THE CORRELATION BETWEEN PERSUASIVE SPEECH MASTERY AND SPEAKING ABILITY OF HUMANITIES ANDEDUCATION FACULTY STUDENTS

SUMMARY

By: RODERICK JESSON

Student Number 1941010

ENGLISH LANGUAGE EDUCATION STUDY PROGRAM

HUMANITIES AND EDUCATION FACULTY MUSI

CHARITAS CATHOLIC UNIVERSITY

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Roderick Jesson

English Language Education Study Program, Undergraduate Program

Musi Charitas Catholic University, South Sumatera, Indonesia

Jl. Bangau No.60 Palembang

E-mail : roderickjasson05@gmail.com

ABSTRACT

The objective of this study is to investigate the correlation between students' persuasive speech mastery and their speaking ability. Fifty-one students of humanities and education faculty in a private university in Palembang participated in this research. This correlation study used questionnaires and tests to collect the data. The data of the study analyzed by using Pearson Product Moment. The result show that there a correlation between persuasive speech mastery and speaking ability of humanity and education faculty students. It is expected that this research provides fruitful insight dealing with the correlation between persuasive speech mastery and speaking ability.

Keywords: Persuasive speech, speaking ability, public speaking

ABSTRAKSI

Tujuan dari penelitian ini adalah untuk mengetahui korelasi antara penguasaan pidato persuasif mahasiswa dan kemampuan berbicaranya. Lima puluh satu mahasiswa fakultas humaniora dan ilmu pendidikan di salah satu universitas swasta di Palembang dilibatkan dalam penelitian ini. Penelitian korelasi ini menggunakan angket dan tes untuk mengumpulkan data. Data penelitian dianalisisdengan menggunakan Pearson Product Moment. Hasil penelitian yang menunjukan bahwa ada korelasi antara penguasaann pidato persuasif dan kemampuan berbicara mahasiswa fakultas humaniora dan ilmu pendidikan penelitian ini diharapkan dapat memberikan wawasan bermanfaat mengenai korelasi antara penguasaan pidato persuasif dan kemampuan berbicara.

Kata kunci : Pidato Persausif, Kemampuan berbicara, Pidato.

INTRODUCTION

1.1 Background

Language is the type of human communication with other people to connect the network between two or more humans. Sited to Salan (2013), language is a shape like thought and feeling, desires and actions a pocket used to influence and it is clear signs of good or bad personality can be seen in the language which is a sign of the personality of every human being.

Richards and Rodger, (1986) mention that English is used by people around the globe for communication, interaction, speech, and meeting. English is a global language (Crystal, 2000). It is an official language for many countries which connects people in various sectors, such as business, marketing, politics, etc.

English has four basic skills namely: listening, speaking, writing, and reading. Speaking is an important to be mastered well. According to Nunan as cited in Teshome (1991), speaking is an activity to explain, report, and convey information and messages to other people through uttering sets of sentences. Commenting, rejecting, accepting, and giving opinions or assumptions are parts of speaking skills(Mega,2022)

According to Mclaren speaking is an important skill not only to deliver something but also to build a network and persuade people. Learning speaking ability is important aspect of learning a second language in which its success is measured based on the ability to carry out conversations in the language cited in Marzuki, (2019).

According to David Zarefesky cited in Giring (2006), "Public speaking is a form of continuous communication, through messages and symbols by way of interaction with speakers and audience". Public speaking itself is part of communication science. Public speaking is the process, the act, and the art of speaking before an audience. In addition, it can be used to help people to

persuadeother people or inform others.

According to Hannah cited in Entreves (2006) states that there are three types of public speaking namely persuasive, informative, and speaking on special occasions. Persuasive speech is a common public speaking type used to influence the attitudes, beliefs, values, and acts of others. It also attempts to modify the audience's attitudes and values to influence the person and make them more understand the point. As the name implies, persuasive speech or persuasive speaking aims to invite the audience to agree with the speaker. A persuasive speech builds on an argument, a stated position in favor of or against an idea or issue.

It is important to correlation between persuasive speech mastery and speaking ability as persuasive speech is a type of public speaking that can promotethe students' speaking because persuasive speech is for persuade people that need much speaking effort in achieving the goal.

Based on the above description, the author is interested in conducting research entitled "The Correlation between Persuasive Speech Mastery and Speaking Ability of Humanities and Education Faculty Students". It is hoped that the results of this study will provide fruitful impacts to students, teachers, and otherresearchers.

1.2 Problems of Study

The problem of this study is formulated as follows: 1. Is there any relation among persuasive speech mastery and speaking ability of humanity and education faculty students?

1.3 Objectives of Study

The objective of this study remains figure out about the correlation between persuasive speech mastery and speaking ability of humanity and education facultystudents.

1.4 Significance of Study

This study will provide an idea to donate or contribute to the process of learning and give important information to students, teachers, and other researchers.

1. For Students

The writer expects the outcomes of this study can help the students understand the importance of speaking ability and persuasive speech mastery.

2. For Teachers

The writer hopes the teacher will know more about the correlation between persuasive speech and speaking ability and helps students to improve their speakingability through persuasive speech.

3. Other Researcher

This research result is expected to be used as an alternative reference for the researcher who is interested in conducting a similar study.

2.LITERATURE REVIEW

2.1 The Concept of Persuasive Speech

Speech is one of the activities of public speaking. It needs to be presented and givento listeners.

2.2 The Role of Persuasive Speech Mastery

As natural social beings, humans always want to relate to other humans. That curiosity forces people to communicate.

2.3 The Concept of Speaking Skills

Speaking is functional spoken linguistic skill in everyday human life. Speaking is aproductive skill, not unlike listening.

2.4 The Role of Speaking Ability

The purpose of speaking is to connect. To take successfully, the talker must understand the meaning of anything.

3.METHODOLOGY

In this research, the writer used a quantitative method. The quantitative approach refers to the word "quantity" itself. According to Hardani (2020:236) "quantitative research is scientific research structured phenomena and proven." The writer applied correlational design to this study. Correlational design is a part of quantitative research. Jonathan Sarwono (2011:25) correlation analytical method that is in one of the association/relationship measurement techniques. Association measurement is a general term that refers to a group of techniques in bivariate statistics to measure the strength of the relationship between two variables. In this study, the writer intends to determine the correlation between persuasive mastery speech and the speaking ability of humanity and education faculty students.

4.FINDINGSAND Interpretations

The data showed that the mean of persuasive speech mastery was 63.41 with the significance value of 0.200. The significance value of persuasive speech mastery was higher than 0.05, concluded that the data distributed normal. Meanwhile, the mean of speaking skills was 62.63 with sig value of 0.099 this meansame just like the persuasive speech the score is higher than 0.05, it showed the dataof this speaking test is normal.

Persuasive Speech Mastery and Speaking Skill

The goal of this research is determining the relation among persuasive speech mastery and speaking skills of students at the Faculty of Humanities and Education, Musi Charitas Catholic University, Palembang. The instrument used to obtain data on persuasive speech

mastery variable is a questionnaire containing questions about the use and importance of persuasive speech, while for the speaking ability variable, a speaking test with the theme of persuasive speech is used.

The scale of students' understanding ability towards mastering persuasive speech is categorized into 4 levels of questionnaire answers, namely (very bad, not good, good, and very good). Based on the results of the questionnaire analysis, the data related to students' responses toward persuasive speech show that most are in, poor, good, and very good levels. 10 students were in poor level, 38 students were in good level and 3 students were in very good level.

According to Arsjad cited in Fitriyani (2022) speech is a communication activity. This activity is carried out by someone with a purpose. This aim includes, among other things, conveying and instilling various ideas, notions, and concepts. Then, there are several objectives for implementing a speech, namely that it must be informative, argumentative, recreational, and persuasive. Students who are at a poor level are students who are nervous about speaking in public and are not used to it, students who are at a good level are students who have high knowledge in the use of public speaking, and students who are at a very good level are get accustomed to conduct public speaking in daily life so it is easy for them to have discussion with everyone.

Meanwhile, the speaking skills test is evaluated using a speaking rubric. which has five linguistic components, namely: pronunciation, grammar, vocabulary, fluency and understanding (Leong & Ahmadi, 2017). Moreover, students' speaking skills are categorized into four levels, namely very good level (85-100), good level (70-84), average level (55-69) and poor level (22-54). The results indicates that 4 students have very good speaking ability, 9 students have good speaking ability, 22 students have average speaking ability, and 16 students have poor speaking ability.

In this research, the students with very good level are able to speak without any errors and the language can be understood by listeners. Students with good level are able to speak language completely and fluently without any significant errors, so that the listeners still understand. Students with average level tend to make a lot of errors in using grammar therefore the listeners sometimes do not understand the speakers clearly. At last, students with poor level tend to make significant errors in speaking thus the listeners normally do not understand the speakers clearly. According to Srinivas (2023) English language skills are very crucial in human life. Language has social characteristics where conversations seem to interact in different ways in expressing ideas and conveying opinions.

The Correlation

This research is expected to control the connection between persuasive speech mastery and speaking skills. The research data was collected from a questionnaire about the use and importance of persuasive speech mastery and a speaking skills test on the topic of persuasive speech which was carried out on fifty-one students of the humanity and education faculty at Musi Charitas Catholic University, Palembang. After the data were collected, writer used Pearson Product Moment with SPSS 22 to analyze and determine the connection among persuasive speech mastery and speaking skills. From the data analysis, it was found that there was a correlation between persuasive speech mastery and speaking ability with a Pearson correlation value 0.303 and sig. value 0.031. Since the correlation value was higher than 0.05, it means that there was a correlation between the two variables. In other words, Ho was rejected and Ha was accepted.

The results of the questionnaire on the use and importance of mastering persuasive speech and the speaking test show that most students aware of the importance of using mastery of persuasive speech in language. Therefore, students understand how important to master persuasive speech and improve public speaking habit. The writer's

approach in delivering direct instruction to students helped them to build the students' awareness on how important mastering persuasive speech is.

The findings of this research are in line with the results of previous research conducted by Kusumawardani (2018) who analyzed the correlation between English grammar competency and speaking fluency. It was found that competition in English grammar had a significant influence on speaking skills. As a result, by getting high grammar competition results, students will more easily understand and capture the information from what will be discussed and will be more confident in conveying their ideas. Even though, the results value of this research different with the writer, but this research used the same method in collecting data.

A study conducted by Aidil Syah Putra (2017) who analyzed the correlation between Motivation and speaking ability. It was found that motivation had a significant on speaking ability. As a result, by obtaining high motivational speaking results, students will be fluent in what is being said and what will be discussed and will be more confident in conveying their encouragement. Although the value of the results of this research is different from the writer, this research uses the same method in collecting data.

5. CONCLUSIONS AND SUGGESTION

This research exposes a correlation between persuasive speech mastery and speaking ability with a Pearson correlation value 0.303 and sig. value 0.031. Since the correlation value was higher than 0.05, it means that there was a correlation between the two variables. In other words, Ho was rejected and Ha was accepted.

Students should increase their knowledge about using persuasive speech to improve their speaking skills. The students are encouraged to start building public habits by focusing on talking about their interests and passions.

Teachers are recommended to provide special time have a lot of discussions with the students. By that way, the teachers are able to help the students in building good active speaking habit and inspire each other to be active speakers.

Future researchers are suggested to use this research result as one of the references and the future researchers are able to conduct similar research with different approach or design.

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