

CHAPTER I

INTRODUCTION

A. Background of the Study

In the modern era, competition in the workplace is getting harder because there are people who have a number of skills. One of the skills is presentation skill. In the Marketing Department, especially Public Relations, the staff should be able to write, talk, and even introduce themselves attractively. Besides, they have to be able to promote a new product interestingly. That is why presentation skill is very useful and important in many aspects of work and life. Nalin Jayasuriya in an article entitled “Importance of Good Presentation Skills in Today’s Competitive World”, states:

The reason why people ask about the importance of this [presentation] skill is because they are wondering how this skill will help them in their job. Whatever role you have in business or in the corporate world today, your success will be directly related to your ability to influence others. Therefore, one of the important attributes for successful people

in business today is the ability to present well. (par. 2)

Hence, people in business and education, including PR Staff must have good presentation skill.

There is a significant problem at Novotel Hotel (henceforth, NH). There were six employees who took part in the Best Employee of The Year (BEOTY) Presentation for all divisions at NH. One of them is a Public Relations staff. When I made an observation of his presentation at BEOTY, I found out that he had difficulty in giving his presentation concerning NH. When he did his presentation, he looked nervous, tensed, and had a lack of self-confidence. He also had a difficulty in answering the questions from the jury. Consequently, his presentation was a failure.

Seeing the problem mentioned above, I intend to raise this problem into the topic for my term paper, entitled “Overcoming the Lack of Self-Confidence of a PR Staff at BEOTY Presentation at NH Bandung”. Hence, I would like to analyze the problem and research on the solution to the problem systematically and critically.

B. Identification of the Problem

Based on my experience as a backup Public Relations staff at NH Bandung, I would like to discuss the following:

1. Why does the PR Staff at NH Bandung have lack of self-confidence in his presentation?
2. How can the PR Staff overcome his lack of self-confidence in his presentation?

C. Objectives and Benefits of the Study

The first objective of this study is to know the reasons why the PR Staff has difficulty in giving presentation in BEOTY. The second objective is to know how to overcome his problem of lack of self-confidence.

This study offers three benefits. Firstly, the PR staff becomes aware of his weakness and knows how to overcome it. Secondly, the readers can get useful information of how to give good presentations. Thirdly, I as the writer of this term paper can understand how to give an excellent presentation not only in business but also in other professional fields.

D. Description of the Institution

Novotel Hotel is one of the Accor groups. Accor is a French-based global hotel company employing 145,000 people around the world.

Novotel Bandung is a four-star International Hotel. The present General Manager is Mr. Marak Setiadi. The hotel is located in the center of the city and about 10 minutes away from Husein Sastranegara Airport, Bandung Train Station, and Bandung Highway Gate. Moreover, Novotel Hotel is

located in a strategic area. As it is close to Cihampelas Walk shopping mall. Novotel Hotel Bandung has 156 rooms. The hotel has conference facilities for 500 persons. Besides, the hotel has a swimming pool, fitness centre and spa, lounge bar, and The Square Restaurant. Novotel Hotel Bandung is located on Jalan Cihampelas No. 23-25 Bandung 40171, West Java – Indonesia. This statement refers to an article entitled “Novotel Bandung Hotel”. The mission statement of 2012 is “Let’s keep the highest standard of service and performance”, which can be found in the bulletin board at the Sales and Marketing Department office, NH Bandung.

E. Methods of the Study

There are several methods of the study that I use to collect the data for this term paper. They are my internship journal containing the data from my internship for three months, interview to collect the data from a PR staff to support the information in this term paper, observation to collect the data from the PR staff when giving a presentation, library research to complete the theories to support the analysis in this term paper.

F. Limitation of the Study

The limitation of my study is to find out the reasons of lack of self-confidence of PR Staff when giving a presentation, and the limitation in

order to overcome the problem which happened during BEOTY at NH Bandung on 16 March 2012.

G. Organization of the Term Paper

This term paper has four chapters. The first chapter is Introduction, containing Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper. The second chapter is Problem Analysis, containing causes and effects of the problem. The third chapter is Potential Solutions, containing the potential solutions with their positive and negative potential effects. The last chapter is Conclusion, containing the best solution from the whole solutions. Bibliography contains publishing information of the references while Appendices contain a Flowchart, List of Interview Questions, Transcription of the Interview, and Observation Sheets.