



Strategy for increasing Public Speaking skills through the News Anchor method (Evaluative study in the Literacy Class at SMA Muhammadiyah 3 Yogyakarta)

¹Eka Anisa Sari*, ²Kamilla Salsabela

^{1,2} Universitas Ahmad Dahlan, Jl. Ringroad Selatan, Kragilan, Tamanan, Kec Banguntapan, Bantul, Daerah Istimewa Yogyakarta 55191, Indonesia

¹ eka.sari@comm.uad.ac.id; ² kamila@comm.uad.ac.id

*Correspondent email author: eka.sari@comm.uad.ac.id

ARTICLE INFO

Article history

Received 2024-02-18

Revised 2024-03-19

Accepted 2024-03-26

Keywords

Communication

Rhetoric

News Anchor

Public Speaking

ABSTRACT

Public speaking skills are a competitive value, which is useful, and they will become an important aspect for teenagers facing the competitive world of work in the future. The additional skills are communication skills, confidence, and learning skills that can be useful for developing soft skills using the news anchor method through the SMA Muhammadiyah 3 Yogyakarta literacy class. These skills are given to students in literacy classes. This activity aims to train public speaking skills and recognize one's potential by identifying rhetorical skills and confidence in appearing in public. This article aims to find strategies for improving public speaking skills through the news Anchor method with direct field studies from the author in the literacy class at SMA Muhammadiyah 3 Yogyakarta. This writing uses qualitative descriptive research methods based on Aristotle's Rhetorical Theory. The results of this research are that the application of this learning media provides benefits for students in developing communication skills, courage to speak, techniques for conveying news well, as well as providing experience as a news anchor as a whole, both in terms of attitudes, knowledge and complete skills. This learning is good for developing students at SMA Muhammadiyah 3 Yogyakarta and allowing them to face opportunities and challenges in a competitive era like today. Improving public speaking skills through the news anchor method, including the following aspects: body language, tone of voice, or aspects of vocal processing including articulation, intonation, tempo, pauses, visual cues, or using visual cues in this case through the visual medium of a camera supported by the aspect of will to achieve ability in terms of increasing public speaking capacity using the news anchor method, it is supported by the element of willingness to gain the ability to increase public speaking capacity using the news anchor method.

This is an open access article under the [CC-BY-SA](#) license.



1. Introduction

Public speaking skills, often called Public Speaking, are very important for individuals in the current era. Speaking skills, or what is known as rhetoric, is the art of speaking (Jayanti et al., 2022). A person can use this skill to effectively convey verbal messages as a form of communication with



other people (Chollet et al., 2015). Speaking means conveying one's intentions (ideas, thoughts, and the contents of one's heart) to other people using spoken language so that other people can understand the meaning. As an art, speaking skills are elegant, expressive, and creative (Kalra, 2020).

Speaking is a form of human behavior that utilizes physical, psychological, neurological, semantic, and linguistic factors to be considered the most important human tool for social control (Gallego, 2020). Many people can speak in public but need to gain the techniques and skills that make the audience feel bored (Truong, 2022). However, quite a few people fear speaking in public in fact, the fear of speaking in public is ranked higher than the fear of heights (Wang, 2020). Humans may communicate well, but only a few individuals can express their communication language when faced with a public audience or in front of a camera (Schneider, 2018). Public speaking is needed to improve one's quality of education and work, such as being an MC, radio announcer, news anchor, news presenter, etc (Polastri, 2023).

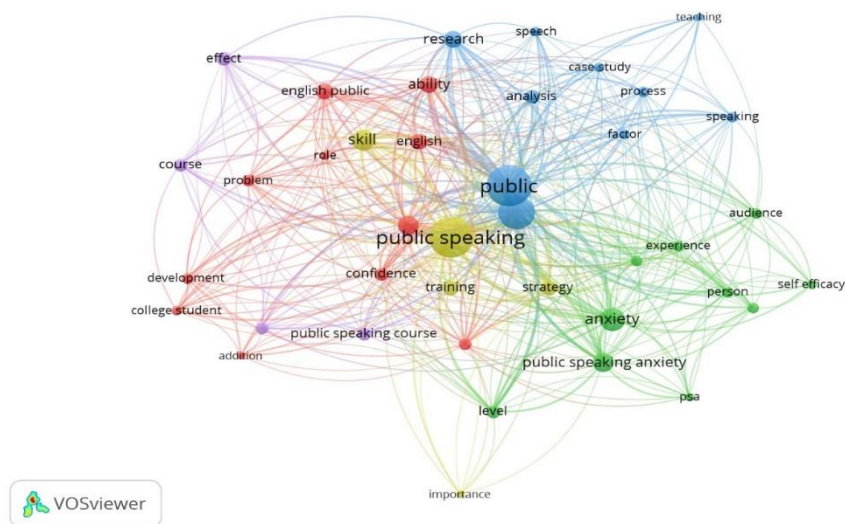


Fig. 1. Distribution of research on public speaking

Source: VosViewers App, (2024)

Public speaking According to various studies related to public speaking with data analysis via VOS viewer, public speaking is related to ability, skills, and problems; other related research confirms the aspects of anxiety, self-efficacy, experience, and audience. Improving public speaking skills through news anchor skills is an important aspect of honing skills.

This news anchor skill is a bridge between the potential abilities of Gen-Z regarding public speaking skills and various factors or obstacles in public speaking, including anxiety, shyness, and lack of confidence in appearing in front of the public, so it is important to increase public speaking

capacity for Gen-Z individuals, Gen-Z and boosting one's potential through communication skills through news anchors (Widyananda, 2020).

News Anchor, a news reader, is a powerful tool for students to enhance their public speaking skills. This innovative learning program, a branch of public speaking, is designed to bolster their English language proficiency. In the era of Industry 4.0, it is crucial to adopt innovative learning methods to transform how teenagers perceive their self-development skills through English public speaking. As highlighted by Bayani et al., (2018), the News Anchor program is an engaging and effective tool in this regard.

A news anchor, a crucial figure in the broadcasting field, is entrusted with delivering news directly to viewers. Their role is pivotal, whether working for television or radio stations or as part of online platforms or print media (Chen, 2022). The primary duty of a news anchor is to present the news directly and objectively to the audience (Ugo et al., 2023).

This requires impeccable speaking skills, a clear vocal tone, and the ability to adapt swiftly to any situation that may arise during the broadcast. Neutrality and objectivity are key traits a news anchor must possess, along with a deep understanding of the various topics they report on (Agbeleoba et al., 2022).

Besides their primary role of news reading, news anchors can also serve as moderators in discussions or interviews with sources. They play a crucial role in directing the flow of information and providing additional analysis of the news being conveyed. Often, they become familiar faces on a particular television or radio station and a trusted source for viewers seeking up-to-date information (Prasetyo et al., 2020).

Clear Speaking Skills: A news anchor must be able to speak clearly and be easily understood by the audience. They must use the right intonation, regulate the speech tempo, and avoid confusing words so that the message can be understood well (Jones, 2019). **Ability to Control Nervousness:** As a public speaker, news anchors often have to appear directly and in stressful situations in front of the camera.

The ability to control their nerves and stay calm is essential so they can deliver the news confidently and without nervousness. **Appropriate Facial and Body Expressions:** Apart from words, facial expressions and body movements are also an important part of public speaking. News anchors must pay attention to their expressions to match the content conveyed, such as showing seriousness when conveying tragic news or joy when news is positive (Weller, 2023).

Improvisation Ability: Sometimes, the situation in the news studio can change suddenly, for example, if an important event occurs during a live broadcast. News anchors must have good

improvisation skills to adapt to these changes while maintaining focus and credibility (Naraian, 2010).

Effective Use of Body Language: Apart from facial expressions, body movements, and overall body language also play an important role in public speaking. News anchors must pay attention to body posture, eye contact with the camera, and hand gestures to strengthen the message conveyed (David, 2017). **Emphasis on Keywords:** News anchors must be able to emphasize keywords in the news to highlight important information or certain aspects they want to convey to the audience.

Deep Understanding of the Material: A news anchor must understand the material to be presented well and explain it clearly and convincingly. They must prepare themselves well before broadcasting, including researching the news topic that will be conveyed (Babalola, 2023). Overall, news anchors use public speaking as the main tool to convey news to viewers in an informative, convincing, and influencing way. This ability is important in building credibility and rapport with the audience.

Media will increase students' motivation to learn public speaking through English news anchor practice. A person must have certain skills in the framework of oral communication, especially when speaking fluently. This skill can be obtained through practice and understanding good speaking techniques. According to Ben G Henneke in Rusyatin & Boediman, (2018), these include (1) Communication of Ideas, (2) Communication of Personality, (3) Projection of Personality, (4) Pronunciation, and (5) Voice control. In the news presented through news anchors, the most important element is 5w+1h. The 5w+1h elements include what, who, when, where, why, and how. According to Utami & Ramli (2023), Through education and the development of pub interests and skills, Participants will also benefit from this activity, namely the opportunity to write news and improve their public speaking skills through news anchoring as an alternative profession in the future (Jayanti et al., 2022).

Apart from that, public speaking skills through mastery of English are important. Good public speaking and language skills are part of the school's branding through the literacy classes that are being developed (Sweeney, 2020). However, when the researchers made initial observations, the literacy class students still felt they were not confident enough to appear in front, nervous, and "Blank," which broke their concentration.

For this reason, innovation here is needed as a medium to increase the attractiveness of learning through news anchors, referring to Mulyana's statement in Rusyatin & Boediman (2018), apart from requiring the skills of reporters in digging up data, processing, compiling and packaging it, the appearance of a person is also needed. Interesting news announcer to convey a collection of news.

Broadcasters who are attractive and talented are those who not only have a beautiful facial appearance, but they must also have the intellectual ability to convey the material they present, improvise, and master language. The implementation of provision and understanding through the news anchor method is with the hope of developing personal potential, developing creativity in thinking, providing students with provisions for the future, and providing them with the ability to write news and convey information through news anchors (Feroz, 2021).

SMA Muhammadiyah 3 Yogyakarta is one of the schools that uses a smart school system. This school's vision and mission is "Creating a Superior School by forming Muhammadiyah Cadres who have Imtaq, think critically, are independent, have a global perspective, and have an entrepreneurial spirit." Based on this vision and mission, the school has formed various programs so that the expected targets can be achieved by students, such as establishing several extra-curricular activities that support the realization of the school's vision and mission. One of them is supported through Literacy classes as an effort to achieve the school's targets and vision to increase competitiveness.

2. Theoretical Framework

Aristotle's Theory of Rhetoric

In communication, understanding rhetorical theory in public speaking is the same as learning skills in conveying messages effectively through language, according to Effendy (2009), Rhetorical theory, found in the writings of Aristotle and Cicero, is an important guide in developing the ability and expertise to speak in front of an audience (Hawhee, 2011).

According to Aristotle's view of rhetoric, there are five steps in preparing a speech to be delivered in front of an audience (Molette, 1968). This theory of rhetoric focuses on the concept of rhetoric, which Aristotle considered to be a usable tool of persuasion (Frobish, 2003). This means that a speaker who wants to influence his audience needs to consider three main rhetorical elements: logic (logos), emotion (pathos), and ethics or credibility (ethos) (Cangara, 2014).

The importance of the listener in persuasion is recognized, and rhetorical syllogisms are used to encourage the audience at SMA Muhammadiyah 3 Yogyakarta to find important nuggets in the speech themselves. This strategy in effective persuasion efforts is particularly relevant to you as students, as it helps you actively engage with the content. There are two assumptions of the rhetorical theory put forward by Aristotle: A successful speaker must pay close attention to their audience: in public speaking situations, the speaker needs to think of the audience as a group of individuals with diverse motivations, decisions, and preferences, rather than as a mass uniform size.

Effective speakers use a variety of evidence in their presentations: the type of evidence in question refers to the persuasion strategy described in three concepts: Logos, which appeals to logic and reason; Pathos, which appeals to emotions; and Ethos, which appeals to the speaker's credibility and character. Understanding these three concepts is crucial in the framework of rhetoric and can greatly enhance your persuasive speaking skills (Constantinides, 2001).

Refers to the requirements or principles that a speaker must follow to make a persuasive speech successful. According to Aristotle, there are five elements needed to create an effective speech, namely discovery, arrangement, style, delivery, and memory. In this research, the author uses rhetorical theory because it is in accordance with the object to be researched regarding public speaking at SMA Muhammadiyah 3 Yogyakarta. The theory used by Aristotle's theory is not just a theoretical concept. Still, it is also applied in news anchoring to improve public speaking skills, making it a practical and applicable tool for you as a student.

Public Speaking

Public speaking is a skill that can be developed through training and practice, empowering individuals to communicate with others, groups, and society effectively. It is not just a talent one is born with but a skill that can be honed and mastered (Tamelab et al., 2021). As Zarefsky points out in Kusnadi et al., (2021), public speaking is a dynamic and continuous communication process between the speaker and the audience. The term 'public speaking' itself reflects this interaction, with 'public' referring to the audience and 'speaking' to the method of delivering a message, emphasizing the mutual engagement in the process (Nie, 2020).

Public speaking is not just a process or action but an art. It is about the communicator's ability to influence the audience through various creative means, such as storytelling, body language, tone of voice, pauses, and visual cues (Rahmayanti et al., 2023). This artistry adds a layer of beauty and creativity to the skill of public speaking.

There are four techniques in public speaking: (1.) Self-confidence: The communicator must have a strong foundation of self-confidence to make it easier to master the next technique (2.) Vocal technique has four things that must be considered: volume, speed, Articulation, and Intonation. (3.) Articulation, the clarity of the communicator in conveying the content of the message (4.) Intonation is the tone of the communicator's speech, which is made interesting so that it sounds exciting to the audience (Zhang, 2020).

News Anchor

A News Anchor is a radio or television journalist who brings news material. They are responsible for reading news, conveying information, and being guides in interviews or discussions (Putranto, 2023). News Anchor is generally used in the United States and Canada (Septiasmara et al., 2023).

News Anchor is one of the many forms of public speaking. Everyone can become a News Anchor as long as they have two conditions, namely the will and the ability (Astuti et al., 2023).

As a news anchor, public speaking is a very important skill. News anchors are tasked with conveying news and information to viewers accurately and confidently. Here are some explanations about how news anchors use public speaking in their work: **Clear Speaking Skills:** A news anchor must be able to speak clearly and be easily understood by the audience.

They must use the right intonation, regulate the speech tempo, and avoid confusing words so that the message can be understood well. **Ability to Control Nervousness:** As a public speaker, news anchors often have to appear directly and in stressful situations in front of the camera. The ability to control their nerves and stay calm is essential so they can deliver the news confidently and without nervousness (Finneman, 2019).

Appropriate Facial and Body Expressions: Beyond mere words, facial expressions, and body movements significantly influence public speaking. Aspiring news anchors recognize that your expressions can shape how your audience perceives the news. For instance, conveying seriousness when discussing tragic news or exuding joy when sharing positive news can enhance the impact of your delivery (Septiasmara et al., 2023).

Improvisation Ability: In the dynamic environment of a news studio, unexpected events can occur, even during a live broadcast. For news anchors, developing strong improvisation skills is crucial to adapt to these changes swiftly and seamlessly. This ability is a bonus and a necessity to maintain professionalism and credibility (Grabe, 2012).

Effective Use of Body Language: Apart from facial expressions, body movements, and overall body language also play an important role in public speaking. News anchors must pay attention to body posture, eye contact with the camera, and hand gestures to strengthen the message conveyed. **Emphasis on Keywords:** News anchors must be able to emphasize keywords in the news to highlight important information or certain aspects they want to convey to the audience (Ji, 2014).

Deep Understanding of the Material: A news anchor must understand the material to be presented well and explain it clearly and convincingly. They must prepare themselves well before broadcasting, including researching the news topic that will be conveyed. Overall, news anchors use public speaking as the main tool to convey news to viewers in an informative, convincing, and influencing way. This ability is important in building credibility and rapport with the audience.

3. Method

In the qualitative research approach described by Creswell, qualitative research is an attempt to explore and understand the meaning between individuals or groups of people that originate from

social issues. This method makes it possible to understand things hidden behind difficult-to-understand phenomena (Creswell, 2016). This research uses a descriptive approach. A descriptive approach is writing that describes the actual situation or shows the situation according to conditions in the field regarding the object being studied, according to the actual situation at the time the research took place. Meanwhile, according to Sugiyono, the descriptive approach method is used to explain or analyze findings from research but is not intended to draw more general conclusions (Sugiyono, 2015).

Not only that, this research also uses evaluative studies to research the theme of improvement strategies in a class at SMA 3 Muhammadiyah Yogyakarta. Evaluative studies in research refer to assessing or assessing a particular program, policy, intervention, or activity to evaluate its effectiveness, efficiency, relevance, sustainability, or impact. The goal of an evaluative study is to provide a better understanding of what works, what doesn't, and why, as well as to provide recommendations that can be used to improve the program or policy in the future (Merchie et al., 2018).

In a research context, evaluative studies use methodologies and techniques to collect, analyze, and interpret data related to the program or policy being evaluated. The methods used may vary depending on the purpose of the evaluation, the type of program or policy being evaluated, and the resources available. Some techniques commonly used in evaluative studies include surveys, interviews, observation, document analysis, and performance measurement.

Evaluative studies can be conducted in various fields, including education, health, economic development, community development, and more. The results of evaluative studies can be used by decision-makers, practitioners, and other stakeholders to make better decisions, allocate resources more effectively, and improve the program or policy being evaluated (Koivunen et al., 2021).

As a form of learning, Public Speaking has various ways and methods of conveying messages to its audience. There should be many scientific studies discussing public speaking methods from multiple points of view, starting from the audience's point of view, context point of view, verbal and nonverbal communication point of view, psychological point of view, and cultural point of view (Reeves, 2022). Research texts and academic publications related to public speaking will provide an even picture regarding the dynamics of previous research movements discussing this issue (Brandrick, 2021).

So, there is a research gap; this gap the researcher obtained and explained from several application assistance that could support the research. The data that researchers collected. Several previous studies during the 2019-2024 period related to Public Speaking, which were successfully

collected using search engines in various international scientific journals through the help of the Publish Or Perish application, are as follows:

Table 1. SEARCH RESULTS REGARDING PUBLIC SPEAKING RESEARCH USING THE PUBLISH OR PERISH APPLICATION

Author	Publication Media	Manuscript Title	Discussion
Boateng & Gumedé, (2023)	Journal of Creative Communications, Vol 18, No 2, 2023	Communication Strategies in Relation to COVID-19 in South Africa and Ghana: A Systematic Review	This article recommends the improvement of communication and media engagements between governments and health stakeholders in South Africa and Ghana to increase public awareness of the risks, threats and outcomes of COVID-19.
Parcha, (2024)	Communication Teacher, Vol 38, No 1	Speech-variation activities: Embracing momentary discomfort to gain confidence, attenuate anxiety, and paradoxically increase comfort during public speaking	The results showed that participants involved in this program experienced increased self-confidence, decreased anxiety levels, and paradoxically increased feelings of comfort when speaking in public. This can be supported by psychological theories which state that gradual confrontation with fear or anxiety can help reduce excessive anxiety reactions.
Jackson et al., (2022)	Journal of Communication Management, Vol 26, No 3	Public relations ethics in the 21st century: a state-of-the-field review	The results of this research explain the existence of public relations ethics in the 21st century with case studies from several examples in the field.
Jensen et al., (2022)	Frontiers in Communication	A New Frontier in Science Communication? What We Know About How Public Audiences Respond to Cinematic Scientific Visualization	These results offer a basis for hypotheses to be tested by future confirmatory studies of audience responses to cinematic scientific visualizations.
Topić et al., (2020)	Journal of Communication Management, Vol 24, No 4	Women in public relations (1982–2019)	The results show that the position of women has reached a full circle in four decades of research and returned to the discriminatory work environment.
Wilhoit Larson et al., (2022)	Annals of the International Communication Association, Vol 46 No 2	Communicating inclusion: a review and research agenda on inclusion research in organizational communication	The major themes in the literature are inclusion as a discourse of difference, inclusion as voice and participation, inclusion-exclusion as tension, inclusion as communicative practices, and inclusion as a call to action.
Kumpu, (2022)	Environmental Communication, Vol 16 No 3	What is Public Engagement and How Does it Help to Address Climate Change? A Review of Climate	Research is published in a variety of disciplinary journals, most often looking at citizens as research subjects, and many seek to understand the effectiveness of communication.

		Communication Research	
Marinho et al., (2022)	Audiology - Communication Research, Vol 27	Public speaking assessment and self-assessment instruments: an integrative literature review	The most self-assessed aspects were public speaking anxiety, voice, speech rate, communicative competence, pitch, articulation, and loudness. The most addressed aspects in the assessment instruments were voice, speech rate, articulation, pauses, loudness, pitch, and gestures.
Wilson, (2020)	Interactions: Studies in Communication & Culture, Vol 11 No 2	Public service media, an overview: Reflecting on news and trends	This commentary outlines the impacts of new media technologies and changed global geopolitics on public service broadcasting (PSB); documents the core values of public broadcasting as a media system, noting its evolution to public service media (PSM).
Boromisza-Habashi & Fang, (2022)	Human Communication Research, Vol 49 No 1	Public speaking goes to China: cultural discourses of circulation	Circulation of public speech between the United States and China to show that value ascriptions constitute distinct cultural circulating discourses along with key symbols and explicit metacultural commentary.

From the results of this search, it can be concluded that for almost the last five years, research related to public speaking that has been carried out has only been limited to points of view starting from the audience's point of view, context point of view, verbal and nonverbal communication point of view, psychological point of view and cultural point of view. Meanwhile, the discussion regarding the Strategy for Improving Public Speaking Skills through the News Anchor Method has yet to be touched on, and no research is related to this theme.

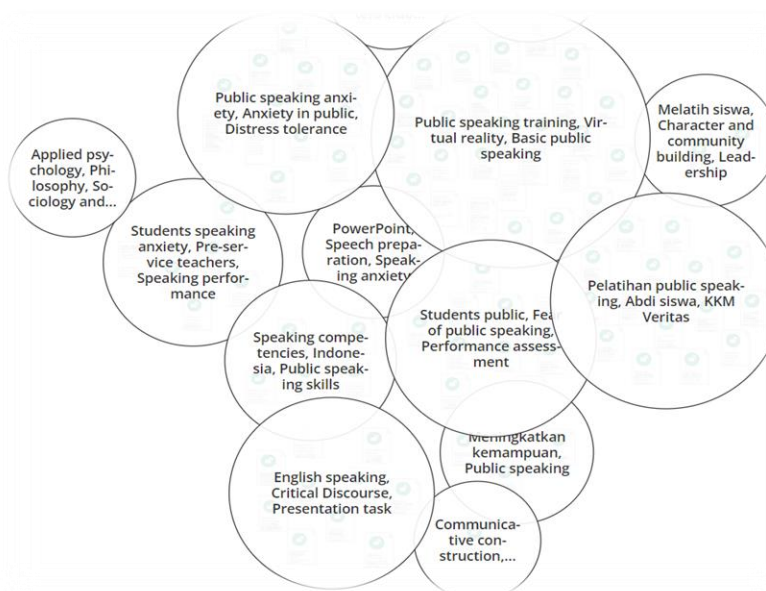


Fig. 2. The Public Speaking study text was taken from Open Knowledge Maps

Source: Open Knowledge Maps, (2024)

A striking absence was noted when attempting to access data on Public Speaking through the Open Knowledge Maps (OKM) facility. Only a few research results delved into public speaking using the news anchor method. The discourse was limited to academic journals overseen by institutions

and organizations, public speaking about women, public speaking via the media, public speaking through culture, and other such topics.

This lacuna in research on public speaking signifies a crucial gap, a 'missing link', even though every research endeavor in this area holds immense potential for advancing public relations worldwide. Particularly in communication science, such studies provide invaluable information and material. They serve as a guide for those seeking to delve into the role of public speaking, especially through the news anchor method, to communicate their messages effectively. Hence, this research on public speaking using the news anchor method is undertaken to bridge this gap in scientific research and enhance understanding of this method.

4. Result and Discussion

With its myriad potentials, Generation Z, particularly in communication, is thriving in the current era of public information openness and escalating competition. Strong public speaking skills can empower individuals, shaping their character and enhancing their personality. Hence, these skills are necessary and a tool for personal growth that should be honed and developed early (Araújo, 2020). The ability to communicate ideas clearly and concisely while maintaining clarity is becoming increasingly crucial in social and professional settings.

In this research, the news anchor practice method was employed as an inclusive approach to enhancing the public speaking skills of literacy class students (Jean-Pierre, 2023). This method, involving preparation, field practice, and evaluation, is designed to improve public speaking skills. It is important to note that not all students are born with innate public speaking skills (Herbein, 2020). However, this method demonstrates that all students can acquire these skills through continuous and structured learning and practice.

Public speaking skills are needed by various groups, including students entering high school who are encouraged through the literacy class at SMA Muhammadiyah 3 Yogyakarta. The stages of implementing the English News Anchoring activity consist of 4 stages: (1) planning stage. At this stage, the literacy class optimizes the learning process using the anchor news method, (2) the preparation stage (preparation) at this stage, pre-and post-implementation preparation, and (3) the implementation stage (implementation).

At this stage, there are several activity procedures consisting of 3 sessions, namely the program introduction session in the first session with material presentation or workshop, vocal technique training in the second session, and practice, and (4) evaluation stage, a form of evaluation given through the practice of reading the news in front of the camera one by one by applying the knowledge that has been obtained and providing evaluation suggestions. Enter the indicators or criteria related to the news anchor.

Considering that this activity has never been carried out before, it provides a new color to the learning process in literacy classes to improve public speaking skills through the news anchor method. Following the training, all students were interested in studying News Anchor and understanding the material presented during the training (Laske, 2024). Activities to improve public speaking skills are carried out massively and systematically through school programs, literacy classes integrated into the school's superior programs and culture, and in collaboration with related partner universities.

The public speaking development program is expected to foster enthusiasm for learning and make students happy at school as a friendly home for growth and development. The public speaking program aims to instill in students the values of knowledge about communication, self-confidence, and the courage to convey ideas and ideas (Muniandy, 2024). This public speaking program is a school policy that has become a habit. This policy will be the basis for formulating more concrete steps so that the inculcation and cultivation of school programs can be carried out effectively and comprehensively.

Then, the researcher also provided tips for several students who tend to be introverted. An introvert is someone who tends to prefer activities that involve deep thinking rather than intense social interaction. So, they need help expressing what is inside them, which can also be an obstacle when speaking in front of many people. Here are some tips that can be used as the main guidelines for doing good public speaking for introverts.



Fig. 3. Public Speaking Tips for introverted
Source: Researcher's Process, (2024)

Apart from these five aspects, there are several things that a beginner speaker or someone who is used to being an introvert and who has to speak in front of many people also needs to pay attention to, namely: Focus on the Message: Focus on the message you want to convey, not on yourself. Think about how you can provide added value to your audience. Confidence in Imperfection: You don't need to be a perfect speaker. Everyone makes mistakes, so if you make a small mistake, accept it and move on. Think Positively: Replace negative thoughts with positive thoughts. Focus on what you can offer your audience, not your fears. Use Stories: Stories can help you grab your audience's attention and make your material easier to understand and remember. Give Yourself Time: Remember that becoming a good speaker is a process that takes time and practice. Allow yourself to grow and develop.

Find Support: Find someone who can provide support and positive feedback while you practice or after your presentation. Self-Evaluation: After the presentation, take time to evaluate your performance objectively. Identify areas where you are successful and where you can improve. Remember that the courage to step outside your comfort zone is the first step towards personal and professional growth. With enough time and practice, you can become a very effective public speaker, even an introvert (Herbein, 2020).

Efforts to increase the experience of students in learning public speaking can include, among other things, classroom learning activities, weekly training, and direct learning. It is possible to carry out this activity in school program activities through literacy classes, considering that this program is used as a place for direct learning, so it requires collaboration with the class teacher. The objectives to be achieved with the practice of news anchoring include: (1) discussing various learning problems and looking for alternative solutions; (2) providing opportunities for students to learn experiences and provide mutual assistance and feedback; (3) increasing knowledge, skills, and innovative attitudes. (4) empower and help students in schools to improve learning according to standards, (5) change the culture of shame and develop a culture of self-confidence to improve the quality of students and schools, and (6) improve self-awareness of students' potential, which has not been realized and not well documented through developing public speaking skills through the news anchor method.

According to Aristotle, discovery, arrangement, style, delivery, and memory are the five elements needed to create an effective speech (Neel, 2013). In this activity, students receive material related to the meaning of public speaking, including theory and vocal techniques in public speaking and examples of the application of news anchors. Students can find inspiration for learning through news anchors to practice public speaking performances by reading texts. In this activity, students can also find and explore ideas to be arranged in text narratives with their ideas, through practice in front of the camera by reading the texts needed as well as language style aspects

which seem straightforward and professional in conveying information or news using appropriate public speaking methods or techniques both in the aspects of intonation, articulation, tempo and body language or body gestures that support when appearing in front of the camera screen Also referring to (Aqeel, 2024).

Everyone can become a News Anchor if they have two conditions, namely the will and the ability; in this case, students have the will to learn every stage related to news anchor practice to improve their ability to implement public speaking. Rahmayanti et al., (2023) also said that the communicator can influence his audience in several ways, such as storytelling, body language, tone of voice, pauses, visual cues, or visual cues. In implementing this activity, the strategy through the news anchor method is more specific to aspects of body language, tone of voice, pauses in word pronunciation with vocal techniques including intonation, articulation, and tempo, and visuals or capturing images via camera. Hopefully, This news anchor method can improve public speaking skills and competencies.

5. Conclusion

The news anchor method, a powerful tool for improving public speaking skills, has significantly improved students' learning skills and motivation. This research analysis has meticulously charted the learning motivation of the literacy class program at SMA Muhammadiyah 3 Yogyakarta, aiming to bolster public speaking skills. By adopting the news anchor practice method, we anticipate a substantial enhancement in the learning experience, making it more effective and engaging.

As the key driver in improving public speaking skills through the news anchor method, the communicator wields significant influence over his audience. This influence is exerted through various aspects such as body language, tone of voice, visual cues, and the will to achieve ability. Each element is crucial in enhancing public speaking capacity using the news anchor method, empowering the communicator to engage his audience effectively.

References

- Agbeleoba, -, Oyeyemi, S., Bamişaye, -, & Toyin, -. (2022). A Generic Structure Analysis of Selected News Commentaries on Radio Nigeria. *International Journal of Applied Linguistics and English Literature*, 11(1). <https://doi.org/10.7575/aiac.ijalel.v.11n.1p.59>
- Aqeel, Z. A. (2024). Strategies to Improve Public Speaking Skills. In *Plastic and Reconstructive Surgery* (Vol. 153, Issue 2, pp. 273–276). <https://doi.org/10.1097/PRS.00000000000011033>
- Araújo, S. (2020). Using speechmaking and consecutive interpreting as tools to help students develop writing and public speaking skills: a hybrid teaching methodology based on mind mapping. *InTRAlinea*, 22. https://api.elsevier.com/content/abstract/scopus_id/85113464576
- Astuti, S. W., Lestari, M. T., & Purnama, H. (2023). Training to Become a Reliable Presenter at Vocational School Telkom Bandung. *Altifani Journal of Research and Community Service*, 3(1), 160–166. <https://doi.org/10.25008/altifani.v3i1.351>
- Babalola, O. S. (2023). Organizing, Planning and Developing Visual Style in Screen Directing during

- Pre-Production. *International Journal of Current Research in the Humanities*, 26(1). <https://doi.org/10.4314/ijcrh.v26i1.21>
- Bayani, M., Masnun, T., & Priajana, N. (2018). the Effectiveness of Voice of America News Video As the Teaching Media of Listening Skill. *ELT Echo : The Journal of English Language Teaching in Foreign Language Context*, 3(2), 159. <https://doi.org/10.24235/eltecho.v3i2.3633>
- Boateng, A. B., & Gumede, N. (2023). Communication Strategies in Relation to COVID-19 in South Africa and Ghana: A Systematic Review. *Journal of Creative Communications*, 18(2), 214–229. <https://doi.org/10.1177/09732586231168945>
- Boromisza-Habashi, D., & Fang, Y. (2022). Public speaking goes to China: cultural discourses of circulation. *Human Communication Research*, 49(1), 24–34. <https://doi.org/10.1093/hcr/hqac029>
- Brandrick, C. (2021). A Comparison of Ultra-Brief Cognitive Defusion and Positive Affirmation Interventions on the Reduction of Public Speaking Anxiety. *Psychological Record*, 71(1), 109–117. <https://doi.org/10.1007/s40732-020-00432-z>
- Cangara, H. (2014). *Introduction to Communication Science (Second Edition)*. In Jakarta: PT Rajagrafindo Persada.
- Chen, Y. c. (2022). Effects of technology-enhanced language learning on reducing EFL learners' public speaking anxiety. *Computer Assisted Language Learning*. <https://doi.org/10.1080/09588221.2022.2055083>
- Chollet, M., Wörtwein, T., Morency, L.-P., Shapiro, A., & Scherer, S. (2015). Exploring feedback strategies to improve public speaking. *Proceedings of the 2015 ACM International Joint Conference on Pervasive and Ubiquitous Computing*, 1143–1154. <https://doi.org/10.1145/2750858.2806060>
- Constantinides, H. (2001). The duality of scientific ethos: Deep and surface structures. *Quarterly Journal of Speech*, 87(1), 61–72. <https://doi.org/10.1080/00335630109384318>
- Creswell, J. W. (2016). *Research Design Qualitative, Quantitative and Mixed Method Approaches Fourth Edition*. PUSTAKA PELAJAR.
- David, F. R. (2017). Strategic Management: A Competitive Advantage Approach. In *Pearson Education Limited* (Vol. 1).
- Effendy, O. U. (2009). *Communication Science, Theory and Practice*. In Communication in an organization.
- Fahreza Widyananda, R. (2020). *Understanding Gen Z and its characteristics, know so you don't make a mistake*. 15 Oktober 2020.
- Feroz, F. S. (2021). Attentional bias during public speaking anxiety revealed using event-related potentials. *Indonesian Journal of Electrical Engineering and Computer Science*, 24(1), 253–259. <https://doi.org/10.11591/ijeecs.v24.i1.pp253-259>
- Finneman, T. (2019). "I Always Watched Eyewitness News Just to See Your Beautiful Smile": Ethical Implications of U.S. Women TV Anchors' Personal Branding on Social Media. *Journal of Media Ethics: Exploring Questions of Media Morality*, 34(3), 146–159. <https://doi.org/10.1080/23736992.2019.1638260>
- Frobish, T. (2003). An origin of a theory: A comparison of ethos in the Homeric Iliad with that found in Aristotle's rhetoric. *Rhetoric Review*, 22(1), 16–30. https://doi.org/10.1207/S15327981RR2201_2
- Gallego, A. (2020). Examining the relationship between public speaking anxiety, distress tolerance and psychological flexibility. *Journal of Contextual Behavioral Science*, 16, 128–133. <https://doi.org/10.1016/j.jcbs.2020.04.003>
- Grabe, M. (2012). The architecture of female competition: Derogation of a sexualized female news anchor. *Journal of Evolutionary Psychology*, 10(3), 107–133. <https://doi.org/10.1556/JEP.10.2012.3.2>

- Hawhee, D. (2011). Looking into aristotle's eyes: Toward a theory of rhetorical vision. *Advances in the History of Rhetoric*, 14(2), 139–165. <https://doi.org/10.1080/15362426.2011.613288>
- Herbein, E. (2020). Fostering public speaking skills: Gradual implementation and effectiveness check of a public speaking training program for elementary school children. *Zeitschrift Fur Erziehungswissenschaft*, 23(1), 83–120. <https://doi.org/10.1007/s11618-019-00923-y>
- Jackson, M., Chorazy, E., Sison, M. D., & Wise, D. (2022). Public relations ethics in the 21st century: a state-of-the-field review. *Journal of Communication Management*, 26(3), 294–314. <https://doi.org/10.1108/JCOM-12-2020-0164>
- Jayanti, W. I. D., Ulyani, M., & Susanti, A. (2022). The Student's Perception Towards English Speaks Up Club To Improve Speaking Skill. *PREMISE*, 11(1).
- Jean-Pierre, J. (2023). Enhancing the Learning and Teaching of Public Speaking Skills. *College Teaching*, 71(4), 219–226. <https://doi.org/10.1080/87567555.2021.2011705>
- Jensen, E. A., Borkiewicz, K. M., & Naiman, J. P. (2022). A New Frontier in Science Communication? What We Know About How Public Audiences Respond to Cinematic Scientific Visualization. *Frontiers in Communication*, 7. <https://doi.org/10.3389/fcomm.2022.840631>
- Ji, P. (2014). News videos anchor person detection by shot clustering. *Neurocomputing*, 123, 86–99. <https://doi.org/10.1016/j.neucom.2013.06.003>
- Jones, C. (2019). Literature, spoken language and speaking skills in second language learning. In *Literature, Spoken Language and Speaking Skills in Second Language Learning*. <https://doi.org/10.1017/9781108641692>
- Kalra, R. (2020). Public speaking anxiety in the Thai EFL context. *LEARN Journal: Language Education and Acquisition Research Network*, 13(1), 195–209. https://api.elsevier.com/content/abstract/scopus_id/85079679011
- Koivunen, A., Kanner, A., Janicki, M., Harju, A., Hokkanen, J., & Mäkelä, E. (2021). Emotive, evaluative, epistemic: A linguistic analysis of affectivity in news journalism. *Journalism*, 22(5). <https://doi.org/10.1177/1464884920985724>
- Kumpu, V. (2022). What is Public Engagement and How Does it Help to Address Climate Change? A Review of Climate Communication Research. *Environmental Communication*, 16(3), 304–316. <https://doi.org/10.1080/17524032.2022.2055601>
- Kusnadi, S. K., Irmayanti, N., Ayumeida Kusnadi, S., Anggoro, H., & Berlian Agustina, K. S. (2021). Public Speaking Training as an Effort to Increase Self-Confidence in Youth in the Surabaya Kappas Community, Surabaya. Proceedings of the National Conference on Community Service and Corporate Social Responsibility (PKM-CSR), 4, 1093–1098. <https://doi.org/10.37695/pkmcscr.v4i0.1303>
- Laske, M. M. (2024). The efficacy of remote video-based behavioral skills training and awareness training on public speaking performance. *Journal of Applied Behavior Analysis*, 57(1), 247–261. <https://doi.org/10.1002/jaba.1030>
- Marinho, A. C. F., Medeiros, A. M. de, Lima, E. de P., & Teixeira, L. C. (2022). Public speaking assessment and self-assessment instruments: an integrative literature review. *Audiology - Communication Research*, 27. <https://doi.org/10.1590/2317-6431-2021-2539>
- Merchie, E., Tuytens, M., Devos, G., & Vanderlinde, R. (2018). Evaluating teachers' professional development initiatives: towards an extended evaluative framework. In *Research Papers in Education* (Vol. 33, Issue 2). <https://doi.org/10.1080/02671522.2016.1271003>
- Molette, C. (1968). Aristotle's union of rhetoric and dramatic theory. *Southern Speech Journal*, 34(1), 47–54. <https://doi.org/10.1080/10417946809371974>
- Muniandy, J. (2024). ChatGPT, a partnering tool to improve ESL learners' speaking skills: Case study in a Public University, Malaysia. *Teaching Public Administration*. <https://doi.org/10.1177/01447394241230152>
- Naraian, S. (2010). General, special and ... inclusive: Refiguring professional identities in a

- collaboratively taught classroom. *Teaching and Teacher Education*.
<https://doi.org/10.1016/j.tate.2010.06.020>
- Neel, J. (2013). Aristotle's voice: Rhetoric, theory, and writing in America. In *Aristotle's Voice: Rhetoric, Theory, and Writing in America*.
https://api.elsevier.com/content/abstract/scopus_id/85027733163
- Nie, J. (2020). Teaching public speaking to medical students. *Clinical Teacher*, 17(6), 606–611.
<https://doi.org/10.1111/tct.13153>
- Parcha, J. M. (2024). Speech-variation activities: Embracing momentary discomfort to gain confidence, attenuate anxiety, and paradoxically increase comfort during public speaking. *Communication Teacher*, 38(1), 73–80. <https://doi.org/10.1080/17404622.2023.2254363>
- Polastri, M. (2023). Overcoming the fear of public speaking: effective communication is a crucial aspect for a career in rehabilitation. In *International Journal of Therapy and Rehabilitation* (Vol. 30, Issue 6). <https://doi.org/10.12968/ijtr.2023.0063>
- Prasetyo, M. H., Rokhman, F., & Zulaeha, I. (2020). Determinants of Language Attitudes of Elshinta Semarang Radio News Broadcasters and Radio Republik Indonesia (RRI) Pro 1 Semarang. *Seloka: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 9(2).
<https://doi.org/10.15294/seloka.v9i2.40163>
- Putranto, R. W. (2023). *Kultura Journal of Social Sciences and Humanities The Role of the News Crew Team in the Production of Television News Shows*.
- Rahmayanti, S., Asbari, M., & Fajrin, S. F. (2023). The Importance of Public Speaking to Improve Student Communication Competence. *Journal of Information Systems and Management (JISMA)*, 3(3 SE-Articles), 11–14.
- Reeves, R. (2022). A Meta-Analysis of the Efficacy of Virtual Reality and In Vivo Exposure Therapy as Psychological Interventions for Public Speaking Anxiety. In *Behavior Modification* (Vol. 46, Issue 4, pp. 937–965). <https://doi.org/10.1177/0145445521991102>
- Rusyatin, A. O., & Boediman, E. P. (2018). Police Skills as News Anchor in the Traffic Update Program on NMTC TV. *Pantarei*, 2(1).
- Schneider, A. (2018). Fundamentals. In *Springer Handbooks*. https://doi.org/10.1007/978-3-662-55004-5_30
- Septiasmara, D., Aliasari, & Mariani, L. (2023). *Analysis of News Anchor Najwa Shihab's Professionalism in Attracting Audience Interest*. 2(1), 55–63.
- Sugiyono. (2015). *Combination Research Methodology (Mix Methods)*. ALFABETA.
- Sweeney, S. E. (2020). Public speaking in Poe's " 'thou art the man' ." *Edgar Allan Poe Review*, 21(1), 23–43. <https://doi.org/10.5325/edgallpoerev.21.1.0023>
- Tamelab, P., Ngongo, M. H. L., & Oetpah, D. (2021). Increasing Students' Confidence in Public Speaking Skills at the Pastoral College of the Archdiocese of Kupang. *Investigate (Journal of Religious Education Research)*, 2(1), 54–63. <https://doi.org/10.61717/sl.v2i1.38>
- Topić, M., Cunha, M. J., Reigstad, A., Jelen-Sanchez, A., & Moreno, Á. (2020). Women in public relations (1982–2019). *Journal of Communication Management*, 24(4), 391–407.
<https://doi.org/10.1108/JCOM-11-2019-0143>
- Truong, B. (2022). Public Speaking Simulator with Speech and Audience Feedback. In *Proceedings - 2022 IEEE International Symposium on Mixed and Augmented Reality Adjunct, ISMAR-Adjunct 2022* (pp. 855–858). <https://doi.org/10.1109/ISMAR-Adjunct57072.2022.00184>
- Ugo Solomon Ugo, Anruchi Peter-Wagbara, & Okoro Jude Omaka. (2023). Ethical issues in internet-based journalism practice in Nigeria. *World Journal of Advanced Research and Reviews*, 19(1).
<https://doi.org/10.30574/wjarr.2023.19.1.1442>
- Utami, A. I. P., & Ramli, S. (2023). Basic Journalism Training at UPT SMA Negeri 3 Sinjai. *Technovocation: Journal of Community Service*, 1(2), 108–113.
- Wang, X. (2020). VoiceCoach: Interactive Evidence-based Training for Voice Modulation Skills in

- Public Speaking. In *Conference on Human Factors in Computing Systems - Proceedings*. <https://doi.org/10.1145/3313831.3376726>
- Weller, S. (2023). Understanding the public voices and researchers speaking into the 5G narrative. In *Frontiers in Public Health* (Vol. 11). <https://doi.org/10.3389/fpubh.2023.1339513>
- Wilhoit Larson, E., Linabary, J. R., & Long, Z. (2022). Communicating inclusion: a review and research agenda on inclusion research in organizational communication. *Annals of the International Communication Association*, 46(2), 63–90. <https://doi.org/10.1080/23808985.2022.2069045>
- Wilson, S.-A. (2020). Public service media, an overview: Reflecting on news and trends. *Interactions: Studies in Communication & Culture*, 11(2), 253–259. https://doi.org/10.1386/iscc_00022_7
- Zhang, X. (2020). Self-efficacy and english public speaking performance: A mixed method approach. *English for Specific Purposes*, 59, 1–16. <https://doi.org/10.1016/j.esp.2020.02.001>