SOCIAL MEDIA AS A FLATFORM IN PUBLIC SPEAKING COURSES

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Abstract

Social media is one of the platforms for the public speaking lecture process for students during the pandemic. Various platforms are used to support lecture activities. The purpose of this study is to find out which social media is often used in the public speaking lecture process during the pandemic. The method used is a qualitative method which is intended to explain or describe the phenomenon of which platforms are widely used during the pandemic. Analyzing several journals related to social media which are more effectively used as a platform for the public speaking lecture process. So that, according to several sources, Instagram is a platform that is widely used in lectures in public speaking courses as a platform that supports public speaking activities.

Keywords: *social media, lecture platform, public speaking*

Abstrak

Media sosial menjadi salah satu wadah bagi proses perkuliahan public speaking bagi mahasiswa di masa pandemi. Berbagai platform digunakan untuk mendukung kegiatan perkuliahan. Tujuan dari penelitian ini adalah untuk mengetahui media sosial apa saja yang sering digunakan dalam proses perkuliahan public speaking selama masa pandemi. Metode yang digunakan adalah metode kualitatif yang dimaksudkan untuk menjelaskan atau mendeskripsikan fenomena platform mana yang banyak digunakan selama masa pandemi. Menganalisis beberapa jurnal terkait media sosial yang lebih efektif digunakan sebagai platform untuk proses kuliah public speaking. Sehingga menurut beberapa sumber, Instagram merupakan platform yang banyak digunakan dalam perkuliahan di mata kuliah public speaking sebagai platform yang mendukung kegiatan public speaking.

Kata kunci: *media sosial, platform kuliah, berbicara di depan umum*

1. INTRODUCTION

Many benefits are derived from social media based learning (social media). For students, social media can build communication skills. Students can increase their confidence through online social interaction. In addition, students can also improve their skills in technology, be more familiar with new things and improve media literacy through reading from various types of online media (UK Essay, 2015). Because students are very often using such online technology, researchers believe that students will be easy to implement the series of materials by posting on social media. In addition, online communities can instantly see, comments, ideas and opinions on their appearance so that this research will produce good outcomes. Thus, social media is believed to be a tool to improve student performance in presenting the best performance because their presentation video will be seen by many people in social media.

Social media as a flatform studying a behaviour. According to Stefania Vacari (2022) the Social media platforms are increasingly looked at as means to investigate social phenomena like collective events, issues or causes. Social media as a flatform in public speaking course caused in pandemi. Social media become one of place students continue their study, and got the knowledge and information.They tend to switch to social media when many parents have entered their comfort zone because social media is currently identified as the main vehicle for self-actualization and therefore sometimes one can spend quite a lot of time on their social media in their spare time. From social media, these people also find many useful things in their lives, starting from shopping for daily necessities, looking for old friends who have not interacted for a long time and many more. There are many platforms used by Indonesians. Ten of them are Facebook, Twitter, Instagram, LinkedIn, Youtube, Whatsapp, Line, Skype, WeChat and Blackberry Messenger. Some people in Indonesia even own and routinely use the ten platforms simultaneously, so it's no wonder that personal free time will run out by paying attention to the latest content on each of these social media. Not only does it stop at the ten platforms, Indonesia also has several platforms created by the nation's children. This includes the platforms Buzzbuddies, Sebangsa, LiteBig, Catfiz, IMES Talk, Yogrt, Stealthchat, Oorth, Kwikku and Inspirasi. This free time is then tried to be used by several institutions as a means of their marketing communication.

Humans and gadgets are like lovebirds that cannot be separated, which in their use can have many benefits, one of which is social media. Reporting to statista.com, in 2020, the average time of social media used, worldwide, is 145 minutes (2021). With such time, users can be radiated with information. Public speakers can use social media as a support

media to deliver their ideas or opinions of them because it can help in reaching a wider and faster audience and the practice time for public speaking is more flexible. With the increasing number of users on each social media – Facebook, Youtube, Tiktok, etc – from countries in the world, social media can create opportunities for public speaking content from country A to be watched in country B. For example, content from the TedTalk youtube channel can be watched by viewers from various countries so that many people can hear the ideas conveyed by those who speak. This saves energy as well to gather the masses first before carrying out public speaking. It is also beneficial for the audience because it can get an idea of an opinion on an idea or issue from different perspectives. When we use social media as a means of public speaking, we are efficient with time. By posting videos, photos, etc that contain ideas or opinions to social media, we can reach the audience faster because those who are using social media in real-time can access that information. Not to mention those who use the notification feature that can make them instantly get information when the people they follow have just posted. Good public speaking is obtained from a continuous training process. In addition, feedback from the audience or listeners can be used as evaluation material that can help to improve speaking skills or express opinions. In this case, social media is very helpful because, with a wider and faster audience, they can give their opinion about our public speaking. When we hear that from them, we can identify those deficiencies and work to improve them. In addition, our practice can be very flexible depending on us. We can set a topic about something and make a schedule so we can determine when to create content and post it.

2. METHODOLOGY

A case study is expected to capture the complexity of a single case, which should be a functioning unit, be investigated in its natural context with a multitude of methods, and be contemporary Johansson (2022). A case study and, normally, history focus on one case, but simultaneously take account of the context, and so encompass many variables and qualities. When a physical artefact is the case the gap between case study and history tends to diminish and case studies often become more or less historical case studies. A qualitative research approach is an approach that emphasizes in-depth understanding of the problem. The research method uses in-depth analysis techniques, namely examining problems on a case by case basis because qualitative methodologies believe that the nature of one problem will be different from the nature of other problems. The analysis of this research is by looking at the phenomena that are mostly done by students in the use

of platforms in public speaking activities and collecting many articles related to social media that are widely used by students and then concluding them.

3.   FINDINGS AND DISUSSIONS

Based on the articles, it is returned to each of us to choose the type of social media from the various types of social media, as the platform of delivering information. Summarized from blog.hotsuite.com, there are approximately six social media that are widely used in the world, namely; Instagram (<1 billion users per month), Facebook(2.74 billion users per month), Twitter(353 million billion advertising audience per month), YouTube(2 billion users per month), Pinterest(459 million users per month), and Tiktok (2.2 billion users per month) (2021). Indeed, in its use, several things must be considered, including the type of audience from the type of social media. This is because each social media has a different type of post, therefore it takes a special type of content in each social media. In addition, prioritize facts to avoid hoaxes that can harm both sides. With good support, arguments can be received better. Finally, determine our target audience so that later we can determine how to speak and diction that suits our target. With social media whose users are increasing day by day, public speakers can use it as a means of support in improving their abilities. Because public speaking is about practice and progressing towards a better direction. In addition, a wider and faster audience reach can help public speaking to be heard, or watched.

4. CONCLUSIONS

a. Social media which is mostly used as a platform for delivering information or as a platform for public speaking is Instagram.

b. Based on their use, social media users as one of the best platforms for public speaking can be seen by the type of social media that has the type of content that can be watched by information seekers.

c. Social media whose users are increasing day by day, public speakers can use it as a means of support in improving their abilities.

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