



APENDICES

Appendix 1. Operational Field Testing Questionnaire

Pertanyaan Jawaban 23 Setelan

Kuesioner Penelitian pengembangan Buku Public Speaking (SPEAK EASY)

B I U  

Haloi Perkenalkan, saya Putri, mahasiswa dari Universitas Diponegoro, program studi Bahasa Asing Terapan.

Terima kasih telah meluangkan waktu untuk berpartisipasi dalam tahap **operational main field testing** ini.

Saat ini, saya sedang melakukan penelitian terkait pengembangan buku keterampilan English *public speaking* bagi *early career employees* dan *internshin students* berjudul

Nama *

Teks jawaban singkat






Usia *

< 18 tahun

18-23 tahun

23-28 tahun

> 28 tahun

  **Tt**   

Pertanyaan Jawaban 23 Setelan

Bahasa jelas dan mudah dipahami *

1

2

3

4






5

Kalimat efektif *

1

2

3

  **Tt**   

Appendix 2. Turnitin Check Result

Tugas akhir 2026-3.pdf			
ORIGINALITY REPORT			
14%	12%	7%	5%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
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Appendix 3. Intellectual Property Rights (IPR)


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Dalam rangka perlindungan ciptaan di bidang ilmu pengetahuan, seni dan sastra berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, dengan ini menerangkan:

Nomor dan tanggal permohonan : EC002026080722, 6 Juni 2026

Pencipta
Nama : **Putri Rizqiana dan Girindra Putri Ardana Reswari**
Alamat : Jl. Pramuka Krajan Mayonglor 7/4, Mayong, Kab. Jepara, Jawa Tengah, 59465
Kewarganegaraan : Indonesia

Pemegang Hak Cipta
Nama : **Putri Rizqiana dan Girindra Putri Ardana Reswari**
Alamat : Jl. Pramuka Krajan Mayonglor 7/4, Mayong, Kab. Jepara, Jawa Tengah, 59465
Kewarganegaraan : Indonesia

Jenis Ciptaan : **Buku**
Judul Ciptaan : **Speak Easy: English Public Speaking Handbook**
Tanggal dan tempat diumumkan untuk pertama kali di wilayah Indonesia atau di luar wilayah Indonesia : 6 Juni 2026, di Kota Semarang

Jangka waktu perlindungan : Berlaku selama hidup Pencipta dan terus berlangsung selama 70 (tujuh puluh) tahun setelah Pencipta meninggal dunia, terhitung mulai tanggal 1 Januari tahun berikutnya.

Nomor Pencatatan : 001269279

adalah benar berdasarkan keterangan yang diberikan oleh Pemohon.
Surat Pencatatan Hak Cipta atau produk Hak terkait ini sesuai dengan Pasal 72 Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta.

a.n. MENTERI HUKUM
DIREKTUR JENDERAL KEKAYAAN INTELEKTUAL
u.b
Direktur Hak Cipta dan Desain Industri

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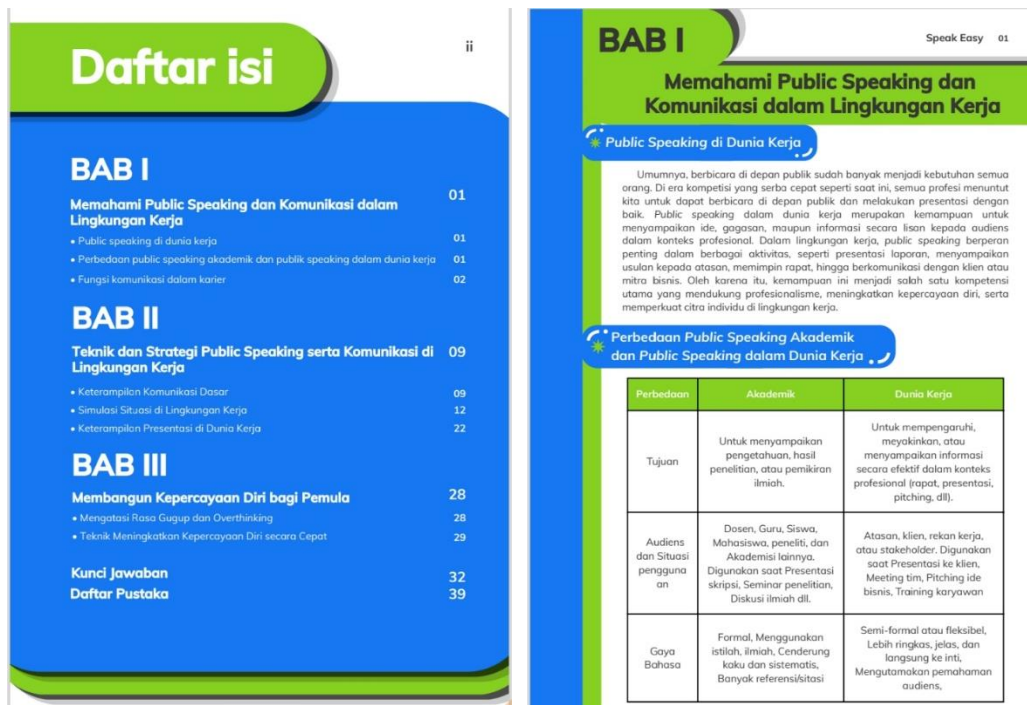
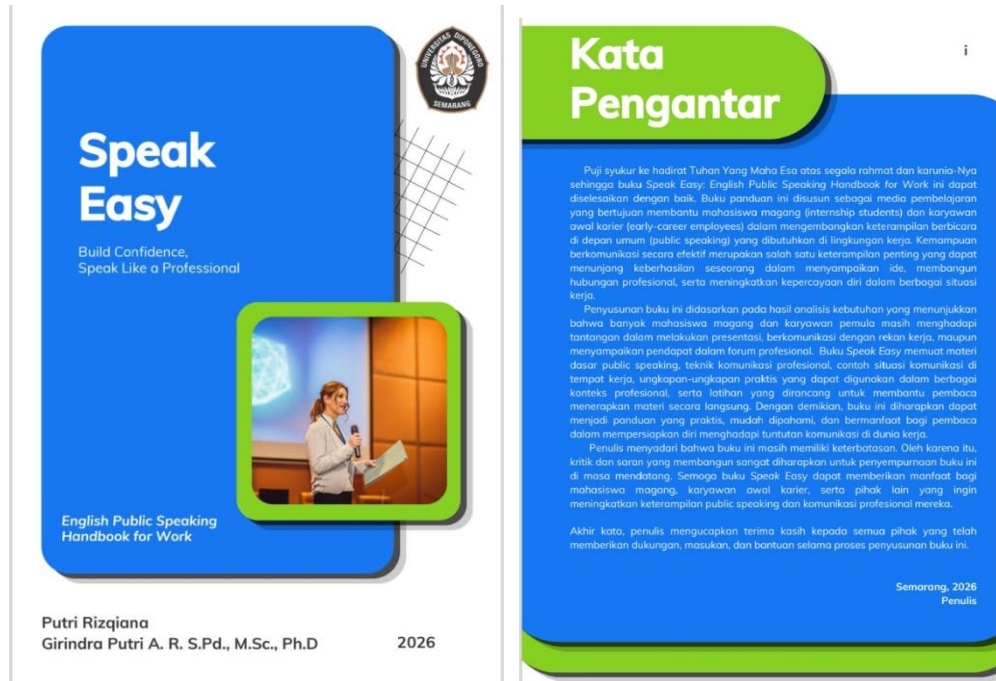


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Appendix 4. The Handbook



Fungsi Komunikasi dalam Karier

Meeting

Dalam lingkungan kerja, Meeting menjadi ruang utama untuk bertukar ide, menyelaraskan tujuan, serta mengambil keputusan secara bersama. Adapun fungsi utama meeting antara lain:

- Membangun komunikasi dan kerja sama yang lebih solid
- Meningkatkan partisipasi aktif antar rekan kerja
- Mempercepat proses pengambilan keputusan
- Menyampaikan serta memperjelas tujuan dari setiap pertemuan

Exercise 1

Meeting Phrases	<ul style="list-style-type: none"> • "I agree with your point." • "Could you please explain that in more detail?" • "What do you think about this idea?" • "The purpose of this meeting is to discuss..." • "Let's follow up on this soon." • "Let me clarify that." • "I believe we should..." • "That's a great idea." • "Today, we will focus on..." • "Do you have any suggestions or feedback?" • "Let's get started." • "I'm not sure I agree with that." • "I see your point, but I have a different perspective." • "Thank you for your participation" • "Good morning everyone, thank you for joining meeting" • "In my opinion, this strategy..."
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Lengkapilah tabel dibawah ini sesuai dengan isi tabel diatas

Opening	"Good morning everyone, thank you for joining meeting"
	"Let's get started"

Starting Purpose	
Giving Opinions	
Asking for Opinions	
Agreeing & disagreeing	
Clarifying	
Closing the Meeting	

Reporting

Reporting adalah proses penyampaian hasil kerja, data, serta perkembangan (progress) kepada atasan atau pihak terkait (stakeholder). Fungsi reporting dalam dunia kerja meliputi:

- Menyederhanakan informasi yang kompleks agar mudah dipahami
- Menunjukkan profesionalisme dan akuntabilitas kerja
- Meningkatkan transparansi dalam pelaksanaan tugas
- Mendukung proses evaluasi dan pengambilan keputusan



Exercise 2

Reporting Phrases	<ul style="list-style-type: none"> • "Currently, the team is working on..." • "The sales increased by 15% compared to last month." • "There is a minor problem with the..." • "Next, we will focus on improving customer engagement." • "I would like to provide an update on the current project status." • "We are planning to..." • "We have completed 70% of the project so far." • "Here is the latest update regarding our progress." • "The campaign has successfully reached our target audience." • "We are currently facing a delay due to technical issues"
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Lengkapilah tabel dibawah ini sesuai dengan isi tabel diatas

Reporting Progress	"We have completed 70% of the project so far."
	"Currently, the team is working on..."
Reporting Results	
Reporting Issues	
Reporting Issues	

Reporting Plans	
Formal Meeting Reporting	

Briefing

Briefing merupakan kegiatan penyampaian arahan atau informasi kepada orang lain mengenai tugas serta hal-hal yang perlu dilakukan sesuai dengan rencana kerja atau rencana kegiatan yang telah ditetapkan. Fungsi briefing dalam dunia kerja meliputi:

- Menyampaikan informasi Terbaru
- Menyamakan tujuan bersama
- Meningkatkan koordinasi/komunikasi
- Memberikan arahan dan Instruksi
- Evaluasi Singkat



Exercise 3

Briefing Phrases	<ul style="list-style-type: none"> • "The main objective today is to ensure..." • "The marketing team will be..." • "Good morning everyone, let's begin today's briefing." • "There will be a scheduled system maintenance this afternoon" • "I need everyone to follow the..." • "If you have any questions, feel free to ask." • "Our focus today is to improve..." • "Thank you all for being here. I'll give a quick overview of..." • "John, today, you will handle..." • "Please make sure..." • "That's all for today's briefing. Let's do our best." • "Please be aware of..."
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Lengkapilah tabel dibawah ini sesuai dengan isi tabel diatas

Opening	"Good morning everyone, let's begin today's briefing."
	"Thank you all for being here. I'll give a quick overview of..."
Stating objectives	
Giving instructions	
Assigning Tasks	
Highlighting Important Information	
Closing	

Pitching

Pitching merupakan kegiatan menyampaikan ide, proyek, atau proposal kepada pihak lain dengan tujuan untuk meyakinkan mereka agar menerima dan mendukung apa yang diajukan.

Fungsi pitching antara lain:

- Mempengaruhi dan meyakinkan audiens
- Membangun daya tarik terhadap ide yang disampaikan
- Menunjukkan keunggulan atau manfaat ide secara jelas
- Meningkatkan peluang keberhasilan dalam memperoleh dukungan atau persetujuan

Exercise 4

Pitching Phrases

- "Thank you for your attention..."
- "One of the main challenges we are facing..."
- "Based on recent data..."
- "To address this issue, we propose a..."
- "Good morning everyone, thank you for giving me the opportunity to present today."
- "Currently, our target market is not fully reached by our existing strategy."
- "By applying this strategy, we expect a significant growth in..."
- "According to our research, this method is..."
- "Our solution is to..."
- "This approach will help increase..."
- "In conclusion, this strategy..."
- "Today, I would like to introduce an idea..."

Lengkapilah tabel dibawah ini sesuai dengan isi tabel diatas

Opening	"Good morning everyone, thank you for giving me the opportunity to present today."
	"Today, I would like to introduce an idea..."
Introducing the Problem	
Presenting the Solution	
Highlighting benefits	
Supporting Data / Evidence	

Closing	
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BAB II

Teknik dan Strategi Public Speaking serta Komunikasi di Lingkungan Kerja

Keterampilan Komunikasi Dasar

Komunikasi Verbal

Komunikasi verbal dalam public speaking adalah penggunaan kata-kata secara lisan untuk menyampaikan pesan, ide, atau informasi kepada audiens secara jelas, efektif, dan terstruktur.

Hal yang harus diperhatikan dalam komunikasi verbal:

Penyampaian secara ringkas dan jelas

"Good morning, team. This week, our focus is on boosting sales of our new products through a digital campaign."

Intonasi dalam penyampaian

"Our goal is to achieve a 20% increase in engagement. This isn't an option, it's our top priority this week."

Artikulasi (pengucapan A-U-E-O)

"Media Division, make sure every piece of content has clear a-u-e-o-c-x-x targeting. Avoid spelling mistakes such as x-x-a-m-p-l-e-s in the headline and social media."

Speed/Tempo (Kecepatan berbicara)

"Everyone, it's better for us to work without rushing; we need to stay consistent and meet every deadline on time."

Breath control (kontrol napas)

"Everyone, before we move on to assigning tasks, let's take a moment to breathe and clear our minds so that we can fully understand each instruction. Start by taking a deep breath and holding it for 4 seconds, 1-2-3-4, exhale together. Alright, I'll go ahead and assign the tasks. For our team, today's task is..."

Komunikasi Non-verbal

Komunikasi non-verbal dalam public speaking adalah segala bentuk komunikasi tanpa kata-kata yang digunakan pembicara untuk mendukung, memperkuat, atau bahkan menggantikan pesan verbal.

Hal yang harus diperhatikan dalam komunikasi non-verbal:

1. Eye contact (kontak mata)



- Tips:
- Arahkan pandangan secara bergantian ke beberapa audiens.
 - Tahan kontak mata selama 2-5 detik per orang/orang.
 - Hindari terlalu sering melihat catatan atau layar.

2. Body language (Bahasa Tubuh)

Macam-macam body language:

 Berdiri tegak dengan bahu rileks	 Tidak eye contact	 Sering memegang rambut
 Menghindari gerakan yang berlebihan atau getas	 Menggunakan gestur tangan untuk menekankan poin	 Menjilat dan mengigit bibir
 Kedua tangan di saku	 Kontrol Gerakan agar terlihat tenang dan profesional	

Simulasi Situasi di Lingkungan Kerja

Meeting, Briefing, Reporting dan Pitching

1. Meetings

Cara berbicara yang efektif dalam team meeting:

Gunakan bahasa yang jelas dan mudah dimengerti

Gunakan bahasa yang jelas dan mudah dimengerti menggunakan bahasa yang jelas yaitu fokus pada inti pesan agar mudah dipahami oleh seluruh anggota tim.

Sampaikan pendapat/ide secara terstruktur

Agar ide yang disampaikan mudah diikuti, gunakan struktur yang sistematis, yaitu **Problem - Solution**.
"I would like to propose a change to the project schedule (problem) as there were delays in the previous phase (problem). With this adjustment, we can still meet the final target (solution)."

Dengarkan secara aktif sebelum menanggapi

Mendengarkan seseorang secara aktif dalam meeting lebih memudahkan diri sendiri untuk memahami apa yang orang tersebut sampaikan. Hal ini bisa digunakan mengonfirmasi pemahaman terlebih dahulu sebelum merespon.
"If I'm not mistaken, you're suggesting that the timeline be extended, correct?" (confirming understanding)

Memberi Pertanyaan dan Tanggapan

Bertanya perlu dilakukan jika informasi belum jelas untuk mencegah miskomunikasi. Tanggapan pun sebaiknya disampaikan secara sopan dengan alasan yang kuat.
"Do you mean that this approach is effective enough for marketing our products? (question). In my opinion, this approach is good for attracting our target market, but it's not very effective" (opinion)

Roleplay Practice

Mr. Budi (Project Manager):
"Good morning everyone. Thank you for attending this meeting. Today, we will discuss the progress of our new product launch."
Nina (Marketing):
"Good morning Mr. Budi, From the marketing side, we have completed the initial campaign plan and social media strategy"

Mr. Budi:
"Great. Can you briefly explain the strategy?"

Alya:
"Sure. We will focus on digital marketing, especially Instagram and TikTok, to reach younger audiences. We are also planning to run paid ads next week."

Rafi (Finance):
"Regarding the budget, we need to be careful with the advertising costs. Have you estimated the total expenses?"

Alya:
"Yes, we have. The estimated budget is around \$5,000 for the first phase"

Mr. Budi:
"Alright. Rafi, please review the budget and let us know if any adjustments are needed."

Rafi:
"Sure, I will check and give feedback by tomorrow"

Nina (Intern):
"Excuse me, may I suggest something?"

Mr. Budi:
"Of course, Nina. Go ahead."

Nina:
"Maybe we can also use email marketing to reach our existing customers. It might be more cost effective"

Alya:
"That's a good suggestion. We can include that in our strategy."

Mr. Budi:
"Excellent idea. Let's add email marketing as an additional channel."

Rafi:
"When is the product expected to launch?"

Mr. Budi:
"We are targeting the end of this month. So, all teams need to finalize their tasks within the next two weeks."

Alya:
"Noted Mr. Budi. We will prepare everything on time"

Mr. Budi:
"Alright everyone, if there are no further questions, let's conclude this meeting. Thank you for your hard work, everyone."

Exercise 6

Menutup Meeting	Memberi Pertimbangan	Meminta Penjelasan
Memberi Pendapat	Memulai Topik	

Sesuaikan tabel diatas dengan mengisi tabel dibawah ini

"Today, we will discuss the progress of..." → _____

"Could you briefly explain the strategy?" → _____

"May I suggest something?" → _____

"We need to be careful..." → _____

"Let's conclude this meeting..." → _____

2. Briefing

Cara berbicara yang efektif dalam briefing:

Tanyakan hal-hal yang perlu dibahas
Dalam briefing, Fokuskan pada hal-hal yang benar-benar penting dan relevan dengan pekerjaan.
"At this morning's briefing, we'll discuss the issues raised by the client yesterday. We hope each team will do their best to fulfill their respective responsibilities"

Gunakan bahasa yang instruktif
Pengerjaan kalimat instruktif harus dilakukan dengan tegas namun tetap sopan.
"Please make sure all reports are submitted by 3:00 p.m."
"Please prioritize this task first"

Agar mudah dipahami, informasi perlu disampaikan dengan alur yang jelas, misalnya: Tujuan briefing, tugas atau instruksi utama, batas waktu (deadline).

Today we're focusing on improving customer service (layanan). Each team is asked to speed up their response to guest requests (instruksi). Make sure all reports are completed by 3:00 PM (batas waktu).

Memberi kesempatan bertanya merupakan hal penting untuk mengklarifikasi suatu hal agar tidak terjadi miskonsepsi antar karyawan.

"Any questions before we get started this morning, everyone?"

Roleplay Practice

Ms. Sarah (Manager):
 "Good morning, everyone. Thank you all for being here. I'll give you overview of our progress and evaluation yesterday. Let's begin our morning briefing.
 First, I'll start with the marketing division. Sales of our current products are going well, but I've noticed that our competitors are also launching new products similar to ours. Keep up the good work, and if possible, let's exceed our target this week.

Ani (Marketing Leader):
 "Alright Ms. Sarah, Thank you for your suggestion, I'll pass it on to our team"

Ms. Sarah:
 "Next, to the finance team, regarding the budget for our new product development specifically, fast food, I hope you can figure out how to manage the costs, as I've noticed there have already been significant expenses this month for testing this product."

Lily (Finance leader):
 "Yes, Alright Ms. Sarah"

Ms. Sarah:
 "And the last one, the operations team must continue to uphold our product quality and company motto, and ensure that no damaged goods reach our customers. Yesterday, we received complaints on several social media platforms that one of our milk products had curdled and gone bad. I hope this does not happen again"

Eg (Operational team leader):
 "Alright, Ms. Sarah. We apologize for our mistake. I will make sure to review this with our team and check our products"

Ms. Sarah:
 "Good job. In short, let's keep in mind today that customer satisfaction is our top priority, as it directly impacts our sales targets and demand"

Any question everyone, for today?

All:
 "Everything is clear, Ms. Sarah"

Ms. Sarah:
 "Alright, thank you for your attention everyone. Have a good day at work"



Exercise 7

- 1 "I hope you can figure out how to manage the costs..."
- 2 "...there have already been significant expenses this month for testing this product"
- 3 "Good morning, everyone. Thank you all for being here. Let's begin our morning briefing."
- 4 "Any question everyone, for today?"
- 5 "The operations team must continue to uphold our product quality..."
- 6 "Alright, thank you for your attention everyone. Have a good day at work."
- 7 "Keep up the good work, and if possible, let's exceed our target this week."
- 8 "Yesterday, we received complaints, milk products had curdled and gone bad"

Sesuaikan dengan menarik garis kecocokan pada kotak dibawah ini

Giving Instruction • 1

Giving Evaluation • 2

Opening • 3

Making sure understanding • 4

Closing • 5

6

7

8

3. Reporting Singkat ke Supervisor

Tips:

- Gunakan bahasa yang simpel dan jelas
- Isiakan mulai dari progress (Porkembangan), Hasil (hasil Samantara/AAAR), Next Step (Langkah Selanjutnya)
- Juga nada bicara tetap profesional dan sopan
- Bila ada masalah, urutkan solusi atau alternatifnya juga



Exercise 8

"Certainly" "can attract" "we have completed"

"keep me updated" "The main challenge is" "I would like to"

Lengkapi bagian kosong sesuai tabel di atas

Aca (Staff):
 Good morning, Sir. _____ to update you on our product advertising project. _____ the concept and script, and so far there are no issues. We believe the concept _____ consumer interest. Next, we will look for talents, and we expect the project to be completed by the second week of next month.

Kevin (Supervisor):
 Good. Any challenges so far?

Aca: _____ finding the right talent, but we are preparing several options.

Kevin: Alright, _____

Aca: _____, Sir. Thank you.

4. Pitching Ide ke Tim/Klien

Pitching ide ke tim/klien biasanya menggunakan komunikasi persuasif.

- Tips komunikasi persuasif:**
- Gunakan Bahasa yang Efektif
 - Buat Argumen yang Kuat
 - Gunakan Kredibilitas
 - Sertakan contoh nyata
 - Postikan Konsistensi dan Kesesuaian ide
 - Hindari Pendekatan Memaksa
 - Menjaga Sikap Terbuka



Roleplay Practice

Dika (Presenter):
 "Good morning, Mr. Jonathan and Ms. Clara. Thank you for giving us the opportunity to present our proposal today. Today, we would like to introduce our new product, a digital marketing solution designed to help businesses increase their online presence and sales performance."

Rifa (presenter):
 "Our solution focuses on three main strategies: social media optimization, targeted advertising, and data driven campaigns"

Ms. Clara (Finance):
 "That sounds interesting. How is your product different from others in the market?"

Dika:
 "Great question. What makes our product different is our product uses real-time data analytics, allowing businesses to adjust their strategies quickly and effectively. This helps maximize results while minimizing costs"

Mr. Jonathan (client):
 "Can you give an example of the results?"

Rifa:
"Certainly. One of our clients increased their online engagement by 40% and sales by 25% within three months of using our service"

Mr. Jonathan (client):
"That sounds promising. Thank you for the presentation. We will review your proposal and get back to you soon"

Dika:
We believe our solution can bring significant value to your business. We would be happy to discuss this further and answer any additional questions. Thank you for your time and consideration.



Exercise 9

"What makes our product different is"

"Thank you for your time and consideration"

"Our solution focuses on"

"Thank you for giving us the opportunity to"

"we would like to introduce our new"

"What makes our product different is..."

"We believe our solution can"

Lengkapi tabel dibawah sesuai dengan yang ada pada tabel di atas

- Meyakinkan klien →"
- Membuka pitching →"
- Menjelaskan keunggulan →"

- Memperkenalkan ide →"
- Menjelaskan konsep →"
- Penutup profesional →"

Cara Menyela dengan Sopan

Menyela pembicaraan adalah hal yang sensitif, namun sering diperlukan dalam situasi kerja. Kunci utamanya adalah tetap sopan dan menghargai lawan bicara.

Prinsip dasar:

- Jangan memotong secara tiba-tiba
- Gunakan kata pembuka yang sopan
- Sampaikan interupsi secara singkat dan relevan
- Gunakan nada suara yang tenang
- Hindari kesan mendominasi
- Kembalikan kesempatan bicara setelah menyela

Interrupt Phrases	"Sorry to interrupt, may I add something?"
	"Excuse me, may I clarify one point?"
	"Apologies for interrupting, but I have an important point to share."
	"If I may, I'd like to offer another perspective."
	"May I jump in for a moment?"
	"Before we move on, may I add a quick point?"



Relay Practice

Frans (Manager):
"I believe our main focus should be on social media advertising, especially Instagram and TikTok"

David (Marketing staff):
"I believe our main focus should be on social media advertising, especially Instagram and TikTok..."

Ria (Business Analyst):
"Sorry to interrupt, Mr. Frans, may I add something?"

Frans:
"Of course, go ahead"

Ria:
"I agree with the social media approach. However, I think we should also consider email marketing, as it can help us retain existing customers and increase conversion rates." (other perspective)

Frans:
"That's a good point. We can include that in our strategy"



Exercise 10

Andrew (Manager):
"I think we should focus more on social media campaigns this quarter"

Stevan (staff):
"Yes, especially using short video content to reach younger audiences..."

Debra (Intern):
"(1) _____ may I add something?"

Andrew:
"Sure, go ahead."

Debra (Intern):
"I agree with that idea. (2) _____, I'd like to offer another perspective"

Andrew:
"Alright, please continue."

Keterampilan Presentasi di Dunia Kerja

Menyampaikan Presentasi Secara Profesional

1. Gunakan struktur yang jelas

- Opening (pembukaan/pendahuluan)

Opening adalah momen pertama yang menentukan apakah audiens akan tertarik atau tidak. Oleh karena itu, buatlah opening presentasi semenarik mungkin agar audiens tertarik dan lebih fokus pada materi yang disampaikan.

Contoh opening yang menarik:

Jelas dan Profesional
"Allow me to introduce myself, I am Anita from the Public Relations Department. On this occasion, I would like to present the results of yesterday's meeting with our client from Company X, particularly regarding the product revisions from our company."

Mulai dengan pertanyaan
"Good morning, everyone. I'd like to begin with a question: in your opinion, how much does packaging design influence someone's decision to buy a beverage? Do we purchase it for the taste, or are we drawn first by its appearance?"

Gunakan Fakta yang Menarik
"Good morning, everyone. Most plastic waste takes hundreds of years to decompose, and food packaging is one of its main contributors. This fact shows that the use of single-use plastics remains a major environmental challenge."

- Main content (isi)

Bagian main content merupakan inti dari presentasi, di mana pesan utama disampaikan kepada audiens.

Cara menyampaikan main content (isi) yang menarik:

Batas/isi presentasi menjadi 2-4 poin utama

(Point 1)	(Point 2)
(Point 3)	(Point 4)

Jelaskan dengan Poin Sederhana dan Konsisten

"Product design plays an important role in attracting consumer attention (pernyataan) as visual appearance is often the first factor noticed before the product's quality itself (penjelasan). For example, updating the color and shape of beverage packaging to a more modern style can increase customers' purchase interest (contoh)." (CONTENT)

Melibatkan Audien

Relay Practice

Bella (Presenter):
"Good morning, Sir/Madam. Thank you for your time today. On this occasion, I will be presenting the promotional strategy for our latest product. However, before that, I would like to ask you all... In your opinion, which platform is currently the most effective for reaching our customers?"

Jessica (Audience 1):
"I think Instagram remains the most effective platform."

Billy (Audience 2):
"Maybe TikTok is also becoming more influential now."

Bella (Presenter):
"Thank you for your opinion, that's very insightful. Based on the data we have, it is indeed true that Instagram and TikTok are the two main platforms"



"Phrases to engage the audience"	"What is your opinion on this?"
	What are your thoughts, Sir/Madam?"
	"I would like to hear your perspective."
	"Would anyone like to add anything?"
	"Based on your experience, what do you think?"

• Closing (penutup)

Hal yang harus diperhatikan ketika menutup presentasi:

Bangkitkan poin utama secara singkat dan jelas

"In conclusion, there are three key points to remember: first... second... and third..."

Berikan penegasan dan pesan utama

Ultimately, with these changes, we will gain significant benefits"

Aktif dengan bahasa yang memarahilkan audien untuk mengakhiri pertanyaan.

"Thank you for your attention. If anyone has any questions, please feel free to ask"

2. Latihan sebelum presentasi dan pastikan kuasai materi

Latihan sebelum presentasi dan memastikan penguasaan materi merupakan hal penting agar topik dan ide dalam presentasi dapat disampaikan dengan lebih percaya diri, jelas, dan terstruktur.



Individual Practice

"Good [morning/afternoon/evening] everyone. Thank you for this opportunity. Today, I will present the beverage design concept we have developed, covering everything from the core idea and the rationale behind the design to the potential profits it can generate" (OPENING)

"The beverage design concept we created focuses on a healthy theme and modern lifestyle. These beverages use natural fruit as the main ingredient, with no preservatives, and feature a bright, colorful visual appearance reminiscent of fruit to attract consumers' attention. In terms of packaging, we chose an eco-friendly design to convey an environmentally conscious image. Additionally, the product name we selected is FRESHLY, which represents a fresh beverage" (CONTENT)

"We chose this design concept based on several considerations"


"First, current market trends indicate that consumers tend to prefer healthy products" (CONTENT: point)

"Second, eye-catching visual design plays a key role in enhancing a product's appeal, especially on social media" (CONTENT: point)

"Third, we want to create a product that is not only delicious but also has strong branding value and is easily memorable to consumers" (CONTENT: point)

"In closing, the design of this beverage focuses not only on taste but also on the visual experience and the brand values we aim to build" (CLOSING: conclusion)

"We hope this concept can serve as an innovation that adds value to the company. Thank you for your attention. We're happy to answer any questions" (CLOSING)



• Menjawab Pertanyaan dengan Percaya Diri

Beberapa hal yang harus diperhatikan ketika menjawab pertanyaan:

Do	Don't
<ul style="list-style-type: none"> • Senyum dan ucapkan terima kasih • Dengarkan Pertanyaan dengan Fokus • Pahami dan Klarifikasi Pertanyaan jika perlu • Tetap tenang dan Percaya Diri • Libatkan Audien jika Perlu 	<ul style="list-style-type: none"> • Jangan Terlalu Terburu-buru dalam Menjawab • Hindari Menjawab Terlalu Cepat Tanpa Pertimbangan • Hindari Menjawab Hanya untuk Satu Orang

Relay Practice

Miko (Presenter):
"Thank you for your attention. I would be happy to answer any questions"

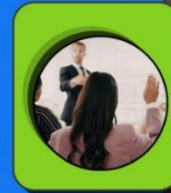
Johany (Audience 1):
"Thank you for the presentation. Why did your team choose a healthy drink concept?"

Miko (Presenter):
"Thank you for the question. We chose the healthy drink concept because current market trends show that many consumers prefer healthier lifestyle choices. In addition, natural fruit-based drinks are more attractive to health-conscious customers."

Vinca (Audience 2):
"Excuse me, I want to ask something, I want to know, what makes your product different from other drinks in the market?"

Miko (Presenter):
"That is a great question. What makes our product different is the combination of healthy ingredients, colorful visual design, and eco-friendly packaging. We also focus on strong branding through the product name FRESHLY, which is easy to remember"

Miko (Presenter):
"Alright everyone, Thank you for the questions and feedback. We truly appreciate your attention and suggestions."



Contoh 11

Sesuaikan struktur yang ada pada kotak hijau dengankalimat yang ada pada tabel dengan menuliskan nomornya saja

Phrases	No.
"Thank you for the question"	
"That is a great question"	
"From our perspective..."	
"Based on market trends..."	
"In our opinion..."	
"We believe that..."	

1. menyampaikan sudut pandang
2. menyampaikan keyakinan atau pendapat kuat
3. menunjukkan apresiasi
4. memberikan opini
5. memberikan jawaban berbasis data/tren
6. menghargai pertanyaan



BAB III

Membangun Kepercayaan Diri bagi Pemula

Mengatasi Rasa Gugup & Overthinking

Rasa gugup dan overthinking adalah reaksi alami tubuh ketika menghadapi situasi baru. Otak sering menganggap momen seperti presentasi, meeting, atau berbicara di depan orang lain sebagai tantangan bahkan ancaman. Beberapa penyebab utamanya meliputi fear of judgment (takut dinilai tidak kompeten), imposter syndrome (merasa tidak cukup pantas), over expectation (menuntut diri harus langsung sempurna), serta kurangnya pengalaman terhadap lingkungan profesional.

Berikut adalah beberapa cara yang bisa dilakukan untuk mengatasi rasa gugup dan overthinking:

1. Mengubah cara pandang

Mulailah mengubah pola pikir negatif menjadi lebih positif.
"Aku takut salah" → "Kesalahan adalah bagian dari proses belajar"

"Aku takut salah" ❌
"Bagaimana aku terlihat?"

2. Fokus pada Pesan, Bukan Diri Sendiri

• self-centered thinking = "bagaimana aku terlihat"
• audience-centered = "apa yang mereka butuhkan"

"Kesalahan adalah bagian dari proses belajar" ✅
"Apa yang mereka butuhkan" ✅

3. Gerakan Tetek "Pause, Don't Panic"

Ketika tiba-tiba lupa dan situasi hening, pastikan jangan takut dan panik. Perhatikan alur dibawah ini.

Blank → kehilangan alur pembicaraan → tidak panik → Ambil napas dalam, beri jeda 2-3 detik → lanjutkan dengan lebih terarah

Agar lebih percaya diri, gunakan bridging sentence untuk kembali ke alur pembicaraan.

Bridging Sentence	"Okay, let me summarize..."
	"I'm sorry, what I meant was..."
	"Let's look at it from another angle..."
	"The key point is..."

Teknik Meningkatkan Kepercayaan Diri secara Cepat

1. Rendahkan Pernapasan

Dengan mengendurkan pernapasan, dapat mempersiapkan otak memusatkan pada sistem saraf.
Gunakan teknik pernapasan 4-4-4, yaitu:
1. Tarik napas perlahan melalui hidung selama 4 detik
2. Tahan selama 4 detik
3. Hembuskan perlahan melalui mulut selama 4 detik



2. Postur Tubuh

Berdiri dengan postur tegap, dapat membantu memperbaiki kondisi mental sehingga merasa lebih percaya diri saat melakukan public speaking di depan banyak orang.



3. Berpikir Positif

Positive self-talk adalah cara mengelola dialog internal agar lebih meyakinkan. Bukan menyalahkan. Cara ini bisa dimulai menggunakan afirmasi sederhana seperti berikut:

- "Aku siap dan mampu"
- "Aku tidak harus sempurna untuk bisa baik"
- "Aku berkembang setiap kali mencoba"

4. Persiapan adalah Kunci Utama

Dengan persiapan yang baik, kita akan merasa lebih siap, lebih terarah, dan tidak mudah panik saat berbicara. Untuk meningkatkan kualitas persiapan hal yang perlu dilakukan adalah sebagai berikut:

- Gunakan bullet points daripada script panjang agar lebih fleksibel
- Latihan dengan suara keras agar terbiasa
- Latihan di depan cermin
- Rekam diri sendiri untuk evaluasi
- Asumsikan/Simulasikan pertanyaan yang mungkin muncul

Roleplay Practice

Nadia (Presenter):
"Good morning, everyone. Thank you for your time. Let me introduce myself. I'd like to present our marketing strategy for our product, which is... (pauses briefly), ...sorry, I mean... our health drink. (1)"

Sam (Client):
"Please continue"

Nadia:
"Okay, so... our strategy focuses on... (looks confused) uh... the teenage and young adult market. We use... (mispronounces) the Tik... uh, Instagram... I mean both. (2)"

Sam:
"What's the reason for choosing those two platforms?"

Nadia (Presenter):
"Because... (pauses, nervous) because... sorry, let me get this right... because those platforms have a high number of active users and... (takes a breath) are relevant to our target market. (3)"

Contoh 12

Buatlah kalimat yang sesuai pada roleplay practice diatas

1. Good morning, everyone. Thank you for your time. Let me introduce myself. today I will be presenting a marketing strategy for our health drink product.

2. _____

 3. _____



Kunci Jawaban

Exercise 1

Opening	"Good morning everyone, thank you for joining the meeting"
	"Let's get started with today's agenda"
Stating Purpose	"The purpose of this meeting is to discuss our marketing strategy"
	"Today, we will focus on project updates and next steps"
Giving Opinions	"In my opinion, this strategy could increase our sales"
	"I believe we should consider another approach."
Asking for Opinions	"What do you think about this idea?"
	"Do you have any suggestions or feedback?"
Agreeing & disagreeing	Agreeing: • "I agree with your point" • "That's a great idea"
	Disagreeing: • "I see your point, but I have a different perspective." • "I'm not sure I agree with that."
	"Could you please explain that in more detail?"
	Clarifying "Just to clarify, do you mean we should delay the project?"

Opening	"To sum up, we have agreed on the following points"
	"Thank you for your participation. Let's follow up on the action items"

Exercise 2

Reporting Progress	"We have completed 70% of the project so far"
	"Currently, the team is working on the final phase of the campaign"
Reporting Results	"The sales increased by 15% compared to last month"
	"The campaign has successfully reached our target"
Reporting Issues	"There is a minor problem with the system that we are working to resolve"
	"We are currently facing a delay due to technical issues"
Reporting Plans	"Next, we will focus on improving customer engagement"
	"We are planning to launch the product by the end of this month"
Formal Meeting Reporting	"I would like to provide an update on the current project status"
	"Here is the latest update regarding our progress"

Exercise 2

Opening	"Good morning everyone, let's begin today's briefing"
	"Thank you all for being here. I'll give a quick overview of today's tasks"

Introducing the Problem	"One of the main challenges we are facing is low customer engagement"
	"Currently, our target market is not fully reached by our existing strategy."
Presenting the Solution	"To address this issue, we propose a digital campaign focused on social media platforms."
	"Our solution is to implement a more personalized customer experience."
Highlighting Benefits	"This approach will help increase brand awareness and customer loyalty"
	"By applying this strategy, we expect a significant growth in sales."
Supporting Data / Evidence	"Based on recent data, similar campaigns have increased engagement by up to 30%"
	"According to our research, this method is more effective for our target audience"
Closing	"In conclusion, this strategy offers a practical and effective solution to our current challenges"
	"Thank you for your attention. I am happy to answer any questions"

Exercise 3

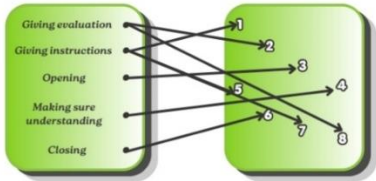
Do	Don't
<ul style="list-style-type: none"> Berdiri tegak dengan bahu rileks Menggunakan gestur tangan untuk menekankan poin 	<ul style="list-style-type: none"> Tidak eye contact Sering memegang rambut

Do	Don't
<ul style="list-style-type: none"> Menghindari gerakan berlebihan dan gelisah Kontrol Gerakan agar terlihat tenang dan profesional 	<ul style="list-style-type: none"> Kedua tangan di saku Menjilat dan menggigit bibir

Exercise 6

- "Today, we will discuss the progress of..." → memulai topik
- "Could you briefly explain the strategy?" → meminta penjelasan
- "May I suggest something?" → memberi pendapat
- "We need to be careful..." → memberi pertimbangan
- "Let's conclude this meeting..." → menutup meeting

Exercise 7



Exercise 8

Aca (Staff):
 Good morning, Sir. (1) I would like to update you on our product advertising project. (2) We have to completed the concept and script, and so far there are no issues. We believe the concept (3) can attract consumer interest. Next, we will look for talents, and we expect the project to be completed by the second week of next month.

Kevin (Supervisor):
 Good. Any challenges so far?
 Aca:
 (4) The main challenge is finding the right talent, but we are preparing several options.
 Kevin:
 Alright, (5) keep me updated
 Aca:
 (5) Certainly, Sir. Thank you.

Exercise 9

- Meyakinkan klien → "We believe our solution can..."
- Membuka pitching → "Thank you for giving us the opportunity to..."
- Menjelaskan keunggulan → "What makes our product different is..."
- Memperkenalkan ide → "We would like to introduce our new..."
- Menjelaskan konsep → "Our solution focuses on..."
- Penutup profesional → "Thank you for your time and consideration"

Exercise 11

Phrases	No
"Thank you for the question"	6
"That is a great question"	3
"From our perspective..."	1
"Based on market trends..."	5
"In our opinion..."	4
"We believe that..."	2

Exercise 10

- (Pilih salah satu)
 - "Sorry to interrupt"
 - "Excuse me"
 - "Apologies for interrupting"
- (Pilih salah satu)
 - "I'm sorry"
 - "May I ask?"
 - "I'd like to add that"

Exercise 12

- Good morning, everyone. Thank you for your time. Let me introduce myself, today I will be presenting a marketing strategy for our health drink product.
- Our strategy targets teenagers and young adults, leveraging platforms such as TikTok and Instagram.
- We chose both platforms because they have a high number of active users and are highly relevant to the digital habits of our target market.

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Tentang Penulis

PUTRI RIZQIANA adalah lulusan Program Studi D4 Bahasa Asing Terapan. Selama menempuh pendidikan, ia memiliki ketertarikan pada bidang komunikasi profesional, public speaking, dan bahasa Inggris untuk dunia kerja. Pengalaman akademik serta praktik kerja di industri perhotelan mendorongnya untuk mengembangkan buku *Speak Easy: English Public Speaking Handbook for Work* sebagai panduan praktis bagi mahasiswa magang dan karyawan awal karier.



Melalui buku ini, Putri berharap dapat membantu pembaca mengembangkan keterampilan komunikasi yang efektif, meningkatkan rasa percaya diri, serta mempersiapkan diri menghadapi berbagai situasi komunikasi di lingkungan kerja profesional.