

The Benefit of Public Speaking for Bujang Gadis Palembang as Tourism Ambassador for Palembang City

Rindi Yunita Sari¹, Zakaria², Darmaliana³, Eli Yeni⁴, Munaja Rahma⁵

Politeknik Negeri Sriwijaya

annapolsri@yahoo.com, eliyeny@yahoo.com, munaja.rahma@yahoo.com*

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Abstract: The purpose of this study was to find out how the public speaking role of Bujang Gadis Palembang was as a tourism ambassador for the city of Palembang. In this qualitative study, all participants were approached using snowball sampling. There were 23 participants, all of whom participated in individual in-depth interviews. The data collected from all interviews were analyzed using thematic analysis techniques. Interview data revealed that the role of Bujang Gadis Palembang's public speaking was very influential on tourism in the city of Palembang. Public speaking Bujang Gadis Palembang also plays a role in promoting tourism in the city of Palembang. However, no data was found to be ineffective because all participants agreed that the role of public speaking had a positive effect on promoting tourism in the city of Palembang.

Keywords: *role, public speaking, Bujang Gadis Palembang, tourism*

In general, communication can be done verbally and understood by both parties concerned. In everyday life, communication is essential. Humans cannot avoid various forms of communication because with communication humans can build the relationships they need as social beings. Rogers & Lawrence (1981) defines communication as a process in which two or more people form or exchange information with each other, which in turn will arrive at a deep mutual understanding. Good communication skills will make it easier in everyday life and become a provider in the world of work later.

In a communication process, public speaking is a form of elaboration in a one-way communication model where messages are conveyed in a unidirectional form from a communicator to the communicant. Public speaking skills and techniques need to be possessed by a speaker so that what is conveyed to the listener can be heard properly and convincingly. Zarefsky (2013) says in *Public Speaking Strategic for Success*; "Public speaking is a continuous communication process in which messages and signals circulate back and forth between speakers and listeners".

In addition, the ability as a public speaker is needed because of the many choices in terms of tourism. All countries in the world today are developing good strategies with attractive

packaging and slogans so that reflecting their area deserves to be the best choice for tourist visits. This is where public speaking plays a big role. According to Adia (2021), public speaking is a communication process in front of an audience that aims to provide information, persuade, or entertain.

Techniques and ability to speak, whether in public, in the mass media, or other means of promotion, will greatly determine how much ability to create a tourist attraction. Tourism actors who have good public speaking skills will be able to convey the added value of tourism it offers. Especially to Bujang Gadis Palembang as a tourism ambassador for the city of Palembang. One of the Bujang Gadis Palembang foundations supports the tourism sector in the city of Palembang. Bujang Gadis Palembang holds elections every year to select the best young men and women as representatives of the Palembang Tourism Ambassadors. The goal of Bujang Gadis Palembang is to play an active role in the tourism sector. Bujang Gadis Palembang needs to promote foundations and tourism in the city of Palembang through public speaking to the people in this city so that everyone can get to know this sector better.

So far, many people do not know what Bujang Gadis Palembang is and what is the role of Bujang Gadis Palembang in tourism. Especially the common people. Bujang Gadis Palembang is only famous among young people in this city. Not many common people know about them. Therefore, public speaking techniques and skills are very important for them because they are dealing directly with important people in the tourism sector and also the surrounding community. For example, when they hold a large deliberation activity that is held every 3 years for the election of a chairman related to the tourism sector, this candidate from Bujang Gadis Palembang needs public speaking. The ability to speak in public at Bujang Gadis Palembang will also help advance Palembang's tourism sector. That way, even though tourism in the city of Palembang is included in the category of moderate tourism, the public may be interested because the packaging for presenting descriptive information brought by Bujang Gadis Palembang about tourism is interesting. Therefore, the writers wants to know the role of public speaking and the public speaking ability of Bujang Gadis Palembang as a tourism ambassador for Palembang city.

Based on the explanation above, the writers was interested in writing this research entitled **“The Role of Public Speaking For Bujang Gadis Palembang as Tourism Ambassador For Palembang City”**.

METHOD

In this research, the writers want to examine the public speaking of Bujang Gadis Palembang as a tourism ambassador for the city of Palembang. To get valid data, the writers use qualitative methods. Sukmadinata (2009) said that the qualitative method is a series to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and people individually or in groups. The writers want to use a descriptive method where this method was used to describe what happened to the procedures of methods that are useful in research.

Procedure

Lexy (2016) states that qualitative research procedures produce descriptive data in the form of written or spoken words from people and observed behavior. The analysis in this study uses a qualitative approach because the problems to be discussed are not related to numbers but describe clearly and in detail and obtain in-depth data from the research focus.

In achieving this, the writers in detail of provided the role of public speaking for Bujang Gadis Palembang, the procedures of this research are:

1. Determine the participants as the sample used to analyze the case study.
2. Determine the instruments used in obtaining the data needed in the study.
3. Ask for an interview with the general chairman of Bujang Gadis Palembang, the vice-chairman of Bujang Gadis Palembang, and members of Bujang Gadis Palembang.
4. Manage the data by analyzing the results of interviews used as instruments to obtain results.

Population

The population is the entire object that is the target of research, whether in the forms of humans, regions or places, institutions, social agencies, and the like to be observed, assessed, measured, and evaluated then conclusions are drawn about it (Kusumastuti et al, 2020).

The population of this research was the general chairman of Bujang Gadis Palembang, vice-chairman of Bujang Gadis Palembang, and the members of Bujang Gadis Palembang in 2019, 2020, and 2021, a total of 23 people.

Sample

The sample is a portion of the number of characteristics possessed by the population, or a small portion of the population members taken according to certain procedures so that they can represent the population. Sugiono (2016) says that sample means part of the number and characteristics possessed by this population. Sample measurement is a step to determine the size

of the sample taken in researching an object. From the definition above, the writers concluded that the sample is part of the total population or group of people, objects taken according to the procedure to represent each of these populations.

In this sampling study, the writers uses purposive sampling to support the research. Achmadi (2020) states that Purposive sampling is a sample performance based on certain traits that are considered to have a close relationship with previously known characteristics or characteristics of the population. The word purposive shows that this technique is used to achieve certain goals. The sample that the writers wants to take are:

1. The general chairman of Bujang Gadis Palembang
2. The vice-chairman of Bujang Gadis Palembang.
3. 7 participants of Bujang Gadis Palembang in 2019
4. 7 participants of Bujang Gadis Palembang in 2020
5. 7 participants of Bujang Gadis Palembang in 2021

Instrument

Sugiyono (2012) says that in qualitative research, the instrument is the researchers themselves so to be able to become an instrument, the writers must have a broad theory and insight so that he can ask questions, analyze, photograph, and construct the object under study to be clearer and more meaningful. The instrument used in this study was an interview. The instruments in question are cell phones for recorders, ballpoint pens, and books. The recorder is used to record voice when collecting data during an interview. While ballpoints and books are used to write or describe data information obtained from sources. This interview guide was prepared by the writers regarding the public speaking material that will be used for the role of Bujang Gadis Palembang in terms of public speaking. The writers prepared several questions to be used as relevant data or sources in the study. The interview questions include the following:

1. What is the background for the formation of Bujang Gadis Palembang as a tourism ambassador for the city of Palembang?
2. What are the main criteria for choosing Bujang Gadis Palembang?
3. What do you do to promote Palembang tourism?

Technique of Collecting the Data

The data collection method is the most important aspect of achieving the research objectives and obtaining the information needed to complete the research. In this study, data collection was carried out by doing an interview.

In this case, the writers uses in-depth interviews in the form of semi-structured interviews, which according to Sugiyono (2012) is more independent in its implementation than structured interviews. The purpose of this type of interview is to find problems more openly, where the parties invited to the interview are asked for their opinions. In conducting interviews, the writers made questions using the literature review in chapter 2 to simplify and focus the questions to be asked because chapter 2 is the opinion and explanation of the experts so that the statements can be trusted and serve as guidelines for making the interview questions above. The interview had been done through the Zoom Meeting application and Google Meet.

Techniques of Analyzing Data

After collecting the data, the writers analyzed the data that had been collected from interviews by:

1. Listening and transcribing the interview recordings.
2. Making a note in the order of the results Bujang Gadis Palembang interviews.
3. Summarizing the information to have general information about the role of public speaking for Bujang Gadis Palembang as tourism ambassador in Palembang city.

FINDINGS

Based on 9 questions from the interview given to the general chairman and vice-general chairman and also 11 questions for Bujang Gadis Palembang 2019, 2020, and 2021. The participants of the interviews were numbered and initiated as Participant 1 (P1) and so on. The description are: a) Participant 1 (P1) = General Chairman of Bujang Gadis Palembang, b) Participant 2 (P2) = Vice-chairman of Bujang Gadis Palembang, c) Participant 3 (P3) - Participant 9 (P9) = Bujang Gadis Palembang 2019, d) Participant 10 (P10) - Participant 16 (P16) = Bujang Gadis Palembang 2020, e) Participant 17 (P18) - Participant 23 (P23) = Bujang Gadis Palembang 2021.

Table 1 shows the criteria needed to be Bujang Gadis Palembang and role of their public speaking in promoting tourism of Palembang based on the interview with General Chairman and Vice Chairman of Bujang Gadis Palembang.

Table 1 The result of the interview with General Chairman and Vice Chairman of Bujang Gadis Palembang

Questions	P1	P2
What are the criteria needed to become Bujang Gadis Palembang as a tourism ambassador for the city of Palembang?	Teenagers who have good public speaking skills, attractive appearance supported by ideal height and weight	Good Appearance and then body posture.
Why Bujang gadis Palembang must have a good public speaking?	They will become tourism ambassadors who will promote tourist attractions in their area to the outside world, of course, public speaking skills will be needed to carry out the task	Their skill in public speaking is very important, because without good public speaking, the stages of promotion to the community will not be conveyed properly

From the table above, we know that not only having good looking but also the ability of communication, public speaking, plays an important role to be candidate of Bujang Gadis Palembang.

Tabel 2 Interview was with Bujang Gadis Palembang in 2019, 2020, and 2021.

Questions	Participants	Answer
1. How does Bujang Gadis Palembang's public speaking play a role in promoting tourism in the city of Palembang?	P3, P4, P5, P6, P7, P8, P9, P10, P11, P12, P13, P14, P15, P16, P17, P18, P19, P20, P21, P22, P23.	The role of public speaking at Bujang Gadis Palembang is very important because it becomes the main point in attracting tourists.
2. How did Bujang Gadis Palembang demonstrate public speaking skills?	P3, P6, P9, P11, P12, P15, P23	There are events that require Bujang Gadis Palembang as MC, material filler, and so on.

	P4, P5, P7, P8, P13, P14, P17, P21	During the practice, the members of Bujang Gadis Palembang demonstrated their respective speaking skills.
	P10, P16, P18, P19, P20, P22	The first time BGP showed its public speaking was on the semifinal night.
3. Does the speaking skill of Bujang Gadis Palembang fulfill the 5 components of speaking (comprehension, grammar, vocabulary, pronunciation, and fluency)? Explain!	P3, P6, P9, P10, P11, P12, P13, P14, P15, P16	Regarding fulfilling or not, we will all strive to fulfill these 5 components..
	P4, P5, P7, P8, P17, P18, P19, P20, P21, P22, P23	Sometimes, the audience sees the use of sentences and the conditions in which they are placed. These 5 components are used in certain circumstances.
4. How does Bujang Gadis Palembang prepare for public speaking before performing?	P3, P4, P5, P6, P7, P8, P9, P10, P11, P12, P13, P14, P15, P16, P17, P18, P19, P20, P21, P22, P23.	BGP carries out preparations before performing public speaking by mastering the material, surveying the event first, preparing the material, studying the material, and of course, practicing..
5. How does Bujang Gadis Palembang know who will be the speaker and who will be the audience?	P3, P4, P5, P6, P7, P8, P9	It follows a series of elections that are seen from each individual's ability to determine who will be the speaker.
	P10, P11, P12, P13, P14, P15, P16, P17, P18, P19, P20, P21, P22, P23	Adjusting to the background of the BGP members and also the theme of the event.

6. How can Bujang Gadis Palembang appear confident when doing public speaking?	P3, P4, P5, P6, P7, P8, P9	Forced in preparation to be confident. So there is still preparation for who the audience is, what material, and what will be delivered.
	P11, P12, P13, P14, P15, P21.	Understanding the material first, and mastering the material. From there will arise a sense of confidence.
	P10, P16, P17, P18, P19, P20, P21, P23	In addition to understanding the material, we must also be able to eliminate fear.
7. How long does Bujang Gadis Palembang need to prepare before doing public speaking?	P3, P4, P5, P6, P7, P8, P9	Usually h-7 before the event. However, usually from the foundation, there are sudden things. Usually when it's like that there will be a backup plan.
	P10, P11, P12, P13, P14, P15, P16, P17, P18, P19, P20, P21, P22, P23	For formal events and up to the national level it takes 2 weeks. For non-formal events, 1 week is enough.
8. Was there a problem when Bujang Gadis Palembang did public speaking?	P3, P4, P5, P6, P7, P8, P9, P10, P11, P12, P13, P14, P15, P16, P17, P18, P19, P20, P21, P22, P23	There are rarely any problems because everything has been prepared long before the show.
9. How did Bujang Gadis Palembang overcome the difficulty of speaking in public?	. P3, P4, P5, P6, P7, P8, P9, P10, P11, P12, P13, P14, P15, P16, P17, P18, P19, P20, P21, P22, P23	With careful preparation before presenting the material or being an MC at the event and practicing a lot.
10. What is the most effective way for Bujang Gadis Palembang to apply public speaking as capital to promote tourism in Palembang?	. P3, P4, P5, P6, P7, P8, P9, P10, P11, P12, P13, P14, P15, P16, P17, P18, P19, P20, P21, P22, P23	The most effective is social media content because the scope of people is bigger than live events.

<p>11. What benefits did Bujang Gadis Palembang get in public speaking skills?</p>	<p>P3, P4, P9</p>	<ol style="list-style-type: none"> 1. Experience gained when filling the event. 2. Get a new bigger relationship. 3. People can see we have skills that everyone is interested in.
	<p>P5, P6, P7, P8, P15, P16</p>	<p>It's easy to get a job because people who take part in pageants like Bujang Gadis Palembang have an advantage in their public speaking.</p>
	<p>P10, P11, P12, P13, P14, P17, P18, P19, P20, P21, P22, P23.</p>	<ol style="list-style-type: none"> 1. During lectures, we can present the material well to the lecturers and the audience. 2. Instagram media if you want to create content, you can get an endorsement because the way of public speaking is very good. 3. For work, can talk well with superiors, presentations, and others as well.

DISCUSSION OF THE FINDINGS

Having good public speaking is the main weapon for Bujang Gadis Palembang members in promoting tourism in the city of Palembang. They were required to have good public speaking skills. The variety of presentation criteria they present in public made their public speaking a role model for those around them. Not apart from that, sometimes there were some obstacles experienced by Bujang Gadis Palembang in public speaking, but they each had their way of overcoming difficulties when speaking in public without cornering the speaker who made mistakes. Bujang Gadis Palembang also had a method that they think was effective in promoting tourism in Palembang.

Public speaking is known as a process to communicate. As stated by Zarefsky (2013) public speaking is a continuous communication process in which messages and symbols circulate repeatedly between speaker and listener. Public speaking is the main weapon for Bujang Gadis

Palembang members in promoting tourism in the city of Palembang. In promoting tourism in the city of Palembang, Bujang Gadis Palembang applied public speaking through videos to tell stories about tourist places such as Siguntang Hill. In the video, Bujang Gadis Palembang tells the history and background of the formation of Siguntang Hill, what is inside Siguntang Hill, what is interesting in Siguntang Hill, and what can be done if you visit Siguntang Hill.

In promoting tourism, Bujang Gadis Palembang displayed public speaking with clear vocals, intonation, and articulation in promoting. Bintang (2014) in his book entitled *Powerful Public Speaking*, states that several models of public speaking can be used as a reference to become a good public speaker such as vocals, intonation, and clear articulation. When Bujang Gadis Palembang served as MC at an event, participants of Bujang Gadis Palembang made their best voices and paid great attention to their speed of speaking so as not to be monotonous. Bujang Gadis Palembang also pays attention to the correct articulation and pronunciation of words. Therefore, it can be said that members of Bujang Gadis Palembang are good public speakers.

In addition to the model of public speaking, there is also a component of public speaking. As stated by Harris (1974), there are five components of speaking skills related to comprehension, grammar, vocabulary, pronunciation, and fluency. Before performing public speaking, participants of Bujang Gadis Palembang understand the material that will be conveyed in advance. They also understand and use the words contained in a language, both spoken and written. They use vocabulary to construct sentences well. Like during the opening of the event where they became MC, they must as much as possible attract the attention of the audience present with good language, clear pronunciation, and fluency in their vocabulary.

There are also other components that support public speaking. According to Vanderkevent (1990), there are three components of speaking, namely speaker, listener, and speech. In choosing a speaker, Bujang Gadis Palembang must follow a series of elections. The selection is seen from the ability of each individual. Who is suitable to be an MC, who is suitable to be a filler material, and who is suitable to be an announcer. During the election, they conducted formal presentation exercises in front of various types of audiences, such as elementary school children, council members, or the local community. They were pitted where they could tailor their public speaking to their audience. So, when they found out who would be listening, Bujang Gadis Palembang had already prepared its members for duty.

Some benefits can be obtained when we can do public speaking well. As stated by Schreibe and Hartranft (2013:2), there are several benefits of public speaking, namely for personal,

professional, and public. Public speaking has benefits for a person, career, and society. Like Bujang Gadis Palembang, they felt the benefits of public speaking. Benefits for personal as the first is the new experience gained as an MC. Before becoming a member of Bujang Gadis Palembang, there was a member who had never been an MC before because he/she was not confident in his/her public speaking. Then, after joining Bujang Gadis Palembang, his/her public speaking skills were honed so that he/she could be chosen to be the MC. Second, get a new bigger relation. When Bujang Gadis Palembang members attend an event, they will get to know a lot of new people. There, they exchanged stories and experiences to form an unexpected friendship and made a new relationship. Third, it was easy to be accepted at work. For example, Bujang Gadis Palembang who took part in the selection of broadcasters, they had the advantage of speaking in public better than others. So, there is a possibility of being selected. In addition, the average alumni of Bujang Gadis Palembang members will get job offers from banks.

Sometimes there were obstacles from Bujang Gadis Palembang when speaking in public. The problem is usually whether he/she could speak English or not. A small mistake may be a misspelling of the name. For significant or fatal difficulties it didn't happen. The way Bujang Gadis Palembang overcame this was by continuing to practice and staying confident. If something went wrong, they smiled, focused on themselves, and a new moment of calm started again. Bujang Gadis Palembang made a presentation confidently with preparation and practice. Preparation can increase self-confidence. Preparation and practice could also control fear. By increasing the number of exercises, they could filter out the weaknesses of the presentation to be delivered. There is a way to apply public speaking when promoting tourism in the city of Palembang. The most effective way of promoting public speaking is usually social media content in the form of videos. Bujang Gadis Palembang and the Palembang City Tourism Office made a video campaign about Palembang tourist destinations. The video explains in detail tourist attractions in the city of Palembang such as Sekanak Besolek, Lambidaro Sekanak, Belido Statue, and so on. An example is the Belido statue. In the video, members of Bujang Gadis Palembang explained why the Belido statue was made, how the Belido statue became an icon or characteristic of the city of Palembang, what is interesting about this Belido statue, what is the Belido statue made of, why should the tourist visit the Belido statue when going to Palembang, the size of the Belido statue and more. Maybe even people from abroad can see their promotion via social media. With their good public speaking skills through video campaigns, they attracted the attention of foreign tourists to come to the city of Palembang.

CONCLUSIONS

Public speaking influenced Bujang Gadis Palembang as a tourism ambassador for the city of Palembang. This is supported by the results of interviews with the chairman and vice-chairman of Bujang Gadis Palembang and several members of Bujang Gadis Palembang from 2019, 2020, and 2021 which revealed the influence of public speaking for Bujang Gadis Palembang as tourism ambassadors for the city of Palembang. The interview results are also supported by questions related to public speaking which 23 respondents answered and the average answer was the same. The public speaking role of Bujang Gadis Palembang as a tourism ambassador for the city of Palembang was to promote Palembang city tourism through events or videos. However, video was the most effective way because the audience was not limited. In the video, members of Bujang Gadis Palembang explain in detail the city of Palembang, starting from its history, location, shape, ticket prices, what can be done, what is interesting, and why the tourist should visit the spot, and many more.

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