Analysis of Verbal and Non-Verbal Communication Skills:

A Study of Najwa Shihab on Metro TV

Indah Lestari[1]
indahlestari@umnaw.ac.id

Aulia Amanda[2]
auliaamanda@umnaw.ac.id

Nazriani Lubis[3]
nazrianilubis@umnaw.ac.id

English Education Study program, Faculty of Teacher Training and Education,
Universitas Muslim Nusantara Al Washliyah, Medan

Abstract

This study focuses on the episode "Habibie & Suara Putra Negeri" from Mata Najwa. This episode was chosen because it has inspirational value and provides social insight, although it is not directly related to formal education. The problem studied in this study is how the verbal and nonverbal communication techniques used by Najwa Shihab in the episode. The purpose of the study was to understand the communication approach applied by Najwa Shihab during the interview in the episode "Habibie & Suara Putra Negeri." This research approach uses a qualitative descriptive method. Based on the results of the study, it was found that Najwa Shihab uses a lot of persuasive communication techniques as the main strategy. In addition, other techniques such as instructive, informative, and humanistic are also used in the interview From this study, it can be concluded that Najwa Shihab predominantly uses persuasive communication techniques in the episode "Habibie & Suara Putra Negeri." Verbal language that persuades and encourages the interviewee to respond according to the interviewer's expectations is Najwa Shihab's characteristic. Nonverbal language such as supporting the chin, leaning the body, and hand movements are often used to strengthen effective communication and attract the audience's attention.

Keywords: communication techniques, television interviews, verbal language, nonverbal language, Najwa Shihab, Mata Najwa, Habibie & Suara Putra Negeri.

Abstrak
Studi ini berfokus pada episode "Habibie & Suara Putra Negeri" dari Mata Najwa. Episode ini dipilih karena memiliki nilai inspiratif dan memberikan wawasan sosial, meskipun tidak secara langsung terkait dengan pendidikan formal. Masalah yang diteliti dalam studi ini adalah bagaimana teknik komunikasi verbal dan nonverbal yang digunakan oleh Najwa Shihab dalam episode tersebut. Tujuan dari penelitian ini adalah untuk memahami pendekatan komunikasi yang diterapkan oleh Najwa Shihab selama wawancara di episode "Habibie & Suara Putra Negeri." Pendekatan penelitian ini menggunakan metode deskriptif kualitatif. Berdasarkan hasil penelitian, ditemukan bahwa Najwa Shihab banyak menggunakan teknik komunikasi persuasif sebagai strategi utama. Selain itu, teknik-teknik lain seperti instruktif, informatif, dan humanistik juga digunakan dalam wawancara tersebut. Dari penelitian ini, dapat disimpulkan bahwa Najwa Shihab secara dominan menggunakan teknik komunikasi persuasif dalam episode "Habibie & Suara Putra Negeri." Bahasa verbal yang membujuk dan mendorong narasumber untuk merespons sesuai dengan harapan

pewawancara adalah ciri khas Najwa Shihab. Bahasa nonverbal seperti menyandarkan dagu, membungkukkan badan, dan gerakan tangan sering digunakan untuk memperkuat komunikasi yang efektif dan menarik perhatian penonton.

Kata Kunci: teknik komunikasi, wawancara televisi, bahasa verbal, bahasa nonverbal, Najwa Shihab, Mata Najwa, Habibie & Suara Putra Negeri.

1. Introduction

Communication is the process of exchanging and understanding information between two or more parties. This process involves a sender, a receiver, and a communication channel. Communication can occur in various forms, including verbal (through words) and nonverbal (through body language, facial expressions, and gestures). Communication is also a fundamental aspect of human life and has become a phenomenon that plays a significant role in the formation of societies or communities connected by information, where individuals share information to achieve a common goal. Simply put, communication happens when there is mutual understanding between the sender and receiver of a message. The term "communication" comes from the Latin word "communis," meaning "shared." When we communicate, we are striving to create this shared understanding.

Through communication, an individual can influence and change the attitudes of others, make decisions, or determine their role within a group. Therefore, communication plays a crucial role in building social relationships with the surrounding environment. In a social context, communication is inevitable, as all behaviors, both verbal and nonverbal, reflect communication. Even without speaking, one can still convey a message. Communication is often intentionally carried out by individuals to meet needs, such as persuading or explaining something to others. However, communication can also occur unintentionally, such as through facial expressions, tone of voice, or spontaneous body movements. As a result, the concept of one-way communication emphasizes the effectiveness of message delivery, showing that communication has a persuasive nature. In this sense, communication involves an active and dynamic communicator delivering messages, both verbal and nonverbal, in a two-way process. When communicating or speaking, individuals must consider their responsibilities. Word choice and tone of voice should be adjusted to suit the purpose, situation, time, and the audience. Verbal communication refers to oral communication between individuals using words and symbols agreed upon by individuals, groups, nations, or countries. Therefore, verbal communication is a form of communication consciously carried out by humans to interact with others. Meanwhile, nonverbal communication refers to the delivery of messages without words, such as through facial expressions, body movements, and gestures.

Often, we are unaware of how important speaking is in daily life. Many people speak without considering the content and impact of their speech. However, speaking is the act of uttering words or sentences to individuals or groups to achieve a specific purpose, such as providing information or inspiration. Difficulty in conveying meaning and thoughts often arises, leading to a situation where the message received by the listener may differ from what was intended. Therefore, speaking requires ethics to be accepted by society and to create a positive impression. An interview is a form of interpersonal communication in which two people engage in a conversation of questions and answers. The success of an interview depends on how well the desired information is gathered. To ensure important information is obtained, the interviewer needs to prepare an interview guide containing a list of important questions. This guide serves as a focus control for the interview. The quality of the interviewee's responses also affects the effectiveness of the interview. Good answers depend on the interviewee's ability to understand the questions and their willingness to provide accurate responses. Based on this explanation, the researcher chose the *Mata Najwa* program on Metro TV as the subject of the study because the topics discussed on the show are inspiring and broaden one's perspective. *Mata Najwa* features influential figures in Indonesia. Najwa Shihab, the host, is able to present herself with a style that is serious, polite, and humorous, according to the context of each episode. This dynamic attracted the researcher to investigate further.

Metro TV envisions itself as a leading news television station in Indonesia, offering high-quality programs focused on information and education. Metro TV's emphasis on news quality and information sets it apart from other stations that air more entertainment programs. As Indonesia's first news television station, Metro TV encourages its programs to present informative and meaningful content. Among many national and private television stations, Metro TV attracted the researcher because its programs are more focused on news, education, and important information. *Mata Najwa* is one of Metro TV's flagship programs, presenting news in an exclusive and warm talk show format, hosted by a senior journalist (http://www.matanajwa.com, accessed September 21, 2015). The researcher is interested in analyzing the verbal and nonverbal communication used by Najwa Shihab as the host.

This study focuses on the textual level, including the verbal and nonverbal language visible in video recordings. The aspects of ideology, media policy, and economic or political interests that influence the use of language are not part of this study. *Mata Najwa* often features episodes with political themes and group interests, but the researcher chose three episodes that are neutral and unrelated to politics, such as "Habibie & Suara Anak Negeri."

2. Literature Review

2.1   The Communication Process

Effendy (2011) explains that communication is fundamentally the process of conveying ideas, information, opinions, or emotions from a communicator to a recipient. This can happen directly or through the media. Communication occurs in two stages: primary and secondary. Primary communication involves expressing thoughts or feelings using symbols such as language, gestures, facial expressions, colors, or images. Language is the most commonly used symbol because it effectively translates thoughts into understandable messages. For example, delivering speeches face-to-face relies heavily on using the right language to ensure clarity. Secondary communication, on the other hand, utilizes tools or media to transmit messages to recipients who are distant or numerous. This form of communication often employs television, radio, newspapers, or the internet to reach a broader audience. The use of secondary media enhances efficiency in delivering messages, making it possible to communicate with people across different locations simultaneously. The measurement of succesful communication can be seen from the use of non-verbal communication (Zerfass, 2017)

2.2   Message in the Communication Process

Messages are the core of communication, consisting of the information or ideas sent from a communicator to a recipient. These messages can be delivered face-to-face or through electronic and print media. Television, radio, and the internet are examples of electronic media, while newspapers, magazines, and books fall under print media. Messages can serve various purposes, including informing, entertaining, or educating the audience. Communication relies heavily on symbols and codes, as messages are composed of systematically arranged symbols that convey specific meanings. Symbols represent objects or ideas, while codes are structured symbol systems that facilitate understanding between the sender and receiver. Communication can be more meaningful if the speaker understand the sytematic way in arranging meesage and attempting to say that message without any preassure (Lubis et all, 2023). It is related with the students' willingness to express ideas confidently without worrying doing mistakes (Lubis et all, 2024).

2.3   Verbal Language

Language is a structured set of words that forms sentences to express meaning. Language plays a critical role in communication by allowing individuals to name objects, express emotions, and share ideas. It helps humans understand and interact with their surroundings. Language not only shapes our perception but also reflects our views and attitudes, language serves three essential functions. Firstly, the naming function allows people to identify and label objects, events, or people, facilitating clear communication. Secondly, the interaction function enables individuals to share ideas and emotions, fostering connections in personal and social interactions. Lastly, language serves as a medium to transmit information, enabling the exchange of knowledge and experiences on a daily basis. Through verbal communication, individuals can engage in meaningful conversations, express their thoughts, and influence others.

Language is a crucial tool in shaping relationships and influencing opinions. The careful selection of words can either strengthen relationships or lead to misunderstandings. For instance, words like "died," "passed away," or "deceased" convey different emotional tones, influencing how the message is perceived (Suyanto, 2009). Therefore, choosing the right words is not only essential for clarity but also for ensuring that the message reflects the intended meaning and emotional impact. Sentences, as structured collections of words, further enhance communication by organizing ideas logically. Effective sentence construction ensures that the main message is highlighted, making it easier for the recipient to grasp the intended meaning. Active sentences are often preferred because they clearly indicate the subject performing the action, resulting in a more direct and engaging communication style. Conversely, passive sentences shift the focus to the object or action, often downplaying the subject's role.

The logical arrangement of sentences plays a vital role in communication by maintaining clarity and coherence. A well-structured sentence enables the communicator to convey ideas persuasively, ensuring that the recipient interprets the message accurately. This fosters mutual understanding and enhances the overall effectiveness of the communication process.

- **Words**

Words are the fundamental elements of language and play a significant role in conveying thoughts and feelings. Through words, we can think, express ideas, and interact with others. Words also have the power to build social relationships, whether in the form of friendship, cooperation, or even conflict. Therefore, choosing the right words is crucial in communication, as it can affect how the message is received by others.

The words used should reflect the intended meaning, and often, word choice determines the tone or impact of communication. For example, in expressing a certain event or feeling, the word "died" may be replaced with alternatives like "passed away," "killed," or "deceased," each carrying a different connotation of the fact being discussed. Thus, word selection is not based on habit but also on ideological grounds, as the words chosen reflect how a person interprets reality or an event.

- **Sentences**

A sentence is a structured group of words arranged intentionally to convey information clearly and logically. Effective sentences ensure that the intended message is easily understood by the recipient. Proper sentence construction is crucial for expressing ideas in a coherent manner, allowing for smooth communication. Sentences consist of various interrelated elements that work together to create meaning. Based on function and grammatical structure, sentences can generally be categorized as active or passive.

Active sentences highlight the subject as the one performing an action on the object, resulting in direct and straightforward communication. This clarity makes active sentences easier to comprehend and ensures that the message is delivered effectively. On the other hand, passive sentences shift the focus to the object, often omitting or downplaying the subject. These sentences are typically used when the emphasis is placed on the action or the outcome rather than the person or entity performing the task. Both forms play essential roles in communication, depending on the context and the desired focus of the message.

2.4 Nonverbal Language

Nonverbal communication includes all stimuli other than verbal language used in interactions, either through body movements or the use of the environment (Riswandi, 2009). In general, nonverbal communication is a signal that is not in the form of words. Humans communicate not only with words, but also through nonverbal codes or sign language. Nonverbal communication complements, confirms, replaces, regulates, or even contradicts verbal communication (Cangara, 2011). For example, nodding when saying "yes" or waving when saying goodbye. Albert Mehrabian (1971) found that trust in communication comes 7% from words, 38% from voice, and 55% from facial expressions. Non-verbal communication is expected to increase in English languag teaching in order to help the students to raise their awareness with foreign discourse (Rustamovich, 2022).

- **Body Language (Kinesics)**

Body language includes movements of body parts such as the face, hands, and head that convey meaning.

- Emblems - direct movements that have specific meanings (for example, the "V" symbol for victory).
- Illustrators - movements to explain (for example, demonstrating the size or smallness of an object).
- Affect displays – expressions of emotion (laughing, crying).
- Regulators – movements to regulate communication (nodding or shaking the head).
- Adaptors – spontaneous movements that reflect feelings (grinding teeth).

- **Eye Movements**

The eyes are an important communication tool. Eye movements function to:

- Get feedback.
- Mark turns to speak.
- Enhance or avoid relationships.
- Replace physical distance.

- **Touch**

Touch can convey various meanings:

- Kinesthetic – intimate touch (holding hands).
- Sociofugal – social interaction (shaking hands).
- Thermal – emotional touch (patting the back).

- **Paralanguage**

Paralanguage is the nonverbal aspect of intonation, voice pressure, and rhythm that affects the meaning of a message. Different voice intonations can give rise to different interpretations of the same word.

- **Facial Expressions**

Facial expressions convey emotions and add meaning to words. Smiles, raised eyebrows, and frowns are examples of expressions that support effective communication.

- **Physical Appearance**

Appearance affects impressions in communication. Dressing neatly and appropriately for the situation will create a positive image, although it doesn't have to be expensive.

2.5   Definition of Interview

According to the Oxford Advanced Learner's Dictionary, an interview is a meeting between two individuals to discuss matters that are considered important. In practice, interviews are not limited to two people, but can involve three or more people. However, the main goal remains to discuss topics that are relevant and of interest to many people or a particular audience. Interviews do not only focus on discussions or Q&A sessions about something important, but also function as a method of collecting data and information. When interviews are conducted in the context of news broadcasts on television or radio media, or used to collect information to be conveyed in the form of news, the process is known as a news interview. Therefore, interviews can be interpreted as an activity to obtain and convey important information through question and answer interactions between the interviewer and the source. Along with the development of the times, interviews not only play a role in collecting information, but also become an integral part of how information is presented to the public.

2.5.1   Interview Implementation Stages

- Prepare a list of questions to be asked during the interview process.

- Before starting the interview, the interviewer needs to create a comfortable and friendly atmosphere with the source to help reduce any nervousness or tension that may be felt.

- The interview begins with a greeting and introduction to the source. The interviewer can ask light opening questions, such as asking about the latest news or developments in the source's work or business, before moving on to the core topic to be discussed.

- After the interview is complete, the interviewer ends the session by thanking the source. In interviews broadcast on television, the interviewer also greets and thanks the audience present in the studio.

2.6   Communication Techniques

According to Suranto, the development of communication techniques currently places science as the main foundation in interacting. Based on the skills possessed by the communicator, communication techniques are classified into four types:

- **Informative Communication**

Informative communication provides an opportunity to obtain various information from others, including important and current matters. For example, when talking to a taxi driver, we can gain insight into travel routes that often experience traffic jams. Through informative communication, a person can recognize and understand conditions outside themselves that were previously unknown. Therefore, communication is often likened to a "window to the world" because it allows individuals to know various events and incidents outside their environment.

- **Persuasive Communication**

Persuasive communication is a process that involves delivering messages, both verbally and nonverbally, with the aim of persuading or encouraging someone to change their attitudes and behavior voluntarily. In this process, the communicator tries to influence the communicant in a gentle and convincing manner, so that change occurs without coercion. Changes in views, attitudes, and behavior through persuasive communication are phenomena that are often encountered in everyday life. In order for the message to be well received, the communicator needs to convince the recipient that the idea conveyed is logical and beneficial to them. The success of this technique is highly dependent on the communicator's ability to compose a message that is in accordance with the psychological, social, and cultural conditions of the recipient, so that the purpose of communication can be achieved effectively.

- **Instructive Communication**

Instructive communication focuses on the position of the communicator as a party with higher authority to give orders, teach, or convey certain ideas that are considered the best solution in a situation. For example, in an effort to organize a city, if there are street vendors selling in a prohibited area and causing traffic disruption, then the solution taken is to regulate the area. In this case, communication is carried out in an instructive and firm manner. Instructive communication is basically an order, so that the space for dialogue or negotiation is very limited. The ideas conveyed by the communicator often have to be accepted and implemented by the recipient. However, to make this method more humane, the implementation of the policy can be accompanied by incentives and sanctions. For example, those who follow the rules will be given a new location to sell, while those who violate will be subject to sanctions according to applicable provisions.

3. Method

3.1 Research Approach

This research uses a qualitative descriptive research approach. According to Catherine Marshal, qualitative is defined as a process that tries to gain a better understanding of the complexity that exists in human interaction. The definition above shows several keywords in qualitative research, namely process, understanding, complexity, interaction, and humans. The process of conducting research is an emphasis in qualitative research, therefore in conducting research, researchers focus more on the process than on the final result. Because the process takes time and conditions change, this research definition will have an impact on the research design and the methods of implementing it which also change or are flexible (Sarwono, 2006: 193). Qualitative research aims to explain phenomena as deeply as possible through in-depth data collection. In general, qualitative research has characteristics, including intensive, field notes, field data analysis, no single reality, subjective, reality and holistic, depth, rational and unstructured empirical research procedures, and the relationship between theories, concepts and data gives rise to or forms new theories. (Kriyantono, 2006:58).

4. Result and Discussion
4.1 Result

The study's findings corroborate the results of earlier research conducted by Azizi, Susanto, and Pambudi (2013), as well as Maulany (2013), which demonstrated the effectiveness of experiential and project-based learning in enhancing student performance and communication abilities. These results further align with studies by Bell (2010),

Hafner and Miller (2011), and Helle, Tynjälä, and Olkinuora (2006), emphasizing the importance of active learning models in promoting engagement and meeting the demands of 21st-century education.

The significant enhancement in student creativity observed in this study mirrors the findings of Pi, Hong, and Hu (2018), who highlighted the value of peer collaboration and group activities in fostering creative thinking. Additionally, the results resonate with Gralewski and Karwowski's (2018) assertion that various creativity styles, including adaptability and innovation, can be effectively nurtured through collaborative, project-based learning environments. The production of creative outputs, such as short videos and persuasive texts, further demonstrated the capacity of this teaching model to cultivate communication skills and creative expression. (Nazriani Lubis1, Asnarni Lubis2, Nurcantika Br. Purba3, 2020,).

In summary, the integration of project-based and experiential learning approaches not only strengthens students' cognitive development but also significantly enhances their interpersonal and creative capacities. This comprehensive teaching strategy boosts confidence, facilitates peer collaboration, and promotes transparent, supportive communication. Ultimately, these factors contribute to improved learning outcomes, heightened student engagement, and better preparedness for future academic and professional challenges.

In addition to playing an important role in building the atmosphere of the discussion, the 'Mata Najwa' program also utilizes visual elements to create a strong narrative and influence the audience's perception of the participants. Every visual detail, from the composition of the room, the angle of the shot, to body movements, not only functions as aesthetics but also conveys an implicit message about the dynamics of power, intimacy, and social relations that are formed during the discussion.

The simple but neatly arranged discussion stage reflects how 'Mata Najwa' prioritizes substance in each of its broadcasts. By not involving the audience in the studio, the main focus is directed entirely at the host and resource person, creating an exclusive and serious atmosphere. In this case, the large table that separates Najwa Shihab and Rhoma Irama is not just furniture, but a symbol of professional distance and role hierarchy. However, both participants still have the opportunity to build a closer relationship through body movements that tend to point forward, indicating openness and interest in being more involved in the discussion.

The consistent use of close-up cameras in highlighting the facial expressions of Najwa Shihab and Rhoma Irama plays an important role in strengthening the emotions and tension that are created. In every critical moment, facial expressions become a means of non-verbal communication that can express more than words. When Najwa Shihab asks a sharp question, the spotlight on Rhoma Irama's face gives the audience direct access to interpret the interviewee's spontaneous reaction. In contrast, Najwa Shihab's firm and focused expression while listening to the answer shows her credibility and authority as an interviewer.

Meanwhile, the medium-distance camera provides visual balance by showing body gestures that are part of the language of communication between participants. Najwa Shihab's active hand movements while speaking indicate her attempt to dominate the conversation, while Rhoma Irama's more controlled movements show a calm and careful attitude in responding to questions. This interaction shows two complementary characters, where Najwa Shihab acts as a dynamic information seeker, while Rhoma Irama is present as a more passive interviewee but has the authority to convey her perspective.

In certain moments, the camera shifts to full distance and long distance, providing a broader view of the discussion space. This visualization not only shows the physical context in which the conversation takes place but also strengthens the symbolization of the power relationship between participants. The identical chairs and parallel seating positions emphasize the principle of equality, indicating that even though Najwa Shihab is in control as the host, the resource person still has a respected position in the discussion. This composition creates a balance between the power of the media represented by Najwa Shihab and the power of the public's voice represented by the resource person. The presence of visual elements in 'Mata Najwa' not only serves to beautify the appearance, but also becomes part of a broader communication strategy. Every camera movement, change in perspective, and stage layout plays a role in forming a narrative that shows the dynamics between participants and provides an additional dimension to the meaning of the ongoing discussion. Thus, this program succeeds in presenting a discussion that is not only rich in content, but also has deep layers of meaning through well-structured visual representation.

- ### History of Television Development

Television has experienced rapid development, especially with the emergence of cable television technology. Through cable transmission, television broadcasts can reach viewers in remote areas by utilizing satellites. The broadcasts are received directly on the television screen via wire or microwave, thus opening up more channels that can be accessed by viewers. The progress of television is increasingly visible with the presence of Direct Broadcasting Satellite (DBS). According to Agee et al. 's records, television broadcast trials in the United States have begun since the 1920s. Scientists continue to innovate in developing television technology as a means of communication. The year 1948 became an important milestone for the television industry with the birth of commercial television broadcasts in the United States. Since then, the television industry has grown rapidly and has had a major influence on society

- ### Brief History of Mata Najwa

Mata Najwa was first aired on November 25, 2009, and since then the show has consistently presented interesting topics with competent speakers. A number of important figures have appeared as guests on the show, including former Indonesian President BJ Habibie, former Vice President Jusuf Kalla, Minister of State-Owned Enterprises Dahlan Iskan, and former Jakarta Governor Joko Widodo. Mata Najwa has also featured exclusive coverage inside the Sukamiskin Penitentiary and Cipinang Detention Center cells in an episode titled "Penjara Istimewa". In this episode, Najwa Shihab conducted a surprise inspection and spoke directly with several corruption convicts, such as Gayus Tambunan, Adrian Waworuntu, Agusrin Najamuddin, and Anggodo Widjojo.

The show also often holds on-stage episodes at various leading campuses in Indonesia, attended by famous guest stars and speakers. Students, as the main audience, often participate actively by asking critical and sharp questions. Mata Najwa airs every Wednesday at 20.05 WIB to 21.30 WIB on Metro TV, hosted by Najwa Shihab as presenter. As a professional interviewer and Deputy Editor-in-Chief, Najwa Shihab is known to be competent in getting clear answers and information to convey to viewers. The duration of each episode is different, such as "Darah Muda" (01:03:10), " Mereka yang Perkasa" (01:00:24), and "Habibie & Suara Anak Negeri" (00:59:39).

- ### Profile of Najwa Shihab

Najwa Shihab, who is familiarly called Nana, was born in Makassar, South Sulawesi, on September 16, 1977. Nana completed her education at the UI Faculty of Law in 2000, then continued her postgraduate studies at the University of Melbourne, Australia, in 2008. As a journalist, Nana has won various awards, including the HPN (National Press Day) Awards from PWI Jakarta and PWI Pusat for her coverage of the post-tsunami humanitarian tragedy in Aceh, as well as the Panasonic Awards as the best journalist on Metro TV in 2006. She also received an award as a Senior Journalist at the Asian American Journalist Association Convention in the same year and became the best presenter in the Best Current Affairs/Talk Show category at the Asian Television Awards in 2007. In 2011, Nana was awarded as a Young Global Leader (YGL) by the World Economic Forum (WEF). After her career as a journalist, Nana started her career at RCTI before finally joining Metro TV in 2001. At this TV station, she got the opportunity to further develop her interest in journalism, especially in the field of interviews and news programs. Najwa Shihab is the second daughter of Quraisy Shihab, Minister of Religion during the VII Development Cabinet era. In addition to presenting the prime time news program Metro Hari Ini, Nana is also known as the host of the talk show Today's Dialogue and Mata Najwa.

4.2   Discussion
The data analysis confirmed that all variables adhered to a normal distribution, with Levene's test verifying the homogeneity of variances. This fulfillment of the assumption of equality of error variances ensured the reliability and accuracy of the statistical tests applied, thereby allowing for valid interpretation of the results. The integration of project-based learning with experiential learning produced a marked improvement in students' interpersonal skills. Students in experimental class I, who experienced the integrated teaching model, demonstrated significantly higher interpersonal communication skills compared to students in class II, who underwent only project-based learning. Five key indicators—openness, empathy, supportiveness, positivity, and fairness—were measured through questionnaires

and consistently yielded higher scores for class I students. For instance, the openness indicator reflected a score of 91.67 for class I, surpassing the 80.67 scored by class II. Similarly, the empathy indicator showed 86 for class I, significantly higher than the 76 recorded in class II. Creativity assessments also exhibited considerable differences between the two experimental groups. Students in class I consistently achieved higher scores in all creativity dimensions, including fluency (93 vs. 76.67), flexibility (92.67 vs. 80), originality (89 vs. 78), imagination (90 vs. 80), and elaboration (86.33 vs. 76). These results suggest that the integrated teaching model not only advances interpersonal communication skills but also plays a pivotal role in enhancing students' creative potential. The detailed inferential statistics underscored the significant impact of the integrated teaching model on interpersonal communication and creativity, both of which showed statistically significant differences with p-values below 0.05. Additionally, the interaction effect between interpersonal communication and creativity was significant, with a p-value of 0.0342. This finding signifies that the combination of project-based and experiential learning positively influences the development of these essential student skills. (Lubis, et all, 2020(a); Lubis, et all, 2020(b)). A speaker is expected to observe non-verbal communication to achieve the goal's communication (Cuic et all, 2023). In EFL context, verbal and non-verbal communication should be alligned with students' understanding about pronunciation, fluency and grammar accuracy in using English (Zannah, 2022).

5.   Conclusion

Communication is the process of sending messages between the sender and the receiver, either verbally or nonverbally, with the aim of conveying information, ideas, or feelings. In verbal communication, choosing the right words is very important so that the message is received clearly and in accordance with the intended meaning. While in nonverbal communication, body language, facial expressions, and eye movements play an important role in conveying meaning and emotion. In the context of an interview, communication functions as a means to obtain and convey relevant information through question and answer interactions between the interviewer and the source. The communication techniques used in interviews can vary depending on the purpose of the communication, such as providing information, convincing, or giving instructions. A real example of effective communication in interviews can be found in the "Mata Najwa" program hosted by Najwa Shihab. Through her high journalistic skills, Najwa Shihab is able to develop meaningful and interesting interviews, as well as provide knowledge and understanding to the audience about various social, political, and cultural issues. This study analyzes the verbal and nonverbal communication techniques used by Najwa Shihab in the Mata Najwa program, especially in the episode "Habibie & Suara Putra Negeri." The results of the study show that Najwa Shihab predominantly uses persuasive communication techniques through the use of convincing verbal language, which encourages the interviewee to provide answers that are in accordance with the direction of the conversation. Najwa also succeeded in creating a comfortable atmosphere, which made the interviewee more open.

In addition, Najwa Shihab uses other communication techniques, such as informative, instructive, and humanistic. In terms of nonverbal communication, Najwa uses body expressions such as leaning her chin, leaning her body, and repetitive hand movements to support effective communication. Other nonverbals such as nodding, smiling, shaking hands, and facial expressions are also used, although less frequently. All of these techniques serve to strengthen the message conveyed and attract the audience's attention. Overall, the verbal and nonverbal communication techniques used by Najwa Shihab in the episode greatly support the success of the interview, creating an informative, persuasive, and interesting interview, and have a positive impact on delivering the message to the audience.

References

Ananto Dio Pratama. (2014). Peranan Komunikasi Anatarpribadi Volunteer Rumah Baca Ama Nadia dalam Meningkatkan Minat Baca Anak Didik. *Studi pada Rumah Baca Asma Nadia Lampung). Universitas Lampung*.

Andhika Herwin. (n.d.). Andhika Herwin. 2013. Penerapan Teknik Komunikasi oleh Debt Collector dalam Menagih Pembayaran Kredit Bermasalah. *Studi pada bagian Debt Collector di Adira Finance Cabang Kota Malang)*.

Cuic Tankovic, A., Kapeš, J., & Benazić, D. (2023). Measuring the importance of communication skills in tourism. Economic research-Ekonomska istraživanja, 36(1), 460-479.

Danesi, Marcel. (2009). Dictionary of Media and Communicati- ons. *London - New York - Armonk: M.E.Sharpe*.

Fiske, John. (2007). Cultural and Communication Studies, Sebuah Pengantar Paling Komprehensif. *Cetakan ke-4. Yogyakarta: Jalasutra. Kenali Perbedaan Komunikasi Verbal dan Komunikasi Nonverbal*. (2023, October 18).

Telkom University. Retrieved December 30, 2024, from https://telkomuniversity.ac.id/kenali-perbedaan-komunikasi-verbal-dan-komunikasi-nonverbal/.

Lubis, N., Lubis, A., & Br.Purba, N. (2020). Project-Based Learning Collaborated With Digital Media For Indonesian Efl Learners' Self-Confidence And Communication Skill. *Jurnal Pendidikan Dan Pembelajaran Terpadu (JPPT)*, *2*(1), 10–18.

Lubis, N., Asnawi, A., & Pinem, N. J. (2020). Analyzing Indonesian EFL Students' Communication Skill in Debate Classroom. *Journal of Linguistics, English Teaching and Education*, *1*(1), 15-19.

Lubis, N., & Lubis, A. (2023). WILLINGNESS TO COMMUNICATE PRACTICES: A CASE STUDY IN INDONESIAN EFL CLASSROOM. *Majalah Ilmiah METHODA*, *13*(3), 314-318.

Lubis, N., Lubis, A., Delila, E., & Wardana, A. (2024). EFL STUDENTS'WTC EXPERIENCES THROUGH PROJECT-BASED LEARNING: A THEMATIC ANALYSIS. *VISION*, *20*(1), 24-34.

Rustamovich, D. I. A. (2022). The role of verbal and non-verbal communication in learning foreign language. *World Bulletin of Social Sciences*, *9*, 10-11.

Winny Gunarti Widya Wardani, Yasraf Amir Piliang, dan Achmad Syarief. (2013). Perception Construction To Political I- View publication stats Gunarti W.W., Piliang, dan Syarief: Wacana Visual Talk Show 'Mata Najwa' 385 ssues Through Live Interview On Tele- vision News. Paper Presentation at The 2013 Annual Internatio.

Zerfass, A., Verčič, D., & Volk, S. C. (2017). Communication evaluation and measurement: Skills, practices and utilization in European organizations. *Corporate communications: An international journal*, *22*(1), 2-18.

Zannah, U. N., Mulyani, S., Sulistianingsih, T., Amanda, T., Nasution, D. A., & Astuti, D. Y. (2022). Analysis of Indonesian Junior High School Students' Problem in Learning English. *Indonesian Journal of ELT and Applied Linguistics*, *2*(1), 10-15.