

CHAPTER IV

CONCLUSION

During my internship at Novotel Hotel Bandung as a backup Public Relations staff, I notice a serious problem with a PR staff. He has lack of self-confidence when giving a presentation at BEOTY NH Bandung. There are three causes of the problem. The first cause is that he did not prepare the presentation material. The second cause is that he felt nervous during his presentation. The third cause is that he could not speak English fluently. The effects of the problem are the PR Staff could not answer the questions, and he started to stutter.

There are three potential solutions to overcome this problem. The first potential solution is the PR Staff prepares the presentation material well. The second potential solution is he should improve his non-verbal skills. The third potential solution is that he should use visual aids to help the audience understand his presentation.

In this chapter, I would like to give the best solutions to overcome the PR staff's problem at Novotel Hotel Bandung. After analysing Chapter III, I decide

to choose the first and the second potential solutions, namely the PR staff prepares the material for his presentation well, and the PR staff should improve his non-verbal skills. I choose the first potential solution for the reason that it is important because preparing the material is necessary to make a successful presentation. As a result, the PR staff can know and understand the material. Furthermore, this information is vital in helping and enhancing his self confidence because he will know what is going to be presented to the jury. This way, his presentation will be more effective. In an article entitled "Speech Preparation #1: How to Prepare a Presentation", it is stated, "Speech preparation is the most important element to a successful presentation" (Dlugan par. 2). From the quotation, I can conclude that a good speech preparation is vital to develop someone's skill in giving a better presentation.

The second potential solution that I choose is non-verbal skills because they can make the PR staff's presentation more effective and interesting. As a result, the PR staff can express his feeling when giving his presentation. For example, Barrack Obama and Susilo Bambang Yudhoyono use their non-verbal skills, like eye contact and gestures to convey their speech. Therefore, the audience will feel comfortable and interested in listening to them. Moreover, in an article entitled "Effective Non-Verbal Communication in Business", Miranda Brookins states:

Communicating in a business environment requires more than just effective verbal and written communication. It's likely that your non-verbal

communication cues enter the room before you speak. Everything from gestures, eye contact, posture, appearance and facial expressions offer an indication of moods and thoughts. Because of this, it's important to be aware of the non-verbal signals you send while working in the office with co-workers and clients, during business meetings and interviews, at conferences and when you're giving presentations. (par. 1)

From the above quotation, I can conclude that non-verbal skills are important not only in the offices but also in other events.

To conclude, I find out that giving a presentation needs skills and preparation. It is not easy when a presenter is not familiar with them. The PR staff's lack of self-confidence makes the jury feel unsatisfied or even bored. Moreover, it creates an unpleasant atmosphere for the PR staff as well as the jury. Therefore, he must improve his skills for giving a good presentation.

For my suggestion, I propose that the PR staff learn more about the presentation skills because of their significance in the workplace. Besides, he must train his vocal and articulation so that he can speak clearly and the jury can follow his presentation. Furthermore, English speaking skill training is vital for the PR staff to support his presentation. Finally, I suggest that Novotel Hotel provide more visual aids to make presentation clearer and interesting and add more training sessions to improve the PR staff's skills. This way, the PR staff can serve his/her function professionally.