



## Empowerment of MSMEs in Increasing Competence in Public Communication

Iis Elfa Syafmaini<sup>1\*</sup>, Jaenal Mutakin<sup>2</sup>, Ace Suryadi<sup>3</sup>, Asep Saepudin<sup>4</sup>, Zulharman<sup>5</sup>,  
Makan Sacko<sup>6</sup>

<sup>1 2 3 4</sup> Universitas Pendidikan Indonesia

Dr. Setiabudhi Street No. 229, Bandung, 40154, Indonesia

<sup>5</sup> Universitas Negeri Padang

Prof. Dr. Hamka Street, Air Tawar Barat, Padang Utara, Padang, 25171, Indonesia

<sup>6</sup> Centre des Langues de Badalabougou

Badalabougou, près de la Mosquée de l'Imam Mahmoud Dicko Bamako Commune VI, Mali

\*Corresponding author. Email: [iiselfasyafmaini@gmail.com](mailto:iiselfasyafmaini@gmail.com), Phone: +6281270906168

Received: 18 February 2023; Revised: 05 March 2023; Accepted: 06 March 2023

**Abstract:** The objectives of this study are 1) to analyze the implementation of public speaking training to improve the digital communication competence of Micro-, Small and Medium-sized Enterprises (MSMEs) entrepreneurs in Cibeurum Village, Cimahi City, 2) to identify public speaking training strategies to enhance digital communication competence for MSMEs entrepreneurs, 3) to evaluate the responses to the public speaking training. This study applied qualitative methods with descriptive methods. Data collection techniques used two data sources, primary and secondary sources. The processes for collecting data were through observation, interviews, and documentation studies. The results and discussion of this research is training *public speaking* as an effort to increase the competence of MSME actors has proven to have a positive impact on increasing the self-skills and confidence of MSME actors in developing their business.

**Keywords:** Public Speaking, Digital Competence, MSMEs.

**How to Cite:** Syafmaini, I. E., Mutakin, J., Suryadi, A., et al., (2023). Empowerment of MSMEs in Creasing Competence in Public Communication Cibeurum Village, Cimahi City. *JPPM (Jurnal Pendidikan dan Pemberdayaan Masyarakat)*, 10 (1), 38-49 doi: <https://doi.org/10.21831/jppm.v10i1.58716>



### Introduction

Society must develop itself, especially in education (Yusuf et al., 2022). Community education aims to empower the community through collective skills, knowledge and analysis to engage in actions that bring about change (Sudiapermana and Nurwahidah 2021). Empowerment is a business or process carried out on an ongoing basis. It requires a holistic, contextual approach that is carried out through several aspects, namely social, cultural, economic, political, and historical (Andiyansari 2014). Empowerment is a verb that can be addressed to individuals and collectives who can only empower themselves (Putridiani and Suryono 2019). Communication is the delivery of messages that education and empowerment are processes carried out deliberately to teach, provide skills, and create independence from



the community. Society can be considered independent when it can support itself with various knowledge. Society can be regarded as empowered when they can do various things without obstacles or ignorance in a science. Therefore, society needs to realize that learning is a lifelong task and is the responsibility of everyone.

Along with the times, people are required to be able to adapt to all the changes. One is the sophistication of technology that has entered the 4.0 era. It is changing aspects of the economy, from offline to online. People tend to like things that are fast and instantaneous. The development of digital technology from the transition period of old media to new media has provided a platform for online interaction that opportunities for individuals to build connections and participate in virtual-based communities and groups of organizations based on shared interests and goals. It includes a social-based movement (Putri 2022), one of which is for MSMEs entrepreneurs to develop their businesses.

Micro, Small and Medium Enterprises (MSMEs) play an essential role in increasing the pace of the Indonesian economy, especially in creating jobs and empowering households which drive household income (Kelurahan et al. 2017). The existence of social media provides opportunities for MSMEs entrepreneurs to market their products (Saputra, Ardhiani, and Setiadi, 2020). MSMEs believe digital marketing can help increase conventional market sales turnover (Covid- and Andayani 2021). The existence of social media is also dominantly used in various production activities, such as those used by MSMEs entrepreneurs in marketing their products (Santoso et al., 2019). It can be concluded that in developing MSMEs products, strategies are needed from various online and offline directions. With this, MSMEs entrepreneurs are also expected to be able to adapt themselves to the development of the current era, namely the digital-based era. All forms of transactions are carried out online.

Micro, Small and Medium Enterprises (MSMEs) are one of the industry players who need support and attention, which can be referred to as the digital generation (Aminah and Susita 2020). MSMEs entrepreneurs require excellent communication, persuasion and presentation skills to promote their products offline or online. However, what often happens is the lack of skills of MSMEs entrepreneurs in promoting their businesses online. Besides that, the development of increasingly sophisticated information technology requires business actors to utilize social media as one of the promotion media (Issn 2021). For example, promotion through links/web that is owned and marketplaces such as Shopee, Tokopedia, and other social media. However, the facts revealed MSMEs entrepreneurs lack the ability in this field, which makes product marketing less developed. In contrast, the marketing communication strategy will build a strong brand (Setiawati et al. 2018) for MSMEs entrepreneurs.

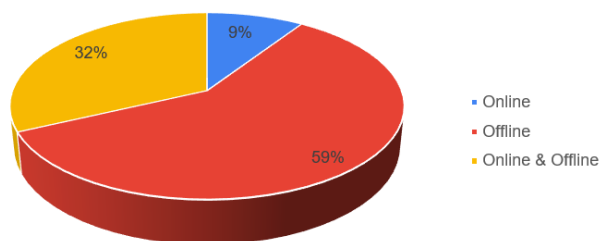
Promoting a business through social media requires skill in concocting words to produce exciting content and convince potential customers to buy the advertised product (Baetty et al., 2021). However, few MSMEs are hampered in communicating and persuading potential buyers, investors, or the government to cooperate with their developing businesses. Communication skills and the ability to create attractive business presentations to reach the target successfully have an essential role in increasing the competency of MSMEs entrepreneurs (Setiawati et al., 2022). It can be concluded that many MSMEs entrepreneurs experience problems promoting their products offline or online, especially in communication, such as negotiating, presentations, lobbying techniques or seducing consumers. Therefore, they need good communication skills, including personal communication and individual and product presentations in front of a large audience.

Communication in front of the public is called public speaking. The ability to speak in public is usually referred to as the term public speaking in training which is a part of non-formal education, namely skills education (Ulthari and Sunarti 2022). Skill is owned and can be seen clearly when someone displays it. Public speaking is one of the hard skills that each individual should own. Experts point out that one of the language skills that must be

Iis Elfa Syafmaini, Jaenal Mutakin, Ace Suryadi, Asep Saepudin, Zulharman, Makan Sacko possessed is public speaking, which plays a vital role in communication (Kinasih and Olivia, 2022). Public speaking is a lifelong necessity and a skill required in the modern world (Fabiana Meijon Fadul 2019). In addition, all professions, including educators, doctors, entrepreneurs, and others, require communication skills, especially in public—. The art of speaking in public, for example, giving speeches, making presentations or giving speeches in front of a crowd, has become necessary for students, entrepreneurs, corporate leaders and state leaders (Fadhlor 2021).

The conclusion that can be drawn is that public speaking is a skill that every individual should have, whatever their role or profession. However, in the digitalization era, everyone should possess these skills for the rest of their lives to create a comfortable survival and can provide broad benefits. By acquiring public speaking skills, individuals will not experience difficulties providing information, negotiating, and establishing cooperation with partners and related parties. In developing their products, MSMEs entrepreneurs should have the skills to communicate physically and verbally in front of the general public both physically and verbally offline or online. The product being developed is intended to grow more rapidly, and its sales can be more expansive by taking various opportunities in our eyes.

Based on observations and interviews, one of the MSMEs currently engaged in development is the MSMEs in Cibeurum Village, South Cimahi District, Cimahi City. Based on the data, there are 129 MSMEs, but only a few have good offline and online promotions. The data can be seen in the following diagram:



Picture 1. Percentage promotion media

The diagram shows that MSMEs have carried out good promotions online and offline, only as much as 9%. In this digital era, promotions using various websites are essential if the MSMEs want to grow rapidly and their products can be sold more widely. Based on interviews conducted with several MSMEs parties, it was found that the leading cause of offline marketing being more dominant is the lack of skills in negotiating, promoting, and digital communication. Also, the mindset of MSMEs entrepreneurs who are still closed to cooperation with various parties is an obstacle to community business development. Such a closed mindset occurs because of a lack of skills in communicating. entrepreneurs had earlier been worried about fraud and traps by irresponsible parties. At the same time, their capital and business are still at the beginner stage in starting a business.

Therefore, it takes business and training to help MSMEs entrepreneurs be more open to cooperation and willing to learn many things. Then enthusiastic about participating in the training program organized to assist the development of their MSMEs. Based on this background, researchers are interested in researching Empowering MSMEs Entrepreneurs in Improving Public Communication Competence in Cibeurum Village, Cimahi City. This research is urgent to assist MSMEs entrepreneurs in increasing their capacity and capability to communicate so that SMEs are being developed in a more advanced direction.

The novelty of this research is empowerment, which is carried out to improve public communication skills for MSMEs entrepreneurs through Public Speaking training that applies

60% practice and 40% theory. Also, the public speaking training was created so that MSMEs entrepreneurs are skilled at communicating online and offline in public.

### **Method**

This study applies a qualitative method which aims to know and understand more deeply related to the events that occurred in the research subjects. Then it is explained in descriptions accompanied by pictures in a particular natural context using various natural methods. Fraenkel and Wallen (2012) state that qualitative research leads to observing the quality of a relationship, activity, condition, or material. Bogdan and Biklen (Fraenkel, Wallen, and Hyun 2012) state that qualitative data is put together as words or pictures. Then (Sugiyono 2013) states that qualitative research is applied when researching natural objects because the researcher functions as the core instrument and the key. The method used in this research is the descriptive method. Then (Suharsimi 2010) states that the descriptive method can provide, then describe, provide descriptions, and explain events in research objects. Then this study applies a descriptive approach.

Data collection techniques used two data sources. Namely primary and secondary sources. Sugiyono (2013) states that primary sources are data sources that directly provide data to data collectors. Secondary sources are data that are indirectly provided to data collectors. For example, documents or using a third person. In this study, the primary data source was based on interviews conducted with the MSMEs entrepreneurs in Cibeurum Village. Secondary data, namely documents, were obtained from the Cibeurum Village. The strategy for collecting data is through three stages. The first is the observation, then the interview and the last is the documentation study. The selection of this subject aims to obtain various information from various sources so that the data obtained can be verified. The data analysis technique applied is descriptive data analysis, data reduction, data presentation, and conclusion.

### **Results and Discussion**

Hanafi, A (1986) mentions in a translation book *Promoting New Ideas*, "Communication is the process by which messages are conveyed from a source to a recipient. The simple communication process, namely the SMCR model, is a term for Source, Message, Channel, and Receiver. Then according to Roucek and Warren (Kamaruddin 2014), communication transfers or passes facts, attitudes, beliefs, emotional reactions, and various forms of human consciousness. It can be concluded that communication is the delivery of messages from the communicant to the communicator, conveying facts, opinions, and beliefs about an event.

Then (Siregar and M. 2022), in the book *Teaching Public Speaking*, states that public speaking is oral communication, the forms of which can be speeches (rhetoric), presentations, and lectures in front of many people. In general, the aims are informative (providing information, explaining, teaching or educating others), persuasive (influencing, changing, and inviting others), and recreational (fun and entertaining others). In line with that, in this study, public speaking has a vital role in improving the skills of MSMEs entrepreneurs in marketing their products both online and offline. Public speaking helps them provide information related to their business, explain to consumers the advantages of their products, and invite them to purchase them.

The strategic importance of oral communication skills in today's workplace has been amply documented in the literature on organizational leadership (Zanola 2016). Mastering the art of speaking correctly in public and the quality of one's appearance will set one apart.

Someone will look above average when his ideas and ideas are conveyed accurately, and the audience will have looked at the public speaking skills and potential that must be possessed (Novaković and Teodosijević 2017). Also, interpersonal skills, for example, speaking in front of audiences, are a valuable asset for various types of professions in everyday life (Chollet et al. 2014), including for MSMEs who will continuously develop their business. In this modern era, public speaking skills are skills that every individual must own in building a career, business, and profession. It is undeniable that public communication skills are the cornerstone of an individual's intelligence.

Based on the observations and interviews, one of the efforts to develop the communication capacity and competence of MSMEs entrepreneurs is to organize public speaking training. MSMEs entrepreneurs attended the training in one whole day with various theories and then followed by practice. The material presented is:

1. Self-appearance

This material relates to how MSMEs entrepreneurs can present themselves as businessmen prioritizing cleanliness. With neat clothes and a structured way of speaking, they are expected to be able to sell the products they offer with digital marketing strategies. A clean and pleasing self-appearance is one item the customers evaluate. Because this will be reflected in the business, they manage. If the business owner is clean and neat, consumers will believe that the products sold are also clean and worth buying.

2. Audience Analysis

This material is essential to discuss because someone speaking in public must know the audience. Because this will affect the choice of diction/words used. If the dominant interlocutor is an academic or has a relatively high education, then the communicator or person speaking can adjust to the level of understanding audience. For example, using scientific languages or complex vocabulary such as collaboration, interpretation, should, and others.

Suppose the target or audience is dominant with the farmer or fisherman profession; the communicator can use simple language so that the audience can easily understand. It won't be beneficial if the communicator is very good at explaining the material, but the audience does not understand what is being said. Therefore, analyzing the audience or interlocutor is vital in communicating privately and publicly.

In this case, MSMEs entrepreneurs must know the target or interlocutor; thus, buyers can understand the explanation when promoting their products. When the audience is invited to communicate directly, such as through questions and answers, they are enthusiastic about what is being said. With this, promotions both digitally and non-digitally can be more optimal.

3. Mastering the material to be explained

The third material presented is a public speaker should master the material to be explained. One of the things that often happens is the emergence of nervousness when talking. One of the causes of anxiety is the unpreparedness of a speaker in making a presentation. Therefore, mastery of the material becomes essential to complete. Public speakers can practice before performing or stretch their bodies to relax more. Not only that, but it is also necessary to do oral exercises so that the words are spoken clearly. The vocals that are released are well-pronounced.

Mastery of the material will also boost the speakers' self-confidence. If the speaker has high self-confidence, he can control himself to remain stable and control himself from worry or negative feelings because speaking in front of a crowd requires a

strong mentality and high courage. Individuals who work as entrepreneurs need good self-confidence to succeed; self-confidence plays a role in encouraging individual enthusiasm and motivation to react appropriately to all obstacles and opportunities that come to them and to obtain various happiness in their life (Kamil 2021).

In essence, business people or MSMEs entrepreneurs need proper communication skills in promoting and marketing their products. MSMEs entrepreneurs also need public speaking skills to optimize sales (Kurdaningsih and Anwar, 2020). MSMEs certainly need someone who serves in Public Relations as the creator, controller, and restorer of the bad image of MSMEs to a good image in the eyes of the wider community (Azhar, Purba, and Ngare 2019). It can be concluded that MSMEs entrepreneurs need the right speaking skills so that the products or merchandise offered can be optimally promoted. MSMEs entrepreneurs are expected to be able to master the products, including the background of the product name, where the product comes from, and the advantages of the product compared to existing products. They should also understand the novelty or uniqueness of the product, how to order the product and websites or links to be visited. Then if anyone wants to join as a reseller, they can give information about the registration. These are essential points for MSMEs players so that when carrying out promotions, the products offered can be widely sold, and the audience can understand the information conveyed.

4. Strategies for creating presentations

The fourth material discussed is a strategy for making presentations. Every professional will be faced with presentation sessions or exposure to the fields they are involved in, including MSMEs entrepreneurs. For MSMEs entrepreneurs, both beginners and businesses that have developed, what cannot be avoided is the presentation session in front of an audience, partners, or other parties. They are required to be able to present the products they sell well. Therefore, the right strategy is necessary for a smooth presentation session. These strategies are:

a. Preparation before presentation

- 1) Breathing exercises; helps the speaker control the presentation and speak calmly
- 2) Practice the presentation in front of people they know; it aims to facilitate the speaker when practising. When a person practices with his family or colleagues, he will feel a closer bond. It makes the mind calmer so that nervousness can be minimized.
- 3) Practice speaking skills and body language. It is necessary so that when a speaker appears, he can appear elegantly, smoothly, and structured. This exercise can be done in front of a camera or a mirror to see the delivery of the speech and the facial expressions. Make sure that the speaker's face remains smiling throughout the presentation. It is also called a smiling voice.
- 4) Prepare the materials thoroughly and understand the concepts. If a public speaker only memorizes the presentation material, this is a fatal mistake because when one word is suddenly missing, the presentation will not run smoothly. Therefore, a speaker should understand the concept; thus, forgetting the words won't interfere with the presentation. A speaker can improvise the presentation.

- 5) Adapt to the environment; When someone is going to make a presentation, they should first adapt to the environment that will be faced. It includes analyzing the audience, their characters and professions, whether they are in the general public or a society that is literate in technology, and so on. All of that needs to be understood, and a speaker must be able to adapt to the environment.
- b. Start presentation
- 1) Deliver goals; At the beginning of the presentation, a speaker must convey the goals, the expectations and the outcome to achieve after the session ends. It should be obtained at the beginning of the presentation.
  - 2) Ask questions at the beginning of the presentation; it aims to take over the audience's focus. These questions can be simple, such as "who knows about the importance of preserving our ancestral culture" and other questions that correlate with the product or material presented.
  - 3) Establish two-way communication with the audience; the most common thing is for a public speaker to use the lecture method. It means that only the speaker is speaking. It will make the audience feel bored and sleepy with the presentation. So the purpose of the presentation is not optimally achieved. To avoid this, a speaker should carry out two-way communication and establish reciprocal interactions, such as asking questions on the sidelines of the presentation until the audience answers them. So this is better done so that the presentation session can run interestingly.
  - 4) Avoid ceilings, screens and floors are known as 3L; it aims to make the appearance during the presentation more attractive. When giving a presentation, every eye will be on the speaker. So if the speaker shows his unpreparedness in the presentation by mumbling more, thinking so much time by looking at the floor, the ceiling, the stage or the screen (slides), it will make the audience lazy to pay attention. Therefore, avoiding this 3L can make someone's appearance during a presentation more attractive.
  - 5) Avoid unclear words, such as muttering "mmm" or "eee", because it will reduce the performance during the presentation. Appropriate behaviour when speaking in public is to look at all participants and for filler words, such as words that are hesitant to say, for example, "err", "umm", or "uh", evaluated as bad public speaking (Chollet et al. 2014).
  - 6) Show enthusiasm for the presentation's content; a speaker presenting his material must show interest in sharing his knowledge. This enthusiasm can be demonstrated through confidence in conveying. The tone and intonation should not be flat, always smiling during the presentation and trying to focus on the audience.
  - 7) Use language that is easy to understand; so that audience can easily understand what is conveyed because the best communicator is the one who can make the communicator understand what is being said.
  - 8) Make eye contact with the audience; it aims to keep the audience's focus on the speaker. By looking at the other person's eyes, it shows that the speaker respects the audience's presence and desires
- c. Closing Presentation: the presentation can be closed with a conclusion on the materials. Then the speaker can also ask the audience if there are any questions.

Not only that but using motivational words ( quotes) can also beautifully close the session.

5. Strategy to speak in front of the camera (digital)

Speaking in front of a large audience and speaking in front of a camera have differences. In the public speaking training for MSMEs entrepreneurs, this material needs to be discussed because of the lack of courage for MSMEs entrepreneurs to do digital marketing. The lack of speaking skills in front of the camera causes this. So it needs to be honed and trained through this public speaking training. The way to do this is as follows:

- a. Practice speaking in front of the camera; This method can be done through the gadget's camera—the more often the speaker practices, the better the quality when performing.
- b. Place the microphone in front of your mouth at a distance of 3cm; it aims to keep the sound clear, and the microphone's position is not too close to the sound source.
- c. Keep a smiling voice so that the speaker's face is good to look at when appearing in front of the camera.

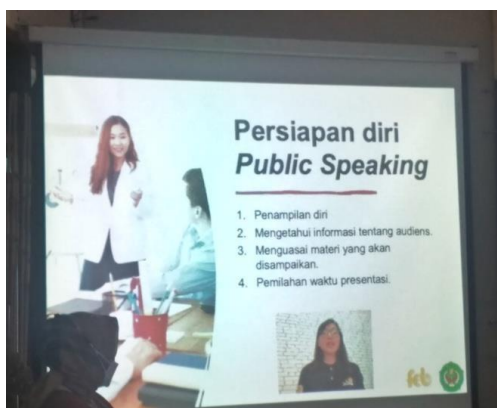


Figure 1. Public speaking training material



Figure 2. Participants asking questions during a public speaking training session





Figure 3. Participants in the practice session of public speaking training

The public speaking training was held using the method of 40% theory with 60% practice. In addition to theoretical lessons, MSMEs entrepreneurs build self-confidence by being immediately directed to practice. It also makes the training not dull. Moreover, the participants were also enthusiastic about participating in the activity. This training was designed to hone the communication skills of MSMEs entrepreneurs in personal and public communication, offline and online.

With public speaking training, MSMEs entrepreneurs are expected to be more willing to open up and take various product marketing opportunities. When product marketing is carried out in various ways, the opportunity for the development of an MSMEs can increase. One of the skills that must be owned by every individual and every profession is public speaking skills. Therefore, this training is expected can improve the marketing of MSMEs products in the future, especially for MSMEs entrepreneurs in Cibeurum Village, Cimahi City. Based on research conducted by Kamil (2021) entitled "Influence Public Speaking Against the Confidence and Performance of Business Entrepreneurs in the Micro, Small and Medium Enterprises Sector (MSMEs) during the Covid-19 Pandemic, public speaking training held has a significant influence on the level of confidence of MSMEs entrepreneurs and had a substantial impact on the performance of business actors in the Micro, Small and Medium Enterprises (MSMEs) sector during the Covid-19 pandemic in Jakarta and Tangerang areas. Subsequent research was carried out by Colleen Carraher Wolverton and John Tanner University of Louisiana at Lafayette, USA (2019) entitled Teaching public Speaking to Business Students in the Digital Age: Updating our Methods . The results showed that online discussion in sync could minimize the fear of speaking in public. Teaching public skills to students helps institutions better prepare graduates for career success in the digital era (Carraher Wolverton and Tanner 2019).

In addition, community service has been carried out by (Baetty et al. 2021) entitled "Public Speaking Training for Social Media Content in the Context of Improving MSMEs Product Marketing Nagari Bayua". They reported that MSMEs entrepreneurs gain confidence after the training to carry out online promotions and sell regularly.

The next training was organized by (Krisnawati 2021), entitled "Personal Branding and Product Branding Training on Karang Taruna to Improve Marketing and Sales of MSMEs Products in Klangonan Gresik Village". It concluded that there was an increase in the confidence of each participant in giving opinions and organizing outreach activities to the community.

Based on some relevant research above, it can be concluded that training correlated with public speaking significantly increases public confidence. Furthermore, public speaking

training can help MSMEs entrepreneurs do better promotions and marketing because they already have high confidence in digital and non-digital marketing. After the community empowerment that has been carried out for MSMEs entrepreneurs in the Cibeurum Village, Cimahi City, the participants gained a positive impact. They were equipped with the knowledge and skills of mentors. It helps the participants gain more provisions in improving the promotion of the MSMEs products because digital and non-digital public speaking skills have become necessary for every profession in this modern era.

### **Conclusion**

Education and empowerment are processes carried out deliberately to teach, provide skills, and create independence from the community. Public speaking training has been held to improve the skills of the community and empower them. The public speaking training was designed with 40% theory and 60% practice. It presents mentors who are experts in their fields and is followed by MSMEs entrepreneurs. The training gave positive results. MSMEs entrepreneurs gained self-confidence and have sufficient provisions for online and offline promotions. Furthermore, the public speaking training decreases MSMEs entrepreneurs' anxiety over lacking good public speaking skills. This training can open the mindset of MSMEs entrepreneurs to open themselves to various opportunities by collaborating with partners and carrying out appropriate techniques in promoting their MSMEs products. The suggestions for future research are the training should be implemented continuously. One of the concepts of community empowerment is sustainability; thus, all the efforts that have been carried out can provide better results, and the community, especially MSMEs entrepreneurs, clearly feel the impact. The community needs regular and ongoing assistance to become truly empowered in developing their business.

### **References**

- Arikunto, S. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: PT Rineka Cipta.
- Fraenkel, J.R. dan Wallen, N.E. (2009). *How to Design and Evaluate Research in Education* (Eight Edition). New York: McGraw-Hill.
- Hanafi, A. (1986). *Memasyarakatkan Ide-Ide Baru*. Surabaya: Usaha Nasional.
- Sugiyono. (2010). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&B*. Bandung : Alfabeta.
- Siregar, N & Tamsil, I. (2022) *Buku Ajar Public Speaking*. Surabaya: Scopindo Media Pustaka.
- Aminah, Hania, and Dewi Susita. 2020. "UMKM GO ONLINE! PENGEMBANGAN KOMPETENSI PELAKU USAHA MIKRO KECIL MENENGAH ( UMKM ) DI PROVINSI DKI JAKARTA GUNA MEWUJUDKAN" 3 (1): 56-63.
- Andiyansari, Popi. 2014. "S TUDI P EMBERDAYAAN M ASYARAKAT P EDESAAN M ELALUI TEKNOLOGI INFORMASI DAN KOMUNIKASI." *Jurnal Penelitian Pers Dan Komunikasi Pembangunan Vol. 18 No.2 Oktober 2014: 117-130*.
- Azhar, Dimas Akhsin, Veny Purba, and Ferdinandus Ngare. 2019. "Krisis Komunikasi Dalam UMKM." *Jurnal Sosial & Abdimas 1: 26-35*.
- Baetty, Baetty, Sumira Sumira, Difiani Apriyanti, Novi Fitria, and Fithratul Miladiyenti. 2021. "Pelatihan Public Speaking Untuk Konten Media Sosial Dalam Rangka Meningkatkan Pemasaran Produk UMKM Nagari Bayua" 3 (2): 18-26.
- Carraher Wolverton, Colleen, and John Tanner. 2019. "Teaching Public Speaking to Business Students in the Digital Age: Updating Our Methods." *International Journal of Education and Development Using Information and Communication Technology 15 (3): 22-33*.

- Iis Elfa Syafmaini, Jaenal Mutakin, Ace Suryadi, Asep Saepudin, Zulharman, Makan Sacko Chollet, Mathieu, Giota Sratou, Ari Shapiro, Louis Philippe Morency, and Stefan Scherer. 2014. "An Interactive Virtual Audience Platform for Public Speaking Training." *13th International Conference on Autonomous Agents and Multiagent Systems, AAMAS 2014* 2: 1657-58.
- Covid-, Pandemi, and Indah Andayani. 2021. "Strategi Pemberdayaan Masyarakat Pelaku UMKM Di Masa." / *Jurnal Pendidikan Nonformal* 16.
- Fabiana Meijon Fadul. 2019. "EDUCATIONAL TECHNOLOGY AS ONE OF THE TERMS FOR ENHANCING PUBLIC SPEAKING SKILLS" *12 (2):* 154-59.
- Fadhlor, Armi. 2021. "Courses, Rhetoric Practicum, D A W A H STAIN Teungku Dirundeng Meulaboh" *27 (2):* 287-306.
- Fraenkel, Jack R, Norman E. Wallen, and Helen H. Hyun. 2012. *How to Design and Evaluate Research in Education. Vol. 7.* New York: McGrwa-hill.
- Issn, Issn. 2021. "Pemberdayaan Masyarakat Melalui Media Sosial Sebagai Media Promosi UMKM Era New Normal Di Desa Gunungsari , Kecamatan Kasreman , Kabupaten Ngawi" *1 (1):* 20-26.
- Kamaruddin. 2014. *Modul Komunikasi Sosial Dan Pembangunan.* 2010th-2015th ed.
- Kamil, Islamiah. 2021. "Pengaruh Public Speaking Terhadap Kepercayaan Diri Dan Kinerja Pelaku Bisnis Sektor Usaha Menengah Kecil Mikro (Umkm) Di Masa Pandemi Covid-19." *Jurnal Komunikasi Dan New Media* 1 (1): 23-34.
- Kelurahan, D I, Malaka Sari, Duren Sawit, and Shandy Aditya. 2017. "PEMANFAATAN DIGITAL MARKETING BAGI USAHA MIKRO , KECIL , DAN MENENGAH ( UMKM )" *1 (1):* 1-17.
- Kinasih, Putri Rindu, and Olivia Olivia. 2022. "An Analysis of Using Movies to Enhance Students' Public Speaking Skills in Online Class." *Journal of Languages and Language Teaching* 10 (3): 315. <https://doi.org/10.33394/jollt.v10i3.5435>.
- Krisnawati, Wenti. 2021. "Pelatihan Personal Branding Dan Product Branding Pada Karang Taruna Dalam Meningkatkan Pemasaran Serta Penjualan Produk Umkm Desa Klangonan Gresik Gresik." *DedikasiMU(Journal of Community Service)* 3 (3): 961. <https://doi.org/10.30587/dedikasimu.v3i3.3011>.
- Kurdaningsih, Dian Marhaeni, and Choiril Anwar. 2020. "Pendampingan Keterampilan Berkomunikasi Public Speaking Dalam Mendukung Pemasaran Produk UMKM Desa Gedawang Banyumanik Semarang." *Indonesian Journal of Community Services* 2 (2): 181. <https://doi.org/10.30659/ijocs.2.2.181-190>.
- Novaković, Nataša, and Boris Teodosijević. 2017. "Basics of Public Speaking." *Bizinfo Blace* 8 (2): 33-46. <https://doi.org/10.5937/bizinfo1702033n>.
- Putri, Inda Rizky. 2022. "Aktivisme Digital Dan Pemanfaatan Media Baru Sebagai Pendekatan Pemberdayaan Masyarakat Atas Isu Lingkungan Digital Activism and the Utilization of New Media as Community Empowerment Approach to Environmental Issues" *8 (2):* 231-46.
- Putridiani, Siti Ativa, and Yoyon Suryono. 2019. "Pemberdayaan Pengrajin Tenun." *JPPM (Jurnal Pendidikan Dan Pemberdayaan Masyarakat)* 6 (2): 161-69. <https://doi.org/10.21831/jppm.v6i2.24674>.
- Santoso, Edi, Imam Prawoto Jati, Dian Bestari, and Universitas Jenderal Soedirman. 2019. "Peran Jurnalisme Warga Dalam Pemberdayaan Masyarakat Desa" *7 (2):* 224-37.

- Saputra, Ragil, Lusi Nur Ardhiani, and Agus Setiadi. 2020. "Digital Marketing Sebagai Upaya Pemberdayaan Masyarakat Di Kabupaten Batang," 352-56.
- Setiawati, Sri Dewi, Anisa Diniati, Moch Armien, and Syifaa Sutarjo. 2022. "Pemberdayaan Pelaku UMKM Dalam Meningkatkan Kompetensi Komunikasi Digital Pendahuluan" 2 (2): 92-98.
- Setiawati, Sri Dewi, Veny Purba, Maya Retnasari, Diny Fitriawati, and Ferdiannus Ngare. 2018. "Membangun Kemampuan Presentasi Bisnis Sebagai Upaya Dalam Pengembangan Usaha Mikro Kecil Menengah" 1 (2): 252-58.
- Siregar, Nina Siti Salmaniah, and Ilma Saakinah Tamsil M. 2022. *Buku Ajar Public Speaking*. Scopindo Media Pustaka.
- Sudiapermana, Elih, and Alyssa Nurwahidah. 2021. "Evaluasi Program Pelaksanaan Penguatan Anak Usia Dini Di Taman Penitipan Anak Ad-Diroyah Cibiru." *Indonesian Journal of Adult and Community Education* 3 (2): 41-49.
- Sugiyono. 2013. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Suharsimi, Arikunto. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Ulthari, Indah, and Vevi Sunarti. 2022. "Hubungan Antara Penggunaan Pendekatan Andragogi Trainer Dengan Motivasi Belajar Peserta Pelatihan Public Speaking Di Ukkpk Unp." *Journal of Multidisciplinary Research and Development* 2 (3): 1-8.
- Yusuf, A, H Susilo, S Mardiyah, and ... 2022. "The Role of the Giri Mulya Study Group Community for Increasing Community Empowerment." *JPPM (Jurnal Pendidikan ...* 9 (1): 1-12.
- Zanola, Annalisa. 2016. "Business Communication and Public Speaking in the ESP Domain: Some Considerations." *Linguistics and Literature Studies* 4 (5): 331-35. <https://doi.org/10.13189/lls.2016.040503>.