However, the success of these programs often depends on the ability of the management and facilitators to communicate clearly and convincingly to diverse audiences. Therefore, optimizing public speaking skills is critical to improving human resources in the RPTRA and PKK Kelurahan Petukangan Utara.

Increasing speaking skills in public is about more than just the ability to speak loudly or speak without nervousness. More than that, this is about the ability to convey messages effectively, understand the audience, and respond wisely to questions and input. This skill is essential in HR management because it allows management and facilitators to be better at motivating, inspiring, and directing their team members. Through research and community service, we aim to design and implement public speaking skills training programs following the needs of the RPTRA and PKK Kelurahan Petukangan Utara. This program will focus on developing practical and applicative communication skills and will consider the cultural and social context of the local community. It is hoped that through this effort, there will be a significant increase in the quality of HR management in the RPTRA and PKK, which in turn will have a positive impact on the welfare of the local community.

In this article, we will discuss the importance of public speaking skills in the context of the North Petukangan Village RPTRA and PKK, as well as detailing the methods used in the training program we designed. We will also evaluate the impact of this program on increasing human resources in this community and offer recommendations for future development.

Public speaking skills are essential for managers and administrators of social activities. Effective communication and the ability to engage and persuade an audience are crucial for successfully conveying messages and achieving organizational goals. Several references provide valuable insights into the importance of public speaking skills for managers and administrators. Stob (2015) discusses the secrets of public speaking used by top minds, as highlighted in the book "Talk Like TED." This reference emphasizes mastering public speaking techniques to deliver impactful

presentations. Reference Popović (2021) focuses on the role of general speaking skills for police directors. It highlights that overcoming the fear of public speaking can enhance a manager's performance and effectiveness. Moreover, Juwito (2022) explores the development of public speaking and personal branding skills for student organization managers. This study emphasizes the importance of general speaking skills in enhancing leadership capabilities. Public speaking skills facilitate effective organizational communication (Rajhans, 2009). Synthesizing these references, it is evident that public speaking skills are vital for managers and administrators of social activities. These skills enable effective communication, enhance performance, and contribute to the success of organizations. Mastering public speaking techniques allows managers to deliver impactful presentations, overcome fear, and build personal branding. Additionally, practical communication skills, including public speaking, are essential for administrators to foster a positive organizational climate and facilitate successful organizational functioning.

Effective Communication Skills for Social Activities

Effective communication is crucial in social activities as it enables individuals to express their thoughts, feelings, and ideas clearly and efficiently (Laugeson et al., 2011). It plays a vital role in building and maintaining relationships, resolving conflicts, and facilitating effective collaboration. One approach to enhancing communication skills in social settings is through evidence-based social skills training programs.

Effective communication strategies are also crucial in online communication on social media platforms. Instafamous individuals in Malaysia, for example, employ various communication strategies on Instagram to influence the public (Harif & Yusoff, 2022). These strategies include framing information that resonates with the target audience and ensures successful message delivery.

Public speaking is a crucial skill for effective communication. It involves delivering speeches or presentations in front of an audience to inform or persuade them ("A Review of Public Speaking and Its Components," 2022). Effective public speaking requires various techniques and skills to engage the audience and convey messages clearly and confidently. A critical aspect of public speaking is managing anxiety. Public speaking anxiety is a common issue that can hinder effective communication (Bodie, 2010). Research suggests that a combination of cognitive modification, systematic desensitization, and skills training is effective in reducing public speaking anxiety (Pribyl et al., 2001). Additionally, interventions such as Popsispeak and hypno-EFT are effective in helping students reduce their anxiety and improve their oral communication skills (Pontillas, 2020)/

To ensure effective public speaking, it is essential to develop rhetorical skills and understand the factors contributing to effective public speaking (Bylkova et al., 2021). These skills can be taught through public speaking courses or training programs focusing on improving content, non-verbal communication, verbal communication, organization, and language (Mortaji, 2018). Effective public speaking is essential for effective communication. It involves managing anxiety, developing rhetorical skills, and utilizing various techniques to engage the audience. By addressing concerns through interventions and training programs, individuals can improve their public speaking skills. Positive psychology approaches and peer evaluation can also enhance public speaking effectiveness. Overall, continuous practice and learning are vital to becoming an effective public speaker.

2. METHOD

To improve public speaking skills in Petukangan Utara Village, the Faculty of Communication and Creative Design of Budi Luhur University, in collaboration with the management of Petukangan Utara Village (Kelurahan), South Jakarta. This collaboration is a crucial step to ensure that the community service program will be right on target and sustainable.

First, the planning stage begins with a meeting between the faculty and the management of Petukangan Utara Village to identify the needs and shared goals. In this meeting, it was decided to carry out a public speaking workshop, which the villagers will attend. Furthermore, the selection of material and resource persons becomes a critical stage. The material chosen focuses on practical and relevant aspects of public speaking, such as speaking techniques, overcoming tension, and understanding the audience. The invited speakers were experienced communication lecturers and public practitioners who had an in-depth understanding of the needs of the Kelurahan.

The Public Speaking Workshop was conducted at the Budi Luhur University environment to facilitate accessibility for the Kelurahan residents. The workshop lasted several days with interactive and participatory methods, including speaking training in front of small groups, question and answer sessions, and speaker feedback. The participants were also allowed to practice their skills in real situations, such as speaking in front of an audience.

During implementation, periodic evaluations are carried out to monitor participants' progress. The results adjust the material and training methods to the needs that arise during the implementation. After completion, this program is expected to improve the speaking skills of public residents so that it can positively contribute to improving human resource management in the RPTRA and PKK Kelurahan Petukangan Utara. Close cooperation between universities

and the management of Petukangan Utara Village has proven successful in supporting community development through a focusing approach to developing practical skills and expertise.

3. RESULTS AND DISCUSSION



Figure 1. Activities for Implementing Public Speaking Workshops

The community service program that aims to improve public speaking skills in Petukangan Utara Village, through collaboration between the Faculty of Communication and Creative Design of Budi Luhur University and local villages, has produced a significant impact. The following is an overview of the results of the activities carried out:

1. **Improved Speaking Skills:** The participants of the Public Speaking Workshop experienced a marked improvement in public speaking skills. They learn effective speaking techniques, such as proper use of body language, nervousness management, and understanding the audience. During the workshop, they get the opportunity to practice speaking in front of small groups and receive constructive feedback from resource persons, which significantly boosts their confidence.
2. **Individual Empowerment:** This program focuses not only on speaking skills but also on personal empowerment. Participants felt more capable and motivated to speak in public after attending the workshop. They feel more confident in conveying their ideas and opinions, which will be a valuable asset in their roles in RPTRA and PKK Petukangan Utara Village.
3. **Community Involvement:** This Public Speaking workshop received a positive response from the village residents. More and more citizens are interested in joining similar programs in the future. This reflects the high interest and awareness of the importance of public speaking skills in human resource development and community progress.
4. **Sustainable Collaboration:** The collaboration between the Faculty of Communication and Creative Design of Budi Luhur University and the village does not end with this program. The relationships will be the basis for continued collaboration in various areas of community development. This creates opportunities for universities to be more involved in efforts to improve the quality of life of village residents.
5. **Improved Human Resource Management:** The most significant impact is the improvement in human resource management in RPTRA and PKK Petukangan Utara Village. Enhanced speaking skills will help administrators and facilitators lead, motivate, and communicate more effectively with team members and surrounding residents. This will contribute to the success of the programs run by RPTRA and PKK.

To ensure the sustainability of these positive results, it is necessary to implement follow-up. An ongoing speaking skills training program and the provision of technical support will support participants in retaining the skills they have learned. In addition, regular monitoring and evaluation will help measure the long-term impact of the program.

Overall, this community service program positively changes human resource development and community management in Petukangan Utara Village. The collaboration between universities and villages is a clear example of how higher education can play a role in directly benefiting local communities and helping them reach their full potential—body language, nervousness management, and understanding the audience. During the workshop, they get the opportunity to practice speaking in front of small groups and receive constructive feedback from resource persons, which significantly boosts their confidence.

Public Speaking Elements

In the context of RPTRA and PKK administrators in Petukangan Utara Village, an understanding of the elements of public speaking is essential to ensure effective and successful communication in various programs and activities. Here are how these elements relate to the needs of RPTRA and PKK administrators:

1. **Speakers:** RPTRA and PKK administrators need to develop strong speaking skills. They are "speakers" who must convey messages and information clearly and convincingly to community members. Good speaking skills will help them motivate and inspire others to participate in their coordinated programs.
2. **Audience:** RPTRA and PKK administrators must understand their audience well. It involves understanding the needs, concerns, and expectations of community members. By understanding their audience, administrators can craft more relevant and practical messages and programs.
3. **Message:** The message must be clear, structured, and have a clear purpose. Administrators must ensure that their messages contain information that is important and relevant to the community to affect positive change.
4. **Noise:** Distractions or "noise" in communication can be physical distractions, misinterpretation of messages, or even relationship tension. Administrators should work to reduce these disruptions in their touch for messages to arrive effectively.
5. **Media:** Proper use of media, such as visual presentations, social media, or written documents, can help administrators better convey their message. This allows them to communicate information more interestingly and easily understood by community members.
6. **Ethics:** Public speaking ethics are critical. RPTRA and PKK administrators must ensure that their messages are honest fair, and respect community values and norms. Good ethics will strengthen their trust and credibility in the eyes of community members.



Figure 2. Workshop Participants and Workshop Speakers

By understanding and applying these elements of public speaking, RPTRA and PKK administrators can strengthen their communication, motivate community members, and achieve their goals of improving the quality of life of the community in Petukangan Utara Village. This will help them become more effective leaders and have a positive impact on their communities.

Communication Skills

Communication skills are a person's ability to convey messages to audiences effectively and convincingly. Community service programs that aim to improve public speaking skills in North Petukangan Village are directly related to this concept of communication skills.

The results of this program reflect the importance of communication skills in various aspects of life. The participants who attended the Public Speaking Workshop have experienced a significant improvement in their ability to communicate more effectively. They learn to communicate their message, understand audience needs, and manage tension when speaking in public. This creates a close connection between the outcome of the program and the concept of communication skills. In addition, the impact of this program also includes individual empowerment. Participants become more confident communicating, a key element in good communication skills. They feel better able to speak and convey their ideas, which is at the core of effective communication skills.

Moreover, the results of this program have a positive impact on human resource management in RPTRA and PKK Petukangan Utara Village. Administrators and facilitators with better communication skills can lead, motivate, and communicate more effectively with team members and nearby residents. It shows how communication skills contribute to improved human resource management. Overall, this program is a clear example of how developing communication skills can positively change various aspects of people's lives. It emphasizes the importance of communication skills as a foundation for achieving effective communication, individual empowerment, and successful human resource management in the broader context of society.

4. CONCLUSION

To improve human resource management and program effectiveness in RPTRA and PKK Petukangan Utara Village, community service programs focused on improving public speaking skills have proven successful. Through collaboration between the Faculty of Communication and Creative Design of Budi Luhur University and local villages, the results of this program reflect the importance of public speaking elements, such as speakers, audiences, messages, distractions, media, and ethics, in the context of human resource management and effective communication.

RPTRA and PKK administrators are "speakers" who must be able to communicate clearly and convincingly. They must understand their audience well and craft relevant and meaningful messages. Understanding the characteristics of the community residents, who have unique features and needs, is critical in adjusting the news and programs conveyed. Enhanced speaking skills help reduce distractions in communication, whereas proper use of media increases the message's appeal. Moreover, good public speaking etiquette reinforces community members' trust in administrators.

By understanding the elements of public speaking and the distinctive characteristics of the community in Petukangan Utara Village, RPTRA and PKK administrators can become more effective leaders. They can motivate and inspire community members, ensure relevant programs, and contribute positively to improved human resource management and overall community progress. This is a clear example of how an approach focused on communication and empowerment can create significant change in a community.

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