MODELING EFFECTIVE PRESENTATION COMMUNICATION SKILLS FOR ENGLISH EDUCATION STUDENTS

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ABSTRACT

Effective presentation communication skills are essential for English education students, as they play a significant role in academic success and professional development. This study explores key components that contribute to effective presentation skills, including confidence in speaking, clear and effective use of English, good pronunciation and intonation, logical responses to questions, audience interaction, and the use of technology. Using a qualitative research approach, in-depth interviews were conducted with 20 English education students at the University of Nias. The findings highlight the challenges students face, such as nervousness, language difficulties, and limited audience engagement strategies. The results suggest that practicing regularly, receiving feedback, watching professional presentation videos, joining public speaking clubs, using voice/video recordings, and improving vocabulary through daily conversations are effective strategies for enhancing presentation skills. These findings provide valuable insights for curriculum development and future training programs aimed at equipping students with the necessary skills to deliver impactful presentations. Future research can explore the impact of specific teaching methodologies on students' presentation effectiveness.

Keywords: Presentation skills, Communication, English education, Public speaking.

ABSTRAK

Keterampilan komunikasi dalam presentasi yang efektif sangat penting bagi mahasiswa pendidikan bahasa Inggris, karena berperan besar dalam kesuksesan akademik dan pengembangan profesional. Studi ini mengeksplorasi komponen utama yang berkontribusi pada keterampilan presentasi yang efektif, termasuk kepercayaan diri dalam berbicara, penggunaan bahasa Inggris yang jelas dan efektif, pengucapan dan intonasi yang baik, respons logis terhadap pertanyaan, interaksi dengan audiens, serta penggunaan teknologi. Dengan menggunakan pendekatan penelitian kualitatif, wawancara mendalam dilakukan terhadap 20 mahasiswa pendidikan bahasa Inggris di Universitas Nias. Temuan penelitian ini menyoroti tantangan yang dihadapi mahasiswa, seperti rasa gugup, kesulitan bahasa, dan keterbatasan strategi keterlibatan audiens. Hasil penelitian menunjukkan bahwa latihan secara rutin, menerima umpan balik, menonton video

presentasi profesional, bergabung dengan klub berbicara di depan umum, menggunakan rekaman suara/video, serta meningkatkan kosakata melalui percakapan sehari-hari merupakan strategi yang efektif untuk meningkatkan keterampilan presentasi. Temuan ini memberikan wawasan berharga bagi pengembangan kurikulum dan program pelatihan di masa depan yang bertujuan membekali mahasiswa dengan keterampilan yang diperlukan untuk menyampaikan presentasi yang berdampak. Penelitian selanjutnya dapat mengeksplorasi dampak metodologi pengajaran tertentu terhadap efektivitas presentasi mahasiswa.

Kata Kunci: *Keterampilan presentasi, Komunikasi, Pendidikan Bahasa Inggris, Public speaking.*

A. INTRODUCTION

Communication skills are critical competencies in various fields, including education. For English education students, the ability to deliver effective presentations impacts both their academic success and professional preparedness. Effective presentations require mastery of language; confident delivery and audience awareness as stated in Rhetorical Theory According to (Syahrir & Manghayu, 2015), state that effective public speakers must consider their audience and effective public speakers use a variety of proofs in their presentations. A good speaker prioritizes relevant and credible evidence in their presentations, which increases credibility. Thus, training in effective communication forms a significant part of education curricula. English education students are expected to excel in delivering clear, convincing presentations using confident body language and appropriately responding to their audience. These skills not only foster academic success but also prepare students for their roles as inspiring educators.

In reality, many students face challenges in delivering effective presentations. Common issues include nervousness, lack of confidence, language errors, and minimal understanding of nonverbal communication techniques. This highlights a gap between expectations and reality, necessitating focused attention. (Michaelson & Rahim, 2023) say that effective communication skills are essential in professional settings, requiring attention to both verbal and non-verbal elements such as eye contact, posture, and empathy. These skills can be systematically taught and evaluated in structured training

environments. However, limited studies specifically utilize in-depth interviews to model effective presentation communication skills, especially for English education students.

This study aims to explore and model effective presentation communication skills for English education students in University of Nias through in-depth interview analysis. The findings are expected to provide practical insights for curriculum and communication training development in higher education.

B. Method

This study uses a qualitative research technique, which is often used to investigate participants' experiences, perceptions, and actions in depth. According to (Asiva Noor Rachmayani, 2015), qualitative methods are particularly beneficial in studying how individuals acquire communication abilities in real-world circumstances. This study's findings came from in-depth interviews with 20 English education students. The participants were chosen based on their varied degrees of presentation experience. The major data source is the participants' verbal replies, while secondary sources include relevant literature on presenting communication abilities. Data was gathered utilizing semi-structured interview procedures, which allowed us flexibility while focusing on critical areas of presentation communication. An interview guide with preset questions on students' experiences and presenting communication tactics was one of the study tools employed. The data gathering approach included arranging interviews, gaining participant consent, recording replies, and then conducting a systematic analysis of the data. The data analysis approach used in this study was thematic analysis, which discovered patterns and themes based on interview transcripts. This technique ensures a thorough and contextual comprehend of the aspects that influence excellent presenting communication abilities.

C. Result and Discussion

The interview was conducted at University of Nias with a randomly selected sample of 20 students from the English education study program.

Through this interview, we sought to gain insights into their perspectives and experiences in delivering presentations, as well as strategies they believe can enhance presentation effectiveness. The findings are presented in the following sections, categorized into key elements of an effective presentation, modeling effective presentation skills, and suggestions for improvement.

General Understanding of Presentation Skills

The results from the interviews provide insights into the key elements that contribute to an effective presentation. Table 1 presents the results of interviews conducted with 20 participants regarding their understanding of effective presentation skills. The responses highlight key elements that contribute to a successful presentation, based on the participants' experiences and perspectives.

Table 1
Participants' Perspectives on Effective Presentation Skills

Key Elements Mentioned	Participant Explanations
Thorough Preparation	Mastery of the material ensures confidence and smooth delivery.
Clear Structure	A well-organized introduction, body, and conclusion help audience comprehension.
Simple Language	Using easy-to-understand language avoids confusion.
Use of Visual Aids	Images, graphics, and videos make presentations more engaging.
Confidence	A strong and confident delivery keeps the audience engaged.
Interaction	Engaging with the audience enhances participation.
Good Pronunciation	Clear speech and good intonation improve understanding.

The participants' answers highlight many crucial components that lead to an effective presentation. These aspects, based on individual perspectives and experiences, are critical to achieving clarity, engagement, and confidence while making a presentation. Table 1 summarizes these key points, along with the participants' explanations. The first element most participants mentioned is preparation. It is supported by (Telaumbanua et al., 2024), who states that a lack of preparation before speaking in public can lead to anxiety and a lack of confidence. According to the participants, complete preparation include studying and comprehending the content, understanding the stage

and the audience, and understanding the objective of the presentation. Additionally, it is critical to ensure that the audience understands the message being given.

Second element is clear structure, mostly participant responses' having a clear structure means that the presentation should have a well-organized opening, main body, and closing. (Novitasari et al., 2022) states that a well-organized oral presentation has three primary sections: introduction, body, and conclusion. The introduction welcomes the audience and introduces the topic; the body discusses the primary information; and the conclusion highlights significant points and concludes the presentation with a thank you.

Third element is simple language, according to (Miller, 2015), utilizing plain language in presentations helps the audience grasp the content and decreases the danger of misunderstanding. Most of respondents' explanations say that clear and succinct words improve communication efficacy by ensuring that important points are transmitted without excessive complication. A key

aspect of effective communication is ensuring the message is delivered in a way that is clear and engaging for the audience. Using simple, easy-to-understand sentences helps ensure that everyone can follow the discussion, no matter their background or expertise. It's important to create a connection with the audience, which can be achieved through the use of stories, real-life examples, or asking questions that directly involve them. The delivery should also consider voice clarity and proper intonation, which make the presentation more engaging. Avoiding jargon is crucial, as it ensures the audience is not lost in technical terms and can relate to the message being shared.

The fourth part is the use of visual aids. According to (clark and lyons, 2011), visual aids like as graphics, charts, and diagrams can dramatically boost audience understanding and help them stay focused for longer periods of time. Presentations using pertinent graphics are more successful than those based purely on text because they give a clearer depiction of the information being presented.

Confidence, interaction, and good pronunciation are the fifth, sixth, and seventh components, respectively. In their study on communication, (G. Brown & Yule, 1985) emphasize that engaging with the audience—such as asking and answering questions and including them in discussions—improves presentation effectiveness and generates higher audience participation. Furthermore, (Gilakjani, 2016) underlines the need of accurate pronunciation and tone in ensuring that the audience properly understands the content. Mispronunciations can cause misconceptions and undermine the speaker's credibility; therefore good articulation is an important component of an effective presentation.

Modeling Effective Presentation Skills

After determining the respondents' general understanding of presentation skills, the researcher continued to investigate the respondents' preferences regarding modeling effective presentation skills. This analysis is presented in the following table:

Table 2
Participant Responses on Modeling Effective Presentation Skills

Key Elements Mentioned	Participant Explanations
Confidence in speaking	Helps reduce anxiety and improves delivery.
Clear and effective use of English	Enhances clarity and professionalism.
Good pronunciation and intonation	Improves engagement and understanding.
Ability to answer questions logically	Demonstrates preparedness and comprehension.
Interaction with the audience	Encourages participation for better engagement.
Use of technology and engaging media	Maintains audience attention effectively.

Based on respondents' preferences, six key elements contribute to an effective presentation. The first element is confidence in speaking, which is also supported by (Rika Widianita, 2023), explains that confidence in speaking is an important aspect in effective communication. A confident speaker expresses ideas more fluently, is more expressive, and commands the audience's attention. He emphasizes that confidence may be created via consistent practice and public speaking experience. Participants stated, "Confidence is key. If students are confident, their language will flow more naturally.

Anxiety will always be present, but having the courage to face it is better than being imprisoned by fear."

The second element is clear and effective use of English. Participants highlighted the importance of pronunciation and intonation practice, as these aspects help students speak more clearly and convincingly. They also emphasized the need for a well-organized structure, such as starting with a strong opening, explaining the content step by step, and ending with a clear conclusion. This aligns with (Asiva Noor Rachmayani, 2015), emphasizes the importance of utilizing English clearly in professional and academic settings, presenters must pay attention to word choice, sentence structure, and communication context to guarantee the audience readily understands their message.

The third, fourth, and fifth elements are good pronunciation and intonation, the ability to answer questions logically, and interaction with the audience. Participants emphasized that capturing the audience's attention from the beginning is crucial. One participant shared, "I make sure to speak slowly and clearly. I also often ask for confirmation from the audience to check if they understand." This is supported by (Afriana, 2017), who claims that proper pronunciation and intonation play an important part in improving communication efficacy, clear pronunciation makes it easier for the audience to absorb the information, whilst good intonation enhances engagement and attention. Participants also highlighted the importance of audience involvement by asking questions or seeking their opinions about the topic. When handling audience questions or feedback, one participant shared, "I actively listen, acknowledge the question, and provide a clear response. If I don't know the answer, I admit it and promise to follow up later." This view is supported by (Ulya et al., 2018)who believes that the capacity to answer questions rationally displays a thorough mastery of a subject, offering well-structured and logical responses develops credibility with the audience and demonstrates good critical thinking abilities. Furthermore, (Siswanto et al., 2024) emphasizes that engagement with the audience is essential for effective communication, presenters who

interact well with their audience are more liked and recognized, and audience participation in conversations improves message efficiency and fosters a more dynamic environment.

The last element is the use of technology and engaging media. Participants highlighted the importance of using technology effectively, ensuring it remains simple yet engaging to support the presentation.

Suggestions for Improvement

Researchers also asking for suggestion about participant suggestion to improving presentation communication, include:

Table 3

Participant Suggestions for Improving Presentation Communication

Participant Suggestions	Ways to Improve Presentation Communication
Practicing regularly and receiving feedback	Helps identify strengths and areas for improvement.
Watching professional presentation videos	Provides insights into effective speaking techniques.
Joining public speaking clubs (e.g., Toastmasters)	Offers a supportive environment to develop skills.
Using voice/video recordings	Allows self-assessment and improvement.
Enhancing vocabulary and English-speaking skills in daily conversations	Builds fluency and confidence in speaking.

The first suggestion is practicing regularly and receiving feedback, which is supported by (Sembiring et al., 2024) claim that technologies like as blogs, social media platforms, and online forums allow individuals to practice writing and speaking in a variety of circumstances. Regular practice, especially with feedback, allows for continuous improvement and adaptation, helping individuals build confidence and enhance their communication skills in diverse settings.

The second suggestion is watching professional presentation videos, which is also supported by (Asiva Noor Rachmayani, 2015), states that using pop-up media might help pupils enhance their speaking abilities during narrative sessions. Watching skilled presenters not only exposes individuals to effective speaking techniques but also allows them to observe non-verbal cues such as body language and tone, which contribute to a more compelling and engaging presentation style.

The third suggestion is joining public speaking clubs, as explained by (Pokhrel, 2024), explains how the Student Facilitator and Explaining approach may enhance students' speaking abilities. Participating in public speaking clubs, like Toastmasters, provides individuals with structured opportunities for practice and feedback, encouraging both confidence and competence in speaking while fostering the development of leadership and organizational skills.

The fourth and fifth suggestions are using voice/video recordings and enhancing vocabulary and English-speaking skills in daily conversations. This is supported by (Aswar, 2022), explains that introducing classroom discussion approaches can increase students' speaking skills. Additionally,Maldini F. C (2021)indicates that the usage of media, such as YouTube, may boost speaking abilities through good organization and word choice. Recording oneself can provide critical insights into one's speaking patterns, while engaging in daily conversations helps strengthen fluency and vocabulary in a natural, real-world

context.These strategies, when combined, create a comprehensive approach to improving public speaking and communication skills, providing learners with diverse methods to practice and refine their abilities in both formal and informal settings.

In conclusion, it is important to recognize that effective presentation skills are not solely dependent on verbal proficiency but also on confidence, structure, audience engagement, and the strategic use of technology. The findings from this study indicate that English education students often struggle with nervousness, lack of preparation, and limited audience interaction, which hinder their ability to deliver impactful presentations. However, the participants also identified key strategies that can enhance their performance, such as regular practice, seeking constructive feedback, observing skilled presenters, joining public speaking clubs, and utilizing self-assessment tools like voice and video recordings. These insights emphasize the need for a structured approach in developing presentation skills, ensuring that students are not only well-prepared but also able to

communicate effectively in academic and professional settings.

E. Conclusion

Based on the findings, it is evident that mastering presentation communication skills requires a combination of verbal proficiency, confidence, and audience engagement techniques. Students often struggle with nervousness and lack of structured communication, highlighting the need for systematic training. The study suggests that structured practice, exposure to professional speakers, and interactive learning environments can significantly improve students' speaking abilities. Furthermore, integrating technology and media in presentations enhances engagement and effectiveness. These insights underscore the importance of incorporating communication training into English education curricula to better prepare students for academic and professional success.Future research can explore the impact of specific teaching methodologies on students' presentation effectiveness.

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