CHAPTER I
INTRODUCTION

A. Research Background

Speaking is widely known as an ability to share thoughts, ideas, and intention to the other people by using a language in oral form. According to (Shiamaa, 2017) speaking represent an interactive ptocess which involves of producing and processing or receiving information and transactional. In addation, Nunan (Nunan, 2003) mentions that speaking is a productive skill which consists of systematic verbal utterances that carry out a meaning. This means that speaking plays an important role in communication.

Teaching and learning is a communication process between educators and students. The media used in the teaching and learning process is called learning media. According to (Henry & Hermawan, 2007), there are three categories of learning media: visual, auditory, and audiovisual media. Researcher are particularly interested in the usage of audio media among the three media. Podcasts are a popular type of audio media among millennials nowadays. English students have difficulty in speaking english. Speaking present certain difficulties for students, such as lack of vocabulary and self-confidence. By intoducing an podcast, hopefully student be able to assist in performing effectievly in speaking.

Podcast is an episodic series of digital audio or video files that a user can download in order to listen. Alternatively, the word podcast may refer to the individual mediafile. Podcasting (the combination of the word iPod and broadcasting) is an asynchronous CMC (Computer Mediated Communication), which contains audio/video that are published on the Internet and updated in a regular interval (Stanly.G, 2006). Podcasts have now made their way into the domain of education, where they may be utilized as a learning medium. Podcasts may be used as extra learning resources to assist students in having a better understanding of the subject and enhance their skills. Podcasts will be highly beneficial to language learners, particularly students who study

language, in terms of developing listening and speaking abilities and extending knowledge, enriching vocabulary and grammar. at IKIP PGRI, a podcast room is provide to facilitate students, which is expected to be means for them to improve their english skills in particular. in this research discus about persuasive public speaking skill through podcast.

Persuasion is the ability to achieve an agreement or conformity of the speaker's and the addressee's willingness. It is a process to persuade others to accept what the speaker or writer wants (Gani, 1987: 99). Persuasive can be interpreted as an activity that is performed by someone either spoken or written in order to influence others to do something desired by the speaker or writer. A persuasive speech is a speech designed to convince someone to believe or do something. Individuals use persuasive speeches in a variety of professional capacities, including debates, sales pitches, presentations and legal proceedings. With a plan, preparation and practice, you can influence your audience's or customer's behavior.

Research about persuasive has been done by several researcher in various genres, first of all research condducted by (Samad, Bustari, & Ahmad, 2017) the research conclude that the podcast media demonstratet positive fruitions on students speaking achivement. Second of the research by (Rahmawati & Sianturi, 2021) disscus about the use of podcast as an learning medium in indonesia has not been widely adopted. Thrid of the research by (Yoestara & Putri, 2018) disscus about podcast is an effective teaching tool to enhance the indonesia students speaking and listening skill since it can provide accses outhentic material.

As described in the research background, that found many difficulties in speaking performance, this research focused on implementing for persuasive public speaking skill. The researcher found the phenomena wheres only 2 class of 5 class used podcast as their learning media for public speaking. In this study the participants are second Semester Students of English Education Study Program at IKIP PGRI Pontianak in the Academy Year of 2021/2022

B. Research Questions

Based on the background above, the researcher question of this research was formulated as the following:

1. What are the Students responses of using podcast in persuasive public speaking skill?

C. Research Purposes

Based on the prior research questions, this study aims to:

1. To find out the students response of using podcast in persuasive public speaking skill.

D. Research Significance

1. Theoretical Significant

It is hoped that the study may be a guide for futher reseacher to analysis the impelemntation for persuasive public speaking skill

2. Practical Significant

By this study, the researcher expects this study can be a useful contribution including the following:

a. To lecturer

The researcher hope whatever the results showed later, it can be used by lecturer to be easier to teach their students, understanding the students, by using incorporaty technology that are audio and video which can be access by the internet

b. To Students

The researcher hope that this study may be used by students to be more fluent in speaking English and persuasive in public speaking skill.

c. To Others Researcher

The researcher hope this research can help as a source of additional ideas in further research. In addition, researcher hope that later researcher will be able to continue research like this in the further.

E. Scope of the Research

    1. Research Variable

        Variables are characteristics or artibutes of individuals and organization studied by researcher in measuring and observing variations between individuals and organitation.

        The research variable is an attribut or trait or value of a person, objects or activities that have certain variations that are applied by researcher to study and then draw conclusions (Sugiono, 2015).

        In this research the variable to this study is implementation for persuasive public speaking skill of 2nd semester students of English Education in IKIP PGRI Pontianak

    2. Terminology

        The following definitions are provided to ensure the uniformity and understanding of these terms throughout the study:

    a. *Public speaking skill*

        Public speaking is a way of speaking in front of a large audience, which is about how to speak techniques to convey messages or ideas that the audience wants to know. Things like this are very mandatory to pay attention to (Olii, 2008: 4). Public sepaking is a soft skill that requires excellent communication skills, enthusiasm, and the ability to engage with the audience. Soft skills are interpersonal skills that are less technical and more about how you interact with others. In public speaking skill there are three types of speaking, invormative, persuasive, entertaining.

    b. *Speaking to persuasive*

        A persuasive speaking is a particular type of speech in which the speakers goal is to convince the audience to accept their pointof view. The speech is arranged so that the audience is expected to result in accepting all or part of the expresses views.

c. *Podcast*

Podcast is an audio/video file that is uploaded to the website where the website user can download it through the internert freely. This can be listened on any device that support MP3/MP4 file such as on a computer, smartphone, and MP3 player.

F. Research Methodology

1. Research Design

In this research, the researcher implemented a case study. A case study is a type of ethnographic research study that focuses on a single unit, such as one individual, one group, one organization, or one program (Ary, 2010)

A case study research aims to make a systematic description and clear description of something at the time study was conducted to get accurate data from the subject by statistical calculation, factual and accurate information on the facts, and properties of the population of certain areas. Then, the kind of qualitative approach that the researcher used in case study research. According to (Kothari, 2004) state that through this method the researcher has no control over the variable; he can only report what has happened or what is happening. Describing what is happening means that the research problem can be answered by a study in which the researcher seeks to establish the overall tendency of responses from individuals and to note howthis tendency varies among people.

Based on the explanations, it can be concluded that a case study is a kind of research design which focus on implementation podcast for entertaining public speaking. The researcher used this case study research design because this research design is appropriate with the purposes of this research, the researcher wants to know how the implementation of podcast, and to know the strengths and weaknesses of using podcast, because at IKIP PGRI campus, a podcast room is provided to facilitate students, which is expected to be a means for them to improve their English skills in particular.

This research adopted qualitative approach. Through qualitative research (Basrovi & Suwandi, 2008) said that the researcher can identify the subject, feel what the subject experiences in everyday life. The purpose of qualtative research is to understanding the condition of a context by leading to a detailed and in-depth description of the portrait of conditions in a natural context (natural setting) about what actually happened according to what was in the field of study.

2. Researcher Subject

The subject of this research design is second-semester students of English Education in IKIP PGRI Pontianak. It takes A and B Morning Class. In A morning class, they are 32 Students, 24 females, and 8 males.And for B morning class, they are 31 Students, 23 females, and 8 males. The researcher choose A and B morning class because the class use podcast as learning media.

3. Technique of Data Collection

Data collection is an important aspect of research. Data collection techniques are the most strategic steps in research because the main purpose of research is to obtain data (Sugiyono, 2007: 62). In this research, the researcher used observation and direct communication techniques, observation and direct technique communication are through observation checklist and interview. A direct communication technique will be conduct through an interview and direct observation will be conduct through an observation.

Direct communication is a technique of collecting data by holding direct or face-to-face relationships with respondents. According to (Zuldafrial, 2009) direct communication is a method of collecting data where researchers directly deal with research subjects to obtain data or information needed through interviews with respondents. Then, direct observation is a method of collecting data directly where the researcher or research assistant directly observes the symptoms studied from an object of

research using or without a research instrument that has been designed (Zuldafrial, 2012: 32).

a. Observation Technique

Observation is used by the researcher in collecting data which aims to answer the research problems. Observation technique is a method of direct data collection where researchers directly observe the symptoms studied from an object of research using or without research instruments that have been designed (Zuldafrial, Nawawi, 2012), By observing, the researcher can directly see the way students apply critical thinking in speaking activities. Moreover, the researcher conducted observation in form of participant observation where the researcher was involved in the speaking activities with the students to gain direct experience similar to what students gain (Sugiyono, Elmusharaf, 2015).

b. Direct Communication Technique

For complementing the data obtained from observation, the researcher conducted direct communication with the representative respondents from students of advanced level 3. Direct communication is a method of collecting data, where a researcher directly deals with research subjects to obtain data or information needed through interviews with respondents (Zuldafrial, Nawawi, 2012).

4. Tools of Data Collection

To obtain the data effectively, the researcher also needs some tools that can support the techniques use in collecting data, such as field note, interview, and document. These tools can help the researcher to gather information related to problems in the study, so that the results of the data obtained are more accurate and systematic (Zuldafrial, Nawawi, 2012). However, the researcher use the tools relevant to the techniques of data collection use in this study, such as observation check list and interview which are described below as follows.to answer research question number one, researcher choice filed notes, and to answer research question number two, researcher choice interview.

a. *Observation checklist*

Observation checklist are used in what is sometimes called systematic or structured observation, in which it involves the use of coding system or checklist prepared before (Creswell, 2013). From observing, the researcher can reflect and also document systematically on the interactions and activities of research subject. It means that observation is appropied method to see the implementation activities of podcast for persuasive public speaking skill.

b. Interview

Interview is a tool to gather information by asking a number of questionsorally to be answered verbally anyway by direct contact or face-to-face with resources (informant). Interview is needed by the researcher to clarify about the information. Interview is a meeting of two person to exchange an information and idea through question and responses (Moleong, 2007). In this reasearch, the researcher interviewed a whole class of b morning of 2nd semester students of english education in IKIP PGRI Pontianak. The indicator for the interviewed are the implementation for persuasive in public speaking skill.

This interview conducted by using interview guide that contains instruction outlined in students with the intention to ask the student regarding the implementation, strength and weakness of podcast for persuasive in public speaking skill. This interview used a direct interview technique, which is where the interview takes place, the interviewer continuosly controls the course of the interview, using of interviews that have been made previosly.
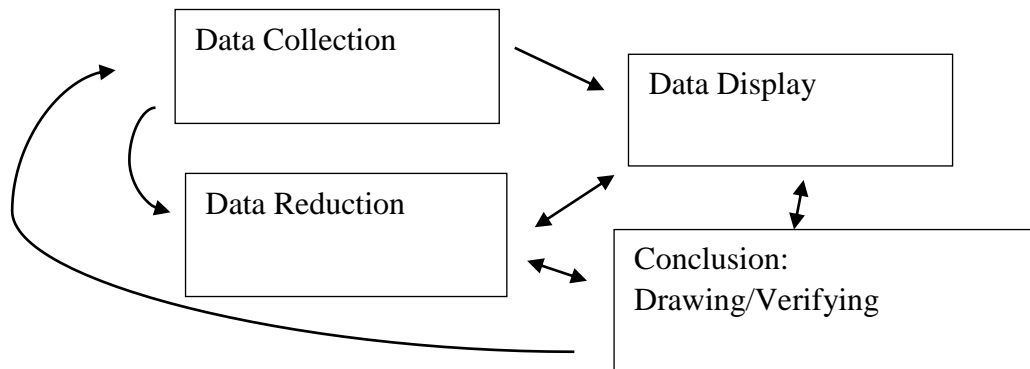
5. The technique of Data Analysis

In data analysis, the researcher findings will mostly come from the outcome of field note and interview that have been analyzed:

a. *Miles and Huberman*

According to Miles and Huberman, data analysis in this study consisted of several flow activities carried out together, namely data

reduction data display and conclusion drawing or verification. As in the picture below:

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┌─────────────────┐
│ Data Collection │ ─────────┐
└─────────────────┘          ▼
                      ┌─────────────────┐
                      │  Data Display   │
                      └─────────────────┘
┌─────────────────┐          ▲↕
│ Data Reduction  │ ◄─────────┤
└─────────────────┘   ┌──────────────────┐
                      │   Conclusion:    │
                      │ Drawing/Verifying│
                      └──────────────────┘
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Picture: The Component in Data Analysis (interactive model)

(Miles, M. B., & Huberman, A. M., 1984)

1) *Data Collection*

The researcher use qualitative research in the study which the method is conveyed in interview and a questionnaire that will be describe and interpret the result of qualitative data.

2) *Data Reduction*

Data reduction refers to the process of selecting, simplifying, or abstracting. In other words, the researcher reduces data that have be get from interviews. In steps, the researcher focuses on summarizing and choosing the important things or main things during the interview process. Throw away the point that is not important. This, the reduced data will provide better data and makes it easier for the researcher the next collect data.

3) *Data Display*

After the reduced data, the researcher display the data and organize the data. In the quantitative presentation of data in forms such as graphs, charts, or diagrams. While in qualitative, the researcher presentation of data forms such as narratives, short texts, or shorts chart. This step makes it easy to understand what happened.

4) *Conclusion Drawing or Verification*

   The last step is conclusion drawing/verification. The researcher draws conclusions based on the data obtained and the data that has been analyzed using the two steps previous and assesses it in relation to the question. Verification reviewing or re-examining existing conclusions to ensure accurate results.