Improving for Speaking Skills Using Siniar-Based Learning Media to Form Personal Branding of PGSD Students at West Sulawesi University

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Abstrak

Keterampilan berbicara merupakan salah satu komponen keterampilan berbahasa yang berperan sangat penting dalam meningkatkan kemampuan berkomunikasi seseorang. Kemajuan teknologi yang semakin pesat memberikan pengaruh besar dalam pemanfaatan media pembelajaran berbasis IT termasuk dalam hal meningkatkan keterampilan berbicara. Tujuan penelitian ini adalah mendeskripsikan peningkatan keterampilan berbicara menggunakan media pembelajaran berbasis siniar untuk membentuk *personal branding* mahasiswa PGSD Universitas Sulawesi Barat, mengembangkan keterampilan berbicara mahasiswa di depan umum sehingga dapat mengenali potensi pada dirinya dan mulai membentuk *personal branding* dengan image yang baik. Metode yang digunakan adalah metode campuran (*mixed methods*). Pemilihan sasaran penelitian menggunakan metode *convenience sampling* yang melibatkan mahasiswa Prodi Pendidikan Guru Sekolah Dasar angkatan 2022 dan 2023 yang berjumlah 28 orang. Hasil yang diperoleh adalah adanya peningkatan keterampialan berbicara mahasiswa dengan menggunakan media pembelajaran berbasis siniar. Sementara itu, respon mahasiswa mengungkapkan bahwa media siniar sangat membantu dalam meningkatkan keterampilan berbicara karena melatih diri berkomunikasi dengan baik, dan dapat menghilangkan rasa gugup. Penguasaan keterampilan berbicara dapat menjadi alternatif dalam membentuk *personal branding*. Hal ini karena seseorang dapat membentuk ciri khasnya melalui gaya berbicara.

Kata Kunci: Keterampilan Berbicara, Media Pembelajaran, Siniar, *Personal Branding*

Abstract

Speaking skills are one of the components of language skills that play a very prominent role in enhancing a person's communication skills. The rapid advancement of technology has a major consequence on the use of IT-based learning media, including in improving speaking skills. The purpose of this study was to describe the improvement of speaking skills using podcast-based learning media to form the personal branding of Primary Teacher Education students at the Universitas Sulawesi Barat and to develop students' public speaking skills. Therefore they could acknowledge their potential and begun to form personal branding with an acceptable image. The method used was a mixed method. The selection of research targets used the convenience sampling method involving 28 students of the Primary Teacher Education Study Program, batches of 2022 and 2023. The results obtained were an increase in students' speaking skills using podcast-based learning media. Meanwhile, student responses revealed that podcast media was very helpful in enhancing speaking skills because it instructed oneself to communicate well, and could eliminate nervousness. Mastery of speaking skills can be an alternative to forming personal branding. This is because someone can form their characteristics through speaking style.

Keywords: Speaking Skills, Learning Media, Podcasts, Personal Branding.

Introduction

Language is a tool used in communicating between fellow human beings so that there is interaction and reciprocal relationships that aim to share information, ideas, and ideas both orally, in writing, and in gestures. (Ridwan, n.d.). In learning, language has four skills consisting of listening skills, speaking skills, reading skills, and writing skills. The four language skills are interrelated with each other so that they must be mastered especially for students.

Viewed from the scope of language skills, speaking skills are a component that has an important role in improving a person's communication skills. (Setiawan et al., 2022). Through speaking skills, one can share thoughts and ideas orally. In speaking skills, the ideas that want to be conveyed are not only in the form of directly or spontaneously, but also the ideas can be compiled in advance before being conveyed to others, an example is giving a speech. Speaking ability can be said to be good if the message conveyed is understood by the person listening. Meanwhile, someone with poor speaking skills tends to find it difficult to convey their intentions and goals, usually repeating sentences that can trigger boredom for the listener so that communication is not well established and maximised. Through the way a person speaks, his character and behaviour can be known without seeing him directly. (Inayah & Hasanudin, 2023).

Proficiency in expressing opinions is a skill that must be mastered by students in higher education. But in fact, not many students can speak adequately. The low speaking ability of students is usually influenced by several things such as students not confident and unsure of their potential, lack of vocabulary, and fear of making mistakes when speaking. As an academic who is expected to be able to convey ideas well, it is important to implement strategies to reduce the causes of low speaking skills. One of the success factors in improving students' speaking skills is the selection of the right learning media to use.

Learning media is a tool used in the learning process to facilitate the transfer of learning so that the desired goals can be achieved. (Febriyanti & Septiaji, 2023). Various types of learning media can be used according to their respective characteristics. For example, visual media focuses on the sense of sight such as pictures. Audio media focuses on listening, such as radio and voice recordings. There is also audio-visual media that focuses on the senses of sight and hearing such as video shows. (Ramadhani et al., 2023). In addition, experts have offered various learning media as an effort to improve speaking skills. However, from some of the literature and studies related to the research, in fact, it has not been successful in improving students' speaking skills. (Lia & Ubaidillah, 2021). Therefore, efforts to improve students' speaking skills require new learning media that are more innovative and fun..

The rapid advancement of technology has a major influence on the use of IT-based learning media, so that the material presented becomes more interesting and is able to increase the interest and enthusiasm of students including students. Nowadays, the trend that is being loved by the public is the use of podcast media or better known as podcasts (Wadiah et al., 2022). According to KBBI, podcasts are broadcasts (news, music, etc.) made in digital format (both audio and video) downloaded via the internet. The number of podcast enthusiasts and the need for learning media innovation, podcasts can be an alternative that can be used in improving speaking skills. The use of siniar media is believed to be effective because being a siniar performer is not easy. One must have good speaking skills and broad insight. Through this media, it becomes an opportunity for people to share stories, experiences, knowledge, and other things. This can support and improve students' speaking competence. (Inayah & Hasanudin, 2023).

Research on improving speaking skills using podcast media has been conducted by several researchers. Firstly, research by (Qura et al., 2022) with the title 'The Effect of Podcast (Siniar) Youtube on Improving Speaking Skills'. The results showed that there was an influence between watching YouTube Podcast shows on student speaking skills. The second research was conducted (Maspuroh et al., 2023) entitled 'Student Perceptions of Speaking Skills Learning in Personal Branding Formation Through Media Siniar' with the results of the study the majority of students have a positive perception after participating in speaking skills learning activities using media siniar in forming personal branding.

Basically, podcasts function as a platform for entertainment as is often found on various social media. Along with the times, siniar has benefits in the world of education by making it a learning media that functions as a tool for sharing knowledge, as well as telling stories about experiences. The use of siniar-based learning media will further enhance students' creativity which is beneficial for shaping their personal branding. Having good speaking skills, shows the quality and self-image that will be accepted by the interlocutor. (Maspuroh et al., 2023).

Based on the description above, this study aims to describe how to improve speaking skills using podcast-based learning media to form personal branding for PGSD students at the University of West Sulawesi. It is hoped that students will be able to develop public speaking skills so that they can recognise the potential in themselves and start forming personal branding with a good image.

Method

The research method to be used is mixed methods, which focuses on collecting, analysing, and mixing qualitative and quantitative data in one study. Combining two methods in a study can allow researchers to obtain more comprehensive data (Ramli & Hajar, 2022). The procedure in this research consists of: preparation stage, implementation stage, completion stage.

The research was conducted in the classroom on the campus of the University of West Sulawesi, Padhang-Padhang Talumung, East Tande Village, East Banggae District, Majene Regency, West Sulawesi Province. The research will begin in August 2024. The target of this study were 28 active students of the Elementary School Teacher Education Study Programme at the University of West Sulawesi. The research instrument was a questionnaire of speaking skills. The results of the student speaking skills test produced quantitative data in the form of scores. The scores were analysed through quantitative descriptive statistics. According to Arikunto, this data analysis was calculated with the following formula: $N = \dfrac{R}{SM}$

N : Expected or sought-after value
R : Score obtained by students
SM : The maximum score of the test in question

Qualitative data was obtained from the results of filling out questionnaires with respondents and then described qualitatively.

Result and Discussion

The following are the results obtained by students from the podcast activities that have been carried out.

Tabel 1 Student Speaking Skills Data

No.	Name	Evaluation aspect				figure	Value
		Lafal	vocabulary	Material	Smoothnes s		
1	1	4	4	4	4	16	100
2	2	3	3	3	4	13	81
3	3	4	4	4	4	16	100
4	4	3	3	3	2	11	69
5	5	4	2	3	3	12	75
6	6	4	4	4	4	16	100
7	7	4	4	4	4	16	100
8	8	4	4	4	4	16	100
9	9	4	4	4	4	16	100
10	10	4	4	4	4	16	100
11	11	4	3	2	3	12	75
12	12	3	4	4	3	14	88
13	13	4	3	3	3	13	81
14	14	3	3	4	3	13	81
15	15	3	3	4	4	14	88
16	16	3	3	3	3	12	75
17	17	3	3	3	3	12	75
18	18	4	3	3	4	14	88
19	19	2	3	2	2	9	56
20	20	4	4	3	4	15	94
21	21	4	3	3	3	13	81
22	22	4	3	3	3	13	81
23	23	3	3	3	2	11	69
24	24	4	3	4	3	14	88
25	25	4	4	3	4	15	94
26	26	3	3	3	3	12	75
27	27	4	3	3	3	13	81
28	28	3	3	2	2	10	63

The speaking practice carried out by students with podcast media was assessed with four aspects including: aspects of pronunciation, vocabulary, material, and fluency. The highest score on each aspect is four. While the lowest score is one. Speaking skills using podcast media performed by students have experienced a significant improvement. This can be seen in the table above. There were seven students who obtained the highest score in all aspects. Meanwhile, there were no students who obtained the lowest score. The following describes the results of speaking skills obtained by students.

1.   Memorisation Aspect

The table above shows that students who got a score of 4 totalled 17 people in the excellent category. The maximum score is obtained in the aspect of memorisation if the language sounds are articulated clearly, intonation is appropriate, and not affected by dialect. Students who obtained a score of 3 were 10 people in the good category. This score is obtained if the intonation is less clear and influenced by dialect. The practice of speaking using the siniar media carried out by students, some are still influenced by regional languages such as the mention of 'anu ..., e ..., toh ...'. In addition, the use of intonation is not clear, for example when you want to end the conversation, the intonation should decrease. Furthermore, there is one student who gets a score of 2 because the pronunciation of phonemes is less clear, affected by dialect or regional language, and intonation is not appropriate. Based on the data, students' speaking skills using podcast media in the aspect of pronunciation have improved significantly.

2. Vocabulary Aspect

The speaking skills of students using siniar media in the vocabulary aspect also increased. This can be seen in the results which show that a score of 4 was obtained by 10 students. The maximum score obtained by students in the vocabulary aspect is due to the use of appropriate words, terms, and expressions, according to the topic, and varied. Meanwhile, a score of 3 was obtained by 17 students. There are still students who use words, terms, and expressions that are not appropriate, for example the use of the word 'where.' The word 'where' should be used in an interrogative sentence to ask for a place, not in a statement sentence. So that it reduces the score obtained by students. Score 2 by 1 student. This score was obtained because the words, terms, and expressions were less precise and less varied, so that the material presented became less interesting.

1.   Material Aspect

The score on the material aspect is score 4 obtained by 11 students, score 3 obtained by 14 students, and score 2 by 3 students. Students who did not get the maximum score were constrained by their lack of mastery of the subject matter. Some students still rely on text and memory. As a result, students sometimes suddenly stop talking when they forget the continuation of the material. Another result is that listeners find it difficult to understand the material presented because it is incomplete and lacks depth. Nevertheless, based on the data obtained, students' speaking skills in this aspect have improved because the scores obtained are classified in the good category.

2.   Fluency Aspect

On the basis of the table above, the assessment category in the fluency aspect is classified as good. Score 4 was obtained by 12 students, score 3 by 12 students, and score 2 by 4 students. The problem that becomes an obstacle for students who have not received the maximum score is due to lack of confidence and nervousness which causes loss of focus on the content of the conversation. So that the delivery becomes stuttered and even silent for a while.

Training speaking fluency is certainly not easy and requires repeated practice. Speakers who are used to speaking in formal situations will certainly be more fluent than speakers who are rarely or less accustomed to speaking in formal situations. In addition, mastery of knowledge in various fields, and insight in socialising also determine the courage of a speaker.

Based on the data obtained on all aspects of the assessment which are classified in the good category, this study shows an increase in student speaking skills through the use of podcast media. This is in line with research (Novianti et al., 2019) which found that using podcast media can help improve skills in terms of mastery of pronunciation, especially in aspects of intonation, articulation, and fluency.

Students' Opinions on Difficulties Faced in Speaking Skills

Based on the results of the questionnaire that has been distributed, the question about the difficulties faced in speaking skills contains diverse answers from students. Some students answered that their main difficulty in speaking is the influence of local language. It is not uncommon to still mix local language and Indonesian. Another opinion said the difficulty experienced when the interlocutor was an adult so that he had difficulty determining the choice of words to use. In addition, there were also those who stated that they felt difficulties due to stage fright, lack of confidence, and felt anxious when they saw many people. Here are the responses from some students. 'The main difficulty is that we are still influenced by the local language, which can hinder our speaking

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Students' opinions about the difficulties experienced when speaking are in line with research conducted by (Yulianti & Melasarianti, 2021). The study shows the results that many students have difficulty when given speaking practice assignments due to lack of confidence / nervousness when performing in public.

Students' Opinions about the Use of Siniar Media can Improve Speaking Skills

The use of podcast media is considered very helpful in improving speaking skills because it trains oneself to communicate well, and can eliminate nervousness. This is in accordance with the statement of students who revealed:

'Yes, because by using the ray media we can issue our arguments and we will no longer be stiff in speaking'

'Very helpful, because it can train in improving speaking skills and also experience'

'Very helpful because we can be nervous to not be nervous anymore'

'I think podcast media is very helpful in improving speaking skills because honestly this is the first time, I have experienced a podcast'

In addition, podcast media can train a person to speak in various styles according to the situation of the conversation and the interlocutor. So it is effective for improving speaking skills. The following statement was expressed by the respondent:

'Yes, it is very helpful because using media such as podcasts can indeed be a very effective way to improve speaking skills. Apart from providing exposure to various speaking styles and new vocabulary, podcasts can also enrich understanding of language structures and broad topics.'

Mastery of speaking skills can be an alternative in shaping personal branding. This is because a person can form their characteristics through their speaking style. This statement is in line with the expressions of the following respondents.

'I think it is very helpful because it shapes perceptions: The way we speak reflects who we are. Good mastery of language and interesting speaking style'

'It is very helpful, because by having skills in speaking, it can provide beneficial things such as giving value to ourselves so that personal branding is formed'

'Very helpful because through speaking skills we can assess what the person is like, starting from his speech, expression, intonation, and gestures when speaking it can show what his personality is like'

'Speaking skills are very helpful in forming personal branding because that's where we can build a strong and unique self-identity to help us'

'Speaking skills can help in shaping personal branding because when someone is able to speak and be able to appear in front of many people they can explore the potentials within themselves and then be developed'

(Maspuroh et al., 2023) stated in their research that someone with good mastery of speaking skills can be utilised in forming an identity or personal branding. Someone who has the ability to speak can develop their ideas, ideas, and opinions. In addition, through speaking skills will show the quality and self-image of a person who wants to be shown to others.

Conclusion

Speaking skills are one of the language skills that must be mastered by someone, especially students. One of the success factors in improving students' speaking skills is the selection of the right learning media to use, such as podcast learning media. Through this podcast media, it becomes an opportu Students' Opinions on Mastery of Speaking Skills can Help in Forming Personal Branding

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Based on the results of the study, it can be concluded that there is an increase in students' speaking skills using siniar media in the good category. Improving students' speaking skills through the use of podcast media can also be an effort in shaping personal branding. This is also based on the research results obtained from respondents' responses that mastery of speaking skills can shape a person's characteristics through a speaking style that can stick in other people's memories..

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Curriculum Vitae

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