

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Effective Oral Presentation is one of the English Presentation classes in the D-III Programme for English at Maranatha Christian University. It is formed to prepare its students to speak English fluently and to do an English presentation effectively. As we know that English is widely used by many people around the world, so the students need to practice and master it. In addition to that, an effective presentation is needed to train the students to be an effective communicator. It is supported by Burgoon and Ruffner that ‘An effective presentation is needed for an effective communicator and effective communicator is a person who uses his or her ideas effectively, plan and organize the presentation effectively, and use both verbal and nonverbal communication effectively’ (1976:3).

When English is used in certain situations, like in a presentation, the students are expected not only to be able to communicate verbally, such as, “How are you”, “It is nice to see you all” but also to communicate nonverbally with other people by using, for example, eye contact, voice qualities, movements, posture, facial expression, etc. It means that verbal communication can not be separated from nonverbal

communication because ‘Nonverbal communication has an important role in supporting and clarifying the verbal message’ (Thill and Bovee, 1976:4). John V. Thill and Courtland L. Bovee also say that ‘Nonverbal communication is more reliable and more efficient than verbal communication’ (1976:4). It is efficient and reliable because ‘we have more faith in nonverbal cues than we do in verbal communication’ (1976:4). For instance, when a speaker tries to convey some messages to the audience, he or she will use nonverbal communication. Nonverbal communication can be variously used by the speaker such as point his or her hand to the power-point presentation, automatically the audience will follow the speaker’s hand to the power-point to see the message that is explained by the speaker. Moreover, to maintain some technical terms or explanation that the audience do not know, a speaker can use some pictures or aids or use simple words to explain the information so the audience can understand about the information through the voice. Voice is very important to use because without voice, the speaker cannot convey the message (verbal communication) effectively.

It is obvious that nonverbal communication is needed in oral presentation to attract the audience about the speaker’s idea or topic. Therefore, a speaker needs to organize things such as material, notes, laptop, microphone and OHP which relate to the effectiveness of the presentation before he or she starts a presentation. According to Answer Textbook Online ‘An effective presentation is a presentation that is usually planned, organized and it is used to facilitate the behaviour change which desired by the speaker’ ([http://www. answers.com/topic/presentation](http://www.answers.com/topic/presentation) retrieved on September 19, 2006). It means that ‘An effective presentation is designed to produce the attitude

change and behavior change that are formed through nonverbal communication' (Burgoon and Ruffner, 1974:155). It means, there are so many kinds of nonverbal communication such as gestures, body movements, voice, eye contact that are usually used during the presentation. In fact, they are used by the speaker to explain some information to make the presentation more effective. For example, the speaker uses a microphone to make his or her voice can be heard by all the audience in the room.

There is no doubt that nonverbal communication is needed by the speaker in order to create a good interaction through verbal communication with the audience. Without nonverbal communication, expression of our speaking (verbal communication) will be ineffective like a robot. According to Safarix Textbook Online that:

One of the key benefits of communication via presentation...is the chance to interact with the message's recipients. And...the most effective tool that the speakers have in their chest of the presentation techniques is nonverbal communication such as facial expression, posture, body movement, eye contact, the use of distance, and clothing.

(<http://www.safarix.com/0130977357/ch04lev1sec27sec4> retrieved on September 19, 2006).

Based on the opinions above, I will try to conduct a research about the nonverbal communication that occurs when a speaker does a presentation. In order to fulfill the needs of the research, I would like to investigate the nonverbal behaviour during presentations given by the students in Effective Oral Presentation class in D-III Programme for English at Maranatha Christian University. So, I want to know how the nonverbal communication helps in giving an effective oral presentation and in

what ways the students of Effective Oral Presentation class express their nonverbal communication during presentation.

1.2 Identification of the Problem

1. How does the nonverbal communication help in giving an effective presentation?
2. How is the nonverbal communication used in Effective Oral Presentation class?

1.3 Objectives and Benefits of the Study

1.3.1 Objectives of the Study

1. To find out how nonverbal communication helps in an giving effective presentation.
2. To find out how nonverbal communication is used in Effective Oral Presentation class.

1.3.2 Benefits of the Study

1. For me: to get valuable knowledge and information about nonverbal communication during presentation in Effective Oral Presentation class in the D-III programme for English at Maranatha Christian University.
2. For the students and lecturers of D-III Programme for English in Maranatha Christian University: to give valuable input and knowledge about nonverbal communication which occurs when the students do the presentation in Effective Oral Presentation class.

1.4 The Concise History of the Organization

The founder of Maranatha Christian University is the late Prof. Dr. P.A Surjadi. Maranatha was established on 1 June 1965 by two Christian Churches in Bandung, namely, Indonesian Christian Church and Pasundan Christian Church. Then, on 11 February 1966, the Faculty of Letters was established with just a single department named S-1 English Literature. In 1977, the D-III English Programme was also established which the aim was to train the students in the four basic skills of language that were listening, speaking, reading and writing.

1.5 The Service of the Organization

Maranatha Christian University has three programmes for English namely S-1 for English Literature, the extension programme for English Business Professionals and the D-III Programme for English.

Unlike S-1 Programme, the D-III Programme for English provides more practical subjects to study, namely, Cross-Cultural Understanding, Effective Oral Presentation, Translation and Interpreting, Language Teaching Strategy and How to Teach Young Learners, etc. Students from D-III Programme can also get an S-1 degree by adding one year by taking the English for Business Professionals. They will be facilitated with some applicative and interactive programmes for real work in extension course. For instance: Managerial Skills, Information and Technology Business Application, Industrial Psychology, How to be an Entrepreneur and Effective Communication Skills and many more. In addition to support the language learning and teaching, Faculty of Letters provides the students with laboratorium for language, mini theater

with wide capacity for 350-400 audiences, three audio visual labs and Maranatha Language Centre.

1.6 Limitation of the Study

Nonverbal communication is the scope of this study. I will limit this study to how the nonverbal communication helps in giving effective presentation and the use of nonverbal communication in Effective Oral Presentation class. The research will take place in Effective Oral Presentation class of the sixth semester in the year of 2006 in the D-III Programme for English at Maranatha Christian University.

1.7 Layout of the 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 deals with the performance of the research
- Chapter IV contains the result and discussion of the research
- Chapter V contains the conclusion, the present writer's comment and suggestions

In the final part, I present successively the Bibliography and the Appendices.

