



## The Impact Of *DNK TV* Community Press Agency on Increasing Public Speaking of FDIKOM Student

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**Abstract.** *This research is entitled "The Impact of the DNK TV Community Press Institute on Increasing Public Speaking of Fdikom Students". The purpose of this research is to find out whether the DNK TV campus community has become the right place for students to improve public speaking skills, as well as whether Fdikom students, especially active members of DNK TV, can know and realize public speaking well. This study uses qualitative methods, namely observation and questionnaires. Questionnaires were distributed via Google form and filled out by Fdikom students who are active members of DNK TV. And observations are made by observing the activities carried out by active members directly in the field. The results of distributing questionnaires and field observations show that there are still some active members of DNK TV who have not implemented public speaking properly. However, this is balanced by the courage to try and self-confidence, so that the public speaking process continues to run well. DNK TV has also become the right place to develop skills and a place to find interesting, up-to-date and reliable information.*

**Keywords:** *Public Speaking, Organizational Influence, Self-Development.*

**Abstrak.** Penelitian ini berjudul “Dampak Lembaga Pers Komunitas DNK TV terhadap peningkatan public speaking mahasiswa Fdikom”. Tujuan dari penelitian ini adalah untuk mengetahui apakah komunitas kampus DNK TV sudah menjadi wadah yang tepat bagi mahasiswa dalam peningkatan skill public speaking, serta apakah mahasiswa Fdikom terutama anggota aktif DNK TV sudah dapat mengetahui dan merealisasikan public speaking dengan baik. Penelitian ini menggunakan metode kualitatif yaitu observasi dan kuesioner. Kuesioner dibagikan melalui google form dan diisi oleh mahasiswa fdikom yang menjadi bagian anggota aktif DNK TV. Dan observasi dilakukan dengan mengamati kegiatan yang dilakukan oleh anggota aktif secara langsung di lapangan. Hasil dari penyebaran kuesioner dan pengamatan dilapangan menunjukkan bahwa anggota aktif DNK TV masih beberapa yang belum menerapkan public speaking dengan baik. Namun hal itu diimbangi oleh keberanian mencoba, dan rasa percaya diri, sehingga proses berpublic speaking tetap berjalan dengan baik. DNK TV juga sudah menjadi wadah tepat dalam mengembangkan skill dan tempat mencari informasi yang menarik, terbaru, dan terpercaya.

**Kata kunci:** Public Speaking, Pengaruh keorganisasian, Pengembangan Diri.

## INTRODUCTION

Several studies related to this title are as follows. First, research that focuses on the definition of public speaking skills. Fitria (2022) states that basically public speaking skills can be learned and trained, the more often you do it, the more skilled and confident you will be. Second, Anggriani, et al. (2022) states that public speaking skills are soft skills in the art of communication that can help children develop themselves, and these skills must be started early so that they can be developed continuously in the future. Third, Nastia, et al. (2022) states that in the digital era communication has an important role in communicating, in expressing ideas that listeners can understand through face-to-face approaches and evaluation methods.

Furthermore, research that focuses on the conditions of interest in public speaking. First, Tarsinih and Juidah (2021) state that the interest in public speaking skills of Indonesian Language and Literature Education Study Program students is still very low. Because, mentally weak, not confident, lack of reading, lack of knowledge and fear of being wrong. Second, Ramadhan, et al. (2022) mention that the student organization of the Faculty of Education, Makassar State University is capable of being a forum for interest in self-development and student talents. Such as developing student skills in terms of public speaking, namely dissecting books. Third, Edward and Hutahaeon (2022) states that the interest in the public speaking skills of students of English literature study program and Indonesian literature study program at the Faculty of Humanities, Lancang Kuning University as a whole has increased. Because, students are given direct training with a behaviorism approach and a combination of methods that are adapted. Fourth, Saalino, et al. (2020) states that the interest of Semester IV students at Stikes Tana Toraja in public speaking is that they are very active in organizations which can improve their public speaking skills and self-confidence.

Furthermore, research that discusses the problems encountered in doing public speaking. First, Damartha and Wijayanti (2021) that the problem faced when XI students in the Office Administration skills competency at SMKN 1 Tempel did public speaking, namely due to limited time in teaching and learning activities which caused a lack of maximum performance. Second, Prajoko and Sukarno (2021) mention that the problem with public speaking skills possessed by students is that they are still not fully owned, due to low self-confidence, and minimal mastery of techniques. Third, Selwen, et al. (2021) that the problems faced by STAB Bodhi Darma T.A 2020/2021 students in public speaking, namely low self-confidence, so that lecturers can stimulate students in the form of rewards to

stimulate student interest in asking and answering questions, as well as attending public speaking training forums.

The differences in the above research with this research are as follows. First, previous studies focuses on public speaking training for students at SMKN 49 Jakarta. But, this study focuses on how DNK TV campus student at UIN Jakarta is able to become a forum for its members to improve their public speaking skills. Second, previous studies focuses on how the real work lecture program conducted by Muhammadiyah University Jakarta students for the children of the Wisma Karya Bakti orphanage can build speaking skills and self-confidence. But, this study focuses on how FDIKOM students who joined DNK TV through the experience of various programs carried out could make their speaking skills and self-confidence good and increase. Third, previous studies focuses on community service activities, lecturers at the Faculty of Social and Political Sciences, Muhammadiyah University of Buton, who provide public speaking training in three sessions for the residents of the Face Jaya Village. But, this study focuses it discusses the usefulness of having a DNK TV institution for its members, through a work system that adapts to existing programs, so that public speaking can be felt from this. Fourth, previous studies focuses seeks to find out how the public speaking abilities of students of the Indonesian language and literature education study program, FKIP, Wiralodra University, were carried out during the Covid-19 pandemic during. This research, finding out how DNK TV members or administrators were able to turn what they had learned at DNK TV into their speaking skills.

Fifth, previous studies focuses on developing students' skills in public speaking, namely reviewing books. But, this study focuses on students speaking skills, namely the experiences they have had while at DNK TV. Sixth, the study used a behaviorism approach in developing public speaking skills. But, this study using observation and approaches to find out more deeply about the application of what has been learned. Seventh, previous studies focuses the subjects were taken by semester IV students. But, this study the subject was taken from all FDIKOM semester students who joined DNK TV. Eighth, previous studies focuses of the problem in doing public speaking on XI students Office Administration competencies at SMKN 1 Tempel. But, this study will find out what obstacles or problems are faced or feared in the future by FDIKOM DNK TV students. Ninth, previous studies the research aims to introduce public speaking techniques and their use in the youth group environment of Pengging Boyolali Village. But, this research seeks to find out what the technique and use of public speaking skills are like in this student press institution. Tenth, previous studies focuses on wanting to know the effect of self-confidence on students' public speaking abilities. But,

in this study the focus is whether by joining FDIKOM students at the DNK TV institution they can perform their public speaking skills well.

The reasons for choosing the subject of public speaking are as follows. Because Public speaking is the key to success that is needed in the current era of globalization where everything is full of competition. When the communication skills are low, the possibility of relationships, colleagues, and acquaintances is minimal or even far away. If this is the case, we will not have many opportunities and opportunities and information due to the lack of relationships because the communication we use is less precise and not good. This is because communication is also a human need. Everything we do and express is basically a form of communication.

Speaking in public often remains a concern for many people, because besides being brave, there are also techniques or skills that need to be mastered. These abilities include skills in language (verbal communication) and skills in behavior (non-verbal communication). However, there are still many who feel afraid and happy in public speaking, especially for beginners who have no experience in public speaking. Therefore, it is necessary to know more about public speaking skills and how to apply public speaking techniques properly, so that the hope from this can also grow or increase self-confidence.

Furthermore, the reasons for choosing DNK TV are as follows. Have relations on DNK TV, want to know more about the extent to which DNK TV is able to become a forum for developing skills for FDIKOM UIN Jakarta students, especially in public speaking skills, and Finding out whether there is an influence of self-confidence and communication skills on the public speaking abilities of DNK TV members.

Researchers have evidence regarding why DNK TV was used as the reason for conducting this research. As one of the explanations on linkedin DNK TV, which explains DNKTV (Dakwah and Television Communication) is a forum for community broadcasting institutions for students engaged in broadcasting, television broadcasting and journalism. By providing information, education and entertainment services to the community, DNK TV wants to make an impact in educating the community towards civil society.

Inaugurated since 2009, DNK TV always presents interesting content on various social media platforms designed for those who are interested in fashion, film, educational information, lifestyle and the latest news. The culture at DNK TV encourages students to always be creative and productive youth and helps them to show their maximum potential so that they are ready for a career in the world of work. With one of these explanations, DNK

TV is indeed a place that students can use to develop themselves. From all content or programs, it is hoped that it will also be able to have a useful impact on oneself and society.

Based on the explanation above, this research determines the formulation of the problem as follows. How do the DNK TV media effect on increasing public speaking?. Are there any inhibiting factors or obstacles in public speaking?. And what is the system used by DNK TV in improving public speaking skills for administrators or members?.

## **BASIC THEORY**

The following is the basic theory that researchers use as the foundation of this research.

1) The theory put forward by Mustamu (2012: 210) public speaking is an ability to express ideas in public, as well as a competency that combines the four main elements of education, namely science, skills, art, and character. 2) The theory put forward by Sirait in Suwarti, et al., (2014:2) public speaking is the art of speaking publicly or publicly about a particular matter or topic verbally, with the aim of influencing, inviting, educating, changing opinions, providing explanations, and providing information . 3) The theory put forward by David Zarefsky (2013:126) in his book entitled *Public Speaking Strategic for Success explains that public speaking is a continuous communication process*, where messages and signals are involved in the interaction between the speaker and the listener. 4) The theory put forward by Nikita, A. (2011: 9) according to him public speaking is a process, action or art of speaking in front of an audience, everyone needs the ability to speak in public, introduce themselves in public, deliver presentations that's all speaking in public, but you don't have to be a public speaker. 5) The theory put forward by Putri, N. (2019: 8) regarding the role of organizations or communities in increasing public speaking is that public speaking can be well formed, if someone is mentally and emotionally mature, namely those who participate in organizations and carry out learning process about public speaking. What is meant by mental maturity is personality maturity in dealing with certain problems and finding solutions to the problems at hand. Meanwhile, emotional maturity is associated with feelings of sadness, disappointment, joy, etc. As a good public speaker, one must also be able to manage his feelings well, so that he can dominate the audience.

6) The theory put forward by Suhandang (2009:52) regarding the elements of public speaking there are three elements, including: a) Speaker The speaker is the center of the transaction. The speaker acts as a communicator who appears as the center of the activity which depicts the focus of the audience by "looking at" the speaker. The speaker is required

to be able to use his communication techniques and tactics so that the purpose of his speech is achieved. By recognizing the "tastes" of the audience so that they can package messages that can captivate the audience, in the sense that they are willing and able to understand the speaker's intent and understand the benefits of the contents of his speech for their lives. b) Message. All messages in public speaking activities flow from the speaker to the listener. Messages that are sent and received simultaneously and vocally indicate that there is a combination of effective message delivery, because one and the other complement each other. c) Audience. The listeners or audience involved in the process of public speaking activities are essentially human beings, each of whom is clearly different and has its own uniqueness. Each listener is meant to enter into a public speaking situation with different intentions, different motives, different hopes, different knowledge, and different attitudes, beliefs and values. Consequently, each listener will perceive the performance and speech a little differently from one another.

7) The theory put forward by Carnegie (1921:39) quoted from [www.forumkuliah.wordpress.com](http://www.forumkuliah.wordpress.com), there are three factors that can shape someone into a good public speaker, including: a) Learning and practicing process Students can have good public speaking skills both study and practice. The process of learning and practicing can be started by looking for reference books on how to improve public speaking skills, visiting seminars and attending training. Students can also practice public speaking skills during lecture hours such as expressing opinions, presentations, asking questions and answering questions. b) Conducive environment Environment is a factor in a person's consistency in becoming a good public speaker. This consistency will be disrupted when the environment does not provide positive support. c) Talent It is recognized that talent also provides a positive investment for one's success in becoming a great public speaker. For some people have natural talent without practicing and learning first.

8) The theory put forward by Soewarno Handajaningrat (1983:42) organization is defined as a means or tool to achieve goals. Therefore, it is said that the organization is a place for activities rather than people who work together to achieve goals. 9) The theory according to Joesoef (1978:23) student organizations are a forum that is expected to be able to accommodate all student activities and is also a means to improve the ability to think or reason regularly outside of formal lectures, organizational skills, and foster leadership.

## RESEARCH METHODOLOGY

The method used in this study is a qualitative approach and for this type of research, namely descriptive. This is in accordance with the research objective to find out how influential the DNK TV student organization is for students of the Faculty of Da'wah and Communication Sciences, especially DNK TV members in becoming a forum for developing communication skills, namely public speaking and whether active members have implemented their public speaking properly. This descriptive research is related to the frequency, number and characteristics of the symptoms investigated. Therefore, descriptive research has several objectives: to make systematic, factual, and accurate descriptions of facts, population characteristics and certain objects (Krisyanto, 2010).

The data collection technique in this study itself is distributing questionnaires or questionnaires and observation. This questionnaire contains a list of statements that are closely related to public speaking and the issue of the influence of the existence of the DNK TV institution on public speaking skills and self-confidence. This questionnaire uses four alternative answers, including: Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS). Then the observation here contains the activities of seeing and directly observing the research object, so that the researcher is able to record and collect the necessary data.

## RESULT AND DISCUSSION

Based the questionnaire, it shows as the table bellow

QUESTION	JR	ANSWER INDICATOR			
		SS	S	TS	STS
1. I already understand about public speaking	25	5	20	0	0
2. I think public speaking ability is important for every individual to master	25	22	3	0	0
3. I think public speaking really affects self-confidence	25	23	2	0	0
4. As a Dakwah and Communication student, I have been able to apply the science of public speaking well in everyday life	25	5	14	6	0
5. I like to read about articles or things that contain the theme of public speaking	25	4	13	8	0
6. I like to see video content with the theme of public speaking	25	11	12	1	1
7. I need a long time to be able to develop public speaking skills	25	9	12	4	0
8. In my opinion, DNK TV has become the right platform	25	20	4	1	0

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for developing communication skills, especially public speaking					
9. Programs or content on DNK TV are very helpful in increasing public speaking and self-confidence	25	16	9	0	0
10. As a member of DNK TV I can receive the benefits of working on programs that help improve public speaking	25	17	8	0	0
11. I was able to properly realize public speaking skills while being a member of DNK TV	25	6	18	1	0
12. A good and supportive environment at DNK TV helps in growing self-confidence and public speaking	25	16	9	0	0
13. I experienced many obstacles while being a member of DNK TV in developing communication skills	25	4	13	8	0
14. Able to overcome and fix existing obstacles properly	25	3	22	0	0
15. DNK TV has fulfilled all needs in developing skills, such as supporting tools, consulting forums, and so on	25	13	11	0	0
<b>TOTAL</b>	25	172	170	29	1
		<b>90%</b>	<b>85%</b>	<b>20%</b>	<b>1%</b>

**Explanation:**

JP = Number of respondents    S = Agree

STS = Totally Disagree

SS = Totally agree

TS = Disagree

Based the observation, it shows as the table bellow

No.	Observational Aspect	Emergence		Comment
		YES	NO	
1.	Capable of knowing / understand what public is starting from his stand technique, his gesture, style, language, proper use of diction, and mastery the stage		✓	There are still some that don't understand yet. But still trying to do according to his confidence.
2.	It's nice to read articles or writing related to public speaking	✓		Many have an interest read associated with Public speaking.
3.	It's nice to see public speaking video content	✓		Many have an interest look at video content. Than, more his interest is related to the watch Videos, instead of reading.
4.	It's a long time to be public speaking well	✓		The responders needed enough time long time in understanding public Speak good and true.
5.	DNK TV is the exact container for skill development, especially in public speaking	✓		Active members of the DNK TV Feel it right. That the DNK TV is becoming container in developing skills are owned.



6.	Contents on DNK TV provide effective information in learning more in communication especially speech developers and confidence	✓	Content presented in the media easy DNK TV platform understood and full of information the latest and exciting.
7.	Involves DNK TV members in activity or communication (speaking skills and confidence)	✓	DNK TVs have been doing agenda or activity where involving active members in Communication is public. Like coverage, be talent or host, meeting that requires talking and speak your mind, and so forth. So it would be get used to it and dare try.
8.	Has a supportive environment in developing skills	✓	DNK TV has an environment That's supportive, so capable Help out the friends. Other than studying and apply the learned science.
9.	Many obstacles during performance on DNK TV, both internal and external	✓	There are obstacles that are felt like a lack of trust myself, still hesitate to opinion, still I don't know anything because I haven't used to.
10.	Able to overcome existing obstacles or problems	✓	Aside from the obstacles faced, But it's still working. It's like trying. Keep practicing, keep up. Time for myself, and ask to related colleagues how do it well.
11.	The fullness or fulfillment of the member's needs in the activity or program	✓	Equipment or supplies and all needs needed is complete provided on DNK TV. So that makes it easy to do activity and being development for everyone individual.

Based on the questionnaire table above, it can be concluded that 90% of the respondents, totaling 25 people, answered strongly agree and agree that the DNK TV campus community has become the right place to improve the public speaking skills of FDIKOM students, especially active members of DNK TV. This can also be seen from the results of observations that have been made, showing that many active members of DNK TV are able and have the desire to try their hand at communication, especially regarding public speaking. Even though both of them faced obstacles, they were still able to overcome the existing obstacles well.

As the results of observation points 1, 7, 8 with the results of the questionnaire points 1, 8, 9, 12 show that the results of the two are not much different. The active members of DNK

TV, even though there are still some who haven't realized public speaking well, they still try and have the courage to try, and find out what is the best way. In addition, because the supportive environment also affects the feeling of courage to try and try.

Next, in the observation results there are points 5, 6, 11 with the results of the questionnaire points 8, 10, 15 showing that there is also a match. Which results, the DNK TV campus community press agency has indeed become the right community for FDIKOM students, especially active members of DNK TV in developing their skills, especially public speaking skills. Evidenced by the existence of every content and program that is informative, prioritizing facts and the latest, as well as needs that are complete and guaranteed.

## **DISCUSSION**

The results obtained from the above instruments show that 90% of the observations and questionnaire respondents answered that the DNK TV campus institution has become the right place for students, especially its active members in developing public speaking skills. Because, the knowledge learned is useful and all the content or programs that are implemented can be realized properly. This is in accordance with the theory of David Zarefsky (2013: 126) in his book entitled *public speaking strategiy for success*. It is said to be appropriate because, DNK TV is not only a one-way forum for providing information, but also a two-way forum for sharing information and also interacting in it. As explained in the book, that public speaking is a continuous communication process, where messages and signals are involved in the interaction between the speaker and the listener.

In addition, the results obtained show the confidence of active members seen in some of the activities or programs they carry out. One of them is the results of the observation pictures that have been carried out below :



SOURCE : Personal documentation 2023

In accordance with observations that have been made directly, showing the picture above as an example that even though they have not done public speaking properly according to the rules, they are able to take advantage of their self-confidence and all forms of existing obstacles. This is in accordance with the theory put forward by Carnegie (1921:39), which states that there are three factors that can shape a person to become a good public speaker, including the process of learning and practicing. The process for learning and practicing this, they start by finding out the content in the form of writing and videos related to public speaking, and then they examine it and then apply it. After that, there is a conducive environment. It is proven that a conducive and supportive environment greatly influences the development of a community and one's personal self. In accordance with the results of observations, those who do not understand, but have the initiative to ask questions and also other friends are also happy to tell and direct. And the last is talent. Realized talent also provides a positive investment for one's success in becoming a great public speaker. For some people have natural talent without practicing and learning first. Of course, from the things above, researchers found that the habit of practicing and trying is repeated. In a sense, by continuing to repeat it will get used to doing it.

## CONCLUSION

Based on research conducted by researchers, the process of improving Public Speaking skills in the DNK TV community is carried out using a habituation strategy. This habituation cannot happen suddenly and also does not just happen. Habituation here means doing activities that are carried out repeatedly. Therefore, there are several conclusions that can be drawn regarding the improvement of Public Speaking skills carried out, including :

1. Confidence, carried out to increase the confidence of active members of DNK TV is to approach, provide responsibility and encouragement in the form of enthusiasm to grow self-confidence.
2. Communication skills (public speaking skills), public speaking skills will develop if the management actively expresses opinions, ideas and ideas in discussion forums. Because with the habit of daring to express opinions or input, one's communication skills will be trained.
3. Creative, active members are given the freedom to make creative and innovative work programs in accordance with the times. The existence of a work program that is arranged in accordance with the times will increase the power of thought to be creative in making new things.
4. Organizational ability, this organizational ability is seen when you can manage time, lead groups, plan ahead and others. This increase in organizational ability is obtained through the implementation of organizational programs or agendas and training provided by the organization.
5. Ability to lead (leadership skill), this ability to lead can be developed through several programs that require being the chairman of the committee, the coordinator of the division, the chairman of the meeting.

It can be concluded that the DNK TV organization has an important role for students in improving their Public Speaking skills. This is done through habituation carried out with activity programs in the form of education for active members by holding upgrading classes and other activities that are continuous and repetitive. DNK TV hopes that the activities carried out can provide benefits for students, especially members who are active in improving abilities, especially soft skills such as Public Speaking.

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