

CHAPTER I

INTRODUCTION

I.1. Background of the Study

Based on *Oxford Advanced Learner's Dictionary*, presentation is “a meeting or talk at which e.g. a new product or business idea is presented.” In general, presentation is basically used to bring the information to the audience. The person who does a presentation has to have sufficient knowledge about the topics and is able to carry out the objectives of the presentation very well. Nowadays, conducting a professional presentation by using material aids is becoming more and more common in business companies, institutions, and even organizations. This proves that presentations have been an important element to get successful in delivering messages in different kind of field.

People do presentation to spread information. Because information is the key word in presentation, some presenters pay attention more to the information they will deliver; whereas in fact, doing a presentation is not only giving information. Many aspects have to be prepared before a presenter does a presentation. Because there is an act of passing the message, the first aspect that must be considered is the audience. A presenter has to learn about the audience because every audience has different

CHAPTER III

PERFORMANCE OF THE RESULT

III.1. Method of Study: Smale-Scale Research

The present writer has decided to conduct a small-scale research in finding out how a presentation is conducted at Astra International Toyota Co. Ltd.. The small-scale research the present writer does is divided into two specific ways; namely field research and library research. In the library research, the present writer looks for information from references like books and internet websites; while in conducting the field research, the present writer uses two instruments as clarified below.

III.1.1. Choice of Instruments

The present writer chooses observation and interview because both of them enable him to go into details in gathering the information needed. To get the information in the most effective and appropriate way, the present writer has decided to combine the two instruments:

III.1.1.1. Observation

By observation, the present writer will get information about how a presenter

implements verbal and nonverbal language in attracting audiences in conducting a presentation in Astra International Toyota Co. Ltd. The present writer will play a role as a nonparticipant observer. As a nonparticipant observer, the present writer will watch how a presenter prepares the presentation and conducts the presentation itself. The present writer also hopes that he can know the audience's reaction when the presentation is being conducted.

III.1.1.2. Interview

By interviewing, the present writer will get detailed information about the presentation. The present writer will interview both the presenter and the audience. The present writer will ask about the preparations that the presenter does before conducting a presentation and what opinion the audience has toward to the presentation. The present writer will use unstructured technique and conduct it face-to-face whenever the interviewees have free times.

The interview is conducted in an informal way. Therefore, the present writer does not use any supporting tools to write the information when interview is being conducted. Although the information can be imprecise because the present writer might skip some of the details from the interviewee, this kind of interview is considered as the most appropriate technique to get the unbiased information from the

interviewee when he feels convenient to speak with the interviewer. The present writer tries his best to make the conversation more relaxed and acts as if the present writer were his friend, not as an interviewer. Therefore, the present writer needs a longer time to build a good relationship with the interviewee before using a persuasive interview, which is done during the apprenticeship period.

By using both observation and interview, the present writer thinks that the research will be more effective because the two instruments will complete each other in the process of data-gathering. The present writer also gains advantage by combining observation and interview because he can re-check all information he has from the interview by observation from the field, and vice versa.

III.1.2. Data-gathering Process

The present writer did an apprenticeship at Astra International Toyota, Co. Ltd. for a month and did many tasks which dealt with the presentation. The present writer held the observation while making preparation of the presentation during the apprenticeship. Ms Yayu, who is responsible for the Human Resources Development in Astra International Toyota, Co. Ltd. branch of Soekarno-Hatta, Bandung gave many chances for the present writer to improve his skills in English, especially in preparing the Power Point slides for the presentation.

Once, Mrs. Yuyu asked the present writer to prepare slides for a presentation. She asked the present writer to read *Marketing Yourself* by Hermawan Kertajaya and wrote the main points in the Microsoft Power Point with the animations and special effects. Then the present writer was asked by Mrs. Yuyu to explain all the points inserted in the Microsoft Power Point slides that he had prepared.

The present writer also observed an ongoing presentation. The topic was New Service of Coupon. It was a chance to see how the presenter implements and combine the verbal language, nonverbal language, and material aids in presenting the idea or information to the audience. In addition, the present writer also observed how the audience reacted to the presentation.

The present writer also did an interview to both the presenter and one of the audiences. The interview process was done to the presenter and the audience after the apprenticeship.

III.1.3. Presentation of Data

The observation of a presentation that the present writer attended at Astra International Toyota Co. Ltd. was on November 25, 2005. The presenter presented about the New Service of Coupon for the staff. The material aids used were computer and LCD Projector. There was no animation and background picture on the material

aids. The present writer thought that the slides presented were too complicated because there were too many words on one slide and the layout of the slide was not arranged well. Nevertheless, the font size was proper, so the audience at the back of the room could see clearly, but the use of upper and lower case are sometimes improper.

The presenter opened the presentation with a humor. Later, she greeted the audience and explained the main topic that she wanted to discuss. In explaining the message, the presenter sometimes used many technical terms in explaining the information. The usage of the technical terms was considered appropriate because the audience is expert in the field. Therefore, the presenter did not explain anymore about the definition on the technical terms.

The present writer found out that the presenter often gave a smile to the audience and never fixed her eyes only to one audience; and thus, made the audience feel convenient. After 20 minutes, the presenter opened the question-and-answer session. The discussion worked well because the audience gave a lot of attention to the presentation. The audience was very active. The atmosphere in the presentation room was quite good because of the good relationship between the presenter and the audience. The presenter has known the audience well because they work in the same office.

To support the observation, the present writer did interview to the presenter. The presenter says that she usually uses computer and LCD Projector in conducting a presentation. The presenter admits that she does not prepare both the verbal and the nonverbal language before conducting a presentation. The presenter only prepares the Power Point slides. She says that the important thing in conducting a presentation is the presenter has to master all the information or the ideas. The presenter also admits that her tight schedule makes her rarely pay attention too much to the slide-making, moreover to add animation or background picture in the material aid. Besides wrong spelling, she also admits that she sometimes does not consider a good layout for the slides; but she often realizes it when the presentation is being conducted. That is the reason why the presenter asked the present writer to prepare the slides at first place, including arranging the animations and the background pictures for her next presentations.

The present writer interviewed one of the audiences in order to get feedback on the presentation. The audience gave his opinion that the presenter does a good job in conducting a presentation. Although there are less interesting animations or background pictures in the PowerPoint slides, but the presenter can make the presentation interesting because she has both good communication skill and good knowledge of the information. The presenter knows how to deliver the idea and

makes the audience feel convenient. Good relationship between the presenter and the audience is also the main reason in her each successful presentation, according to the audience. However, sometimes the audience cannot enjoy a presentation if the topic is not interesting or when he does not find any beneficial value in it.

characters. At least, a presenter has to find out about the segmentation of the audience; where they come from, what their jobs are, how old they are or what their interests are. Therefore, the presenter will know how to handle them and how to make the presentation works more interesting.

Besides knowing the audience, a presenter also has to pay attention to the material aids. Material aids are not only helping the presenter explain the information; they can also attract the audience. Every material aids has strengths and weaknesses, but nowadays some presenters prefer using computer and LCD Projector to Over Head Projector (OHP) because computer has many features, like color, background picture, animation, film, and sound. The slides of the presentation material are usually given animations or background pictures, hoping that they will attract the audience. Proper use of animations and background pictures will help the presenter so much when explaining the idea, which will arise audience's attention.

Verbal language is also considered as an important element in presentation. However, sometimes a presenter does not know how to practice his verbal language in explaining presentation materials because they do not get proper information on how to present the idea in the presentation. Even some presenters do not really pay attention to the way they do the presentation as long as they master the ideas.

A presenter's gestures will also determine how the audience reacts because nonverbal language plays an important role in having the audience's response. A presenter sometimes only uses both of his hands when talking to the audience. In fact, there are lots of nonverbal language that can be used in conducting a presentation, like body movement, eye contact, and smile. Some presenters may not practice at all how to

make a good nonverbal language because they think it is not too important; while in fact body language is a supportive part of nonverbal communication in conducting a presentation. A good presenter must know how to combine nonverbal and verbal language as a harmony in doing presentation; so the audience will have a good impression of both the presentation and the presenter.

The present writer is going to analyze the presentations conducted at Astra International Toyota Co. Ltd. because Astra International Toyota Co. Ltd. is one of the best companies in Indonesia which is well known as having good management in doing presentation. The present writer is particularly interested in acknowledging how successful the presentations are carried out in such a representative company.

I.2. Identification of the Problems

The problems that the present writer wants to analyze are:

1. How could a presenter do preparation well before conducting a presentation?
2. To what extent do the verbal and nonverbal communication affect a presentation?
3. How supportive are material aids in conducting a presentation?

I.3. Objectives and Benefits of the Study

I.3.1. Objectives of the Study

1. To know the importance of doing preparation before conducting a presentation.
2. To acknowledge the importance of the verbal and nonverbal communication and how they affect a presentation.

3. To acknowledge how supportive the material aids are for the presenter in order to attract the audience in a presentation.

I.3.2. Benefits of the Study

1. For the present writer

The present writer will obtain knowledge about the importance of verbal language, nonverbal language and material aids in conducting a presentation.

2. For the presenter

The presenter will be able to improve performances in the future in conducting a presentation.

3. For the readers

The readers will enrich knowledge about presentation.

I.4. Concise History of the Company

Astra International Co.Ltd. was established on February 20th 1957 by Tjia Kian Tie, Drs. William Soeryadjaya, and Hariman/Liem Peng Hong. At the beginning, the company ran business in trading area, like selling beverages “Prem Club”, exporting agricultural products like betel vine fat, copra, and rubber; and became a railways equipment supplier for Indonesian Railways Company (PJKA).

On June 1st 1969 Astra International Co. Ltd. got a license from Indonesian government to become the sole agent of Toyota vehicles in Indonesia. In the mid 1970s Toyota International Co. Ltd. established Toyota Division which emphasized on distributing and marketing Toyota vehicles which were predicted to have a great prospect.

On April 1971 Astra International Co. Ltd. made a joint venture with Toyota Motor Company, Japan. The compositions of the share were 49% for Astra International Co. Ltd. and 51% for Toyota Motor Company, Japan. Later, they called it Toyota Astra Motor Co. Ltd., which produced and assembled Toyota vehicles, whereas Astra International Co. Ltd. still became Toyota's vehicle main dealer.

As the user of Toyota vehicles was increasing and in order to develop the services in marketing area, Astra Motor Sales Co. Ltd. was established on January 1st 1976. This company was established by using notarial document that was signed by Kartini Mulyadi, SH. No.195 on July 30th 1975 and No.52 on October 10th 1975.

On January 1st 1989 Toyota Astra Motor Co. Ltd. made a joint venture with Multi Astra and Toyota Engine Indonesia; consequently, Toyota Astra Motor then became a corporated company. This merger changed the composition in the share: Astra International Co. Ltd. 51% and Toyota Motor Company Co. Ltd. 49%. In September 1989 Astra International Co. Ltd. made a re-structuritation of the company. Astra Motor Sales Co. Ltd. rejoined Astra International, Inc Co. Ltd.; and it was called Astra International Toyota Division Co. Ltd. To simplify the name of the company, in April 1980 AUTO 2000 became the new company's name. AUTO 2000 is Authorized Main Dealer of Toyota vehicles, which is located in Gaya Motor Rd. III No. 3 Sunter, North Jakarta 14430. Astra International Toyota Co.Ltd. West Java was established first in 1975 at Soekarno Hatta, Bandung.

I.5. Product or Service of the Company

Astra International Toyota Co. Ltd. or AUTO 2000 is the sole agent of Toyota vehicles in Indonesia. The company runs business in trading Toyota vehicles, trading the

spare part of Toyota vehicles, and conducting an after sales service. The vehicles sold by Astra International Toyota Co. Ltd. are Toyota Camry, Toyota Avanza, Toyota Vios, Toyota Fortuner, Toyota Corolla Altis, Toyota Innova, Toyota Dyna, Toyota Crown, Toyota Presia, and Toyota Kijang. The services are also divided into Body Repair for the customer who wants to repair the body of his car, General Repair for the customer who wants to check up and repair the machine of his car and Toyota Home Service for the customer who wants his car to have General Repair without going to the AUTO 2000.

I.6. Limitations of the Study

The present writer will limit the research on how verbal and nonverbal language play a role in a presentation supported by the material aids used by the presenter. The research will be done by observing how a presentation is conducted at Astra International Toyota Co. Ltd. and interviewing people who are related to the presentation.

I.7. Layout of term paper

This term paper starts with the Abstract, a concise summary of the entire paper in Indonesian. This abstract is followed by the Preface, in which the present writer acknowledges the work and contribution of other parties. After that is the Table of Contents, followed by its five chapters:

Chapter I is the introduction to the analysis

Chapter II contains the library research

Chapter III holds the performance of the research

Chapter IV contains the result and discussion of the research

Chapter V contains the conclusion, the present writer's comments and suggestions.

In the final part, the present writer presents successively the Bibliography and the Appendices.