

Exploring the Use of Informative Speaking Strategy at English Hour Program at RRI Pro 2 Banjarmasin

Aulia Riskina

auliariskina0102@gmail.com

Miftah Al Farhan

miftahaf@umbjm.ac.id

Noor Aida Aflahah

nooraida_aflahah@umbjm.ac.id

Universitas Muhammadiyah Banjarmasin, Indonesia

Article History:

Received:

5 August 2024

Accepted:

7 December 2024

Corresponding Author:

miftahaf@umbjm.ac.id

Keywords:

English Hour Program,
Informative Speaking
Strategy, Speaking Skill

Informative speaking involves delivering speeches to disseminate knowledge and improve the audience's understanding of specific topics. Therefore, this study aims to explore the use of informative speaking strategies in the English Hour programme at RRI PRO 2 Banjarmasin, focusing on how broadcasters implement these strategies and the challenges they face. The case study method was used to obtain data using in-depth interviews, observation, and analysis of documentation in the broadcast process. Two broadcasters who handle the English Hour programme were involved as research participants. The results of data collection were processed using data analysis techniques such as data condensation, data display and conclusion drawing. The results identified that broadcasters used several strategies, such as topic selection, in-depth research, organised structure, clear language, relevant examples, and an engaging delivery style. In addition, the barriers they faced were delivering complex topics, translating terms, and maintaining the flow of the conversation during live broadcasts. In addition, further research is highly recommended to dig deeper into the effectiveness of this strategy and explore additional methods to improve informative speaking in radio broadcasts.

Aulia Riskina

INTRODUCTION

The study of public speaking is very popular nowadays. Public speaking is often associated with a way of communication because it is usually used at the same time to share information with an audience or listener. Public Speaking is oral communication through speeches, lectures, presentations, and other types of public speaking. In addition, according to Gustina (2022), public speaking is the process of speaking in front of the public or audience to convey information, entertain, and influence the audience. Many people say that public speaking is easy, but it requires practice and certain techniques to run well. So, the information can be conveyed properly to the audience.

In the millennial era, people understand that public speaking is very important because it is useful in professional and social life. Over the years, public speaking in communication has played a major role in education, government, and business. Words can inform, persuade, educate, and even entertain. The spoken word can be more powerful than the written word. Hence, improving public speaking skills is essential for better research skills, stronger deductive skills and the ability to advocate for a cause. Effective public speaking skills can aid career advancement, demonstrating creativity, critical thinking skills, leadership abilities, poise, and professionalism, which are invaluable to the job market (Angeline, 2020). Speaking at events and conferences is a good event to build credibility. Public speaking can significantly boost self-confidence. Overcoming the fears and insecurities that come with public speaking is empowering.

Public speaking has several types. According to Gustina (2022), each type functions according to the situation, purpose and what will be delivered to the audience. The first type, persuasive public speaking, delivers speeches by influencing the audience, and its main purpose is to convince the audience to take action. The second type of public speaking to entertain aims to entertain the audience. It is informal, usually ceremonial speeches at weddings, funerals, retirement parties, stand-ups, storytelling, and comedy. The third type of public speaking aims to motivate the audience to take action. The fourth type, public

Aulia Riskina

LET: Linguistics, Literature and Language Teaching Journal Vol. 14 No. 2 2024

speaking, demonstrates that one must practice verbal and non-verbal communication. The goal is to inform, update, and get feedback from the audience, usually through advertisements on the Internet or television. The fifth one, informative public speaking, conveys direct information to the audience about the topic to be delivered. The main purpose of informative public speaking is to share information, introduce the audience to new trends, and spread awareness about a particular topic or subject.

Within the five types of public speaking, informative public speaking is important in this research. Informative public speaking is a speech delivered to disseminate information and knowledge to share information to improve the audience's understanding of a particular topic or subject (Mapes, 2023). Informative public speaking requires credible and strong sources to support the data included in the speech. Therefore, informative public speaking requires in-depth research. One thing to keep in mind when delivering an informative speech is, according to Schreiber (2020), to refrain from speaking to an audience that bores them, but to hook them with information, they still need to learn and teach them more about a familiar topic. Therefore, the speech or presentation should be clear, concise, and precise, containing only relevant information that adds value. The success of an informative public speech depends on how much the audience understands and remembers after delivering the speech. In addition, the excellence of an informative speech also depends on the accuracy of the content and credibility of a speaker by allowing the audience, fellow students, and mentors to trust the information disseminated.

People encounter several formal and informal informative presentations throughout their day, and informative public speaking benefits anyone listening. First, according to Schreiber (2020), information provides the message with knowledge. The speaker conveys information, and the information is converted into knowledge. Aristoteles said all humans desire knowledge. Therefore, humans will always be connected to an informative message. The existence of knowledge helps us understand the world around us, allows making connections, and helps predict

Aulia Riskina

LET: Linguistics, Literature and Language Teaching Journal Vol. 14 No. 2 2024

the future. Second, informative presentations shape perceptions. According to Schreiber (2020), presentations can influence how people see a subject by explaining it, influencing what is important and directing attention to the subject. Information helps interpret experiences, form values and beliefs, and give meaning to situations with different perspectives. In this case, informative speaking is useful and can be found anywhere and anytime. One of them is communication media such as radio.

Radio is one of the most enduring forms of electronic media. Radio developed long before becoming a multiplatform mass communication medium. According to Praktek and Ardhanay (2014), in a radio broadcast program, there are various important elements, namely the people behind the radio who have duties and obligations so that all programs at the radio station can run well. One of them is an announcer or a broadcaster. The role of the announcer in a radio station is vital because it is not just about playing music and songs. However, the content is delivered to radio audiences while discussing certain topics with guests. Public speaking on the radio requires informative and persuasive messages with the aim of listeners getting information from what is conveyed based on certain topics and even about the current situation in the world. Being a broadcaster means mastering information, the language, delivery techniques, and speaking ethics, and listeners accept it. One of them is the English Hour program on RRI PRO 2 Banjarmasin.

RRI PRO 2 Banjarmasin is a special program that broadcasts music and entertainment for young people or teenagers. Generally, it broadcasts youth information, currently viral information, information related to teenagers' lifestyles and achievements and the latest music playlists from domestic and foreign musicians. Each centralised program becomes a derivative of the Central RRI to the work units in each region. The centralised programs are "*SPADA (Selamat Pagi Teman Pro 2)*", "*Santai Siang*", "*Sore Ceria*", and "*Jaga Malam*". Each work unit in the region has its list of broadcast programs derived from existing programs. One of them is the English Hour program at RRI PRO 2 Banjarmasin. This English Hour program is one of the lists of broadcast programs from the "*Santai Siang*" program

Aulia Riskina

LET: Linguistics, Literature and Language Teaching Journal Vol. 14 No. 2 2024

every Saturday at 02.00 PM. The English Hour program has special broadcasters who are experts in speaking English. They usually talk with their partners or with schoolchildren.

English Hour programs on radio stations support listeners to improve their English skills. This program was originally networked with an overseas station called "*Voice of Indonesia*". However, in 2012, the program's broadcast pattern was renewed to become a speaking-in-English program and refined with the name English Hour program. The program aims to educate, entertain, and provide information in English. In that case, not all broadcasters can speak active English, so hosts who are active in speaking English are sought. The English Hour program is informal and consists of music and interesting little discussions such as current affairs, prominent figures, wonders of the world, and interactive calls. They talk about current topics and current events. Examples of topics they discuss include "*Euphoria of Pomnas 2023 in South Kalimantan*" and "*National Teacher's Day*". The broadcast is also full of spontaneous use of English. The situation of informal programs tends to be relaxed, and the broadcaster does not read the text when broadcasting the program. Informal programs provide greater opportunities for broadcasters to perform speech and language variations. In broadcasting, the function of language is to persuade, convince, and cause purchase effects and influence emotions.

Previous studies have examined the analysis of the language used by radio broadcasters in English service programs, and according to Ningsri (2012), broadcasters use formal and informal types of language. However, her research only examines the type of language used in her research. Very little has been explored using an informative speaking strategy in the English Hour program. Therefore, this study aims to explore the use of informative speaking strategies at English Hour program used by broadcasters at RRI PRO 2 Banjarmasin as a sample of participants in this study.

METHOD

By using qualitative method, certain concepts and written data were analysed to answer the question in this paper. Approach in the form of a case study was employed by exploring the object of research in the form of matters relating to informative speaking strategies in the English Hour program at RRI PRO 2 Banjarmasin. Data in this research were collected through in-depth interviews, observation, and document analysis. The data analysis technique was carried out based on the interactive analysis model including data condensation, data display and conclusion drawing. Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and or transforming data focusing on research questions, namely on informative speaking strategies and the difficulties while implementing informative speaking strategies in the English Hour program. In data display, researcher attempted to organize important data in such a way that conclusions can be reached and precise meanings can be assigned. The following analyses then included the use of informative speaking strategies in the English Hour program at RRI PRO 2 Banjarmasin in the conclusion of this study.

FINDINGS AND DISCUSSIONS

The Implementation of Informal Speaking Strategy in the English Hour program

This showed the result of this research based on interviews with respondents and documentation in the Instagram live video that showed broadcasters doing their English Hour program. Two main results emerged through analysis of the interview data and documentations analysis: the strategies of informative speaking and the difficulties in using an informative speaking strategy in the English Hour program. This research was conducted at RRI Pro 2 Banjarmasin. These data were collected and processed in the last week of May 2024, and a qualitative research methodology with a case study approach was used. The findings of this research provided several solutions to the research problem that have been formulated previously. The findings mainly focused on how broadcasters used the informative speaking

strategy implemented in the English Hour program and found the difficulties in using an informative speaking strategy

Based on the above data obtained from observations and interviews with two English Hour Program broadcasters, it was found that broadcasters use several strategies in the process of broadcasting in English. Strategy is very important in the broadcast process because it helps convey the message you want to convey well and can be received easily. Based on the explanation, it was found that some of these strategies used by broadcasters include selection of topic, in-depth research, organised structure, use of data and facts, clear and easy-to-understand language, relevant examples, engaging presentation style, and strong conclusion. Based on the theories of Rinda et al. (2019) and Khotimah and Agustina (2023), the strategies found in this study can be called informative speaking strategies. This strategy refers to the broadcaster's efforts in preparing for the broadcast process on the English Hour program.

In the English Hour program, informative speaking strategies are needed to convey a topic in the broadcast process. The selection of relevant topics is in accordance with the interests of listeners. Broadcasters use the strategy of selection of topics in finding a topic to ensure the topic is appropriate to be raised; this is in line with the study conducted by Islamia (2018). Based on the results of researcher observations and interviews with broadcasters, taking a topic in the broadcast every week is usually by looking for news that is being discussed, or that is viral on social media and usually taking topics of commemorative days that relate to young people. As explained by Miss H:

“The topic for each week is usually taken from the hottest news or topics that are being discussed on social media or what is happening around us. Well, we usually see first what kind of topics are suitable for young people. If, for example, we run out of topics, we usually look at the dates of major holidays, whether they are national in scale or international. Like the Independence Day of Pancasila, National Education Day, and others that still relate to young people.” (Miss H, face to face interview, May 11th 2024)

In its application, the informative speaking strategy in the broadcast process allows broadcasters to select the topics they bring in each broadcast, and each topic

Aulia Riskina

LET: Linguistics, Literature and Language Teaching Journal Vol. 14 No. 2 2024

is carried out in-depth research to ensure the accuracy of the information to be conveyed; this is in line with the research conducted by Islamia (2018). Broadcasters use the strategy of selection of topics and in-depth research in finding a topic to ensure the topic is appropriate to be raised and the source of information is accurate to be brought up so that it uses in-depth research. This makes the broadcaster more prepared for the delivery process and provides accurate information for listeners. Although there are several strategies found in this study, based on the findings, both broadcasters conduct in-depth research before bringing up information by double crosschecking for certain topics, especially uncommon topics. Furthermore, selecting whether the topic raised is by the criteria of youth programs. As explained by Miss B:

“When discussing a topic, **we always do in-depth research first**. We look for information from various trusted sources, such as Wikipedia and news on social media. Before broadcasting, we always do fact-checking to make sure all the information is correct and nothing is misleading. We also always include the source of the information clearly so that listeners can check the truth for themselves.” (Miss B, face to face interview, May 11th 2024)

The pre-broadcast strategy is not particularly formal or structured. Much of the preparation is improvised and experiential. The use of organised structure is a strategy that allows step-by-step information to be conveyed properly and structured, such as in the introduction, content, and conclusion. However, in this finding, the pre-broadcast strategy is not very formal or specifically structured. Most of the preparation happens improvisationally and based on experience. Although preparation is often done spontaneously or without strict planning, this can be normal, especially if one is already familiar with the broadcast environment. However, to deepen one's understanding or elaborate on a topic in more detail, discussing with teammates or new colleagues can be a good option. For those with experience, preparation often only entails finding a topic to discuss and outlining the introduction, body, and conclusion. Research conducted by Gozali (2018) shows that the organised structure strategy is carried out to deepen understanding or elaborate on topics in more detail during broadcasts so that listeners easily capture them.

Meanwhile, an improvisational approach is usually adopted during live broadcasts, where an outline of the topic or language to be used may have been prepared in advance. For example, in the first segment, a general overview of the topic is given to introduce the listeners first. As said by Miss B:

“Well, for the first segment, it is to introduce what the news is. Why is there news like that? Then, maybe, for example, if it is a commemoration day, we will convey the general origin of the commemoration, and so on. **When preparing material for the first segment of a broadcast, we usually focus on the basic structure, such as the general opening.** This is often referred to as **general information or general induction.** The discussion can include general topics such as the events of the day or current events in national education. The main goal is to give listeners a general understanding of the topic.” (Miss B, face to face interview, May 11th 2024)

Meanwhile, the second segment, about the point of view of the broadcasters or based on experience, focuses more on specific topics because it is more about describing a topic that is more related to personal life or based on experiences or new findings either from a broadcaster himself or someone else. As stated by Miss H:

“In segment two, it is more about us. So, we need to know our opinions, what we usually do, or what is related to the topic. For example, a day of remembrance or something like that. **Usually, it is like an experience, and then it is more about our point of view, whether we have ever experienced something like that. So the focus is more specific,** like what might happen in a broadcast that discusses Pancasila Day. Here, the discussion can include the history of Pancasila, its values, and related cases, both positive and negative. **The second segment often includes more in-depth and detailed analyses.**” (Miss H, face to face interview, May 11th 2024)

In the third segment, the final discussion is about conclusions, messages, impressions, or even tips for listeners regarding the topics presented during the broadcast. The aim is to ensure that there is an expected action from the listener after listening. As stated by Miss H:

“The third segment is more like a wish or hope for the listeners. The aim is to give listeners messages or tips so they can benefit from the broadcast. It focuses not only on knowledge but also on the actions expected of the listener after listening. This segment often ends with a

summary or conclusion of previously discussed material.” (Miss H, face to face interview, May 11th 2024)

In delivering information, of course, according to the topic to be conveyed, it is taken based on facts that occur; even some topics related to holidays also need to be presented in the form of data to ensure the accuracy of the data, especially for topics that are quite heavy on holidays so that background knowledge is needed for the basis of the broadcast. Therefore, in preparation for the broadcast, data and facts are surveyed and cross-checked before the broadcast day. This is in line with research conducted by Rinda et al. (2019), which found that the use of data and facts increases credibility and trust in the information conveyed. In the process of broadcasting, apart from the data and facts that are brought, informative speaking is conveyed well, namely with clear language that listeners easily understand. The importance of using clear and understandable language, especially in the context of broadcasting and public communication. Listeners need to be able to follow and understand the content of what is conveyed without having to see directly, just by listening. Therefore, the use of familiar and simple everyday language is crucial. For example, in discussions on heavy or academic topics, terms that are unfamiliar to lay listeners often appear. This can confuse and reduce understanding. As explained by Miss B:

“The use of data or facts is there because the topic is also based on the facts taken. What is brought up is sometimes based on searches from sources such as what is hot on “TikTok” or other social media. For example, if the topic is related to personal interests, such as football or news about artists, we look for the latest information, such as the news of Messi moving to a new club. Whether self-searched or found by chance, the data is prepared to be delivered comprehensively. To ensure the accuracy of the information, we check from reliable sources, such as official institutions or media that are known for their credibility. For example, when presenting news about a commemorative day, we seek information from accurate and reliable sources, such as official websites or government agencies. This material is usually prepared several days in advance to ensure the reliability and accuracy of the information presented during the broadcast.” (Miss B, face to face interview, May 11th 2024)

In the process of broadcasting, apart from the data and facts, informative speaking is conveyed well, with clear language that listeners easily understand. The

Aulia Riskina

LET: Linguistics, Literature and Language Teaching Journal Vol. 14 No. 2 2024

importance of using clear and understandable language, especially in broadcasting and public communication. Listeners need to be able to follow and understand the content of what is conveyed without having to see directly, just by listening. Therefore, the use of familiar and simple everyday language is crucial. For example, in discussions on heavy or academic topics, terms unfamiliar to lay listeners are often used. This can confuse and reduce comprehension. Research conducted by Khotimah and Agustina (2023) shows that clear language needs to be used in the context of broadcasting and public communication. This is as explained by Miss H:

“For us, we try to use language that is easy for the listener to understand as much as possible. Because it is more like everyday language, it is just the language of everyday conversation, but there is a topic. However, if the topic is quite heavy, especially about an important day, make sure some words might not be familiar. Alternatively, maybe we use academic language. Sometimes, we do not know what the language is. So we usually translate it into Bahasa Indonesia for the audience to understand better.” (Miss H, face to face interview, May 11th 2024)

Even the addition of examples within a topic also helps to give the listener an understanding. The main goal is to make sure every listener can capture the information clearly and precisely by translating complex terms into the more common and familiar "Indonesian" language. Thus, even if the topic is quite complex, everyone can follow it well. In addition, consideration is given to the use of local languages, such as Banjar, where relevant and can help clarify communication. This is done to ensure that all groups of listeners can truly understand the message conveyed without exception. This is in line with research conducted by Auliya (2022), which states that adding examples relevant to the topic presented will make it easier for listeners to understand the subject presented. As explained by Miss H:

“The broadcasts sometimes provide examples to clarify understanding. Especially if the topic is viral and relevant to life, we usually bring our own experiences. For example, there are discussions related to mental health issues or anything that can be related to our own lives. We usually ask about each other's experiences. For example, during Hari Raya, we talk about what is usually done. Based on experience, we tell stories and then take turns so that they are more relatable and feel like sharing experiences. Because actually, we are more sharing, like a talk show, sharing

Aulia Riskina

LET: Linguistics, Literature and Language Teaching Journal Vol. 14 No. 2 2024

experiences, more preparation. So it is easy for listeners to understand because it uses relaxed, close, and contextual language.” (Miss H, face to face interview, May 11th 2024)

Apart from the delivery strategy, speaking style is also a determining factor in informative speaking. The importance of speaking style, especially in broadcasting. An interesting and effective speaking style can greatly affect how listeners receive our message. One important element in speaking style is intonation. When speaking in a casual hour, it is important to maintain a vibrant intonation. The right intonation can make the listener feel more engaged and enthusiastic about what we are talking about. Since listeners cannot see our facial expressions or body movements, they rely entirely on our voice to capture the emotion and nuance of the message. Therefore, the rise and fall of intonation must be considered well to maintain the listener's interest. It is also important to maintain energy and enthusiasm during the broadcast, even if you feel under the weather. Various strategies can be used to support energy, such as breathing exercises or mental preparation before the broadcast. The point is that our voice and intonation must remain exciting and energetic so that listeners can receive the message conveyed well. This is to research conducted by Ramadhani and Utami (2020) on public communication, delivering information or news in a good speaking style.

In the program "English Hour," an informative speaking strategy is needed to convey the broadcast topic. The selection of topics relevant to listeners' interests is key, often taken from viral news or anniversaries relevant to young people. Topic selection requires in-depth research to ensure the information's accuracy and avoid spreading fake news. Broadcast strategy is usually improvised, especially by experienced broadcasters, with the broadcast structure divided into three segments: topic introduction, analysis and personal experience, and expectations and messages to listeners. Preparation involves using clear and understandable language, avoiding technical jargon, and explaining difficult terms.

Speaking style is also important, where intonation and tone variation must be maintained to attract listeners' attention. Maintaining energy and enthusiasm during the broadcast, even when feeling under the weather, is a key focus to ensure

Aulia Riskina

LET: Linguistics, Literature and Language Teaching Journal Vol. 14 No. 2 2024

that listeners receive the message well. Thus, an informative speaking strategy supported by research, appropriate improvisation, clear use of language, and an engaging speaking style are the keys to success in the "English Hour" broadcast program.

There are difficulties in using an informative speaking strategy in the English Hour program.

In broadcast sessions, several obstacles are often faced when using an informative speaking style. One of the main challenges is conveying heavy topics in a way that listeners easily understand. Sometimes, difficulties arise when it comes to translating terms from Indonesian to English or vice versa, especially if the term does not have an exact or easily understood equivalent. Sometimes, there are moments of confusion where broadcasters feel pressured or don't know how to convey information. To overcome this, broadcasters usually try to use simpler language or commonly known terms so that listeners can still follow the flow of the conversation properly. There are also on-air constraints, where broadcasters can find it difficult to maintain the flow of the conversation, especially if they have a lot on their mind or are distracted. This can lead to moments of confusion where the broadcaster doesn't know what to say next. In addition, there are also constraints when speaking live or on-air, where broadcasters can find it difficult to keep the flow of the conversation, especially if they have a lot on their mind or are distracted. These findings are fully in line with research conducted by Ramadhani and Utami (2020) on the constraints of using informative speaking. As stated by Miss H:

“Actually, in broadcasting, that might be like what? **Sometimes, if the topic is too heavy, we are confused about how to convey it so that listeners can easily understand it.** Sometimes, there is also a frozen moment. What is this? Confused about how to interpret Indonesian into English. So sometimes, to anticipate, we use other languages or languages that are easy to understand. That is usually the first obstacle. The second one, maybe. **When chatting with a partner broadcast, sometimes there are moments like what else to say, and moments like that make it awkward.** However, that is usually because maybe I have a lot on my mind or I have something to think about, but it is rare. That is sometimes one of the obstacles, too. However, mostly, it is because we are not full natives; there must be some

English words we do not know what language, but the Indonesian language describes what it is. Especially since we are directly on-air, right? So sometimes it is awkward; that means you can say the factors earlier because we are not native speakers.” (Miss H, face to face interview, May 11th 2024)

However, nerves also often affect the quality of the broadcast. Although broadcast experience can reduce nerves, there are still times when they arise, especially when dealing with new or unfamiliar topics. This was also mentioned by Miss B:

“Inside ourselves, **we sometimes feel nervous; there is a fear that the message we want to convey will not be conveyed properly.** That is the biggest obstacle that is often faced. However, we always try to give our best. We ensure the accuracy of the data and that the information submitted has been checked carefully. However, fears or doubts sometimes arise within us because it depends on personal situations and conditions. We must maintain professionalism in the delivery of information. However, in the end, the biggest challenge often comes from within ourselves, which is hard to avoid. Like in the past, when I first started broadcasting, I was nervous too. I thought, "Well, how will I do this?" However, I can handle it now that I am used to it. However, now that I am used to dealing with it, I relax. That is right, it is more about what, during the broadcast, the problem is delivering information and so on.” (Miss B, face to face interview, May 11th 2024)

In overcoming such obstacles, especially during live broadcasts, it is important to remain calm and flexible. If we are at a loss for words or unsure of our language, we can use strategies like "we call it" in Indonesian. This means that we can look for simpler words or explain in a way that is easier to understand. Don't hesitate to ask the other person if there is any confusion in a relaxed and respectful way. For example, by asking questions like "What does this mean?" or "Can you explain in more detail?". Good cooperation and communication with the team or audience can also help overcome these obstacles. This statement is also based on Islamia's research (2018), which states that broadcasters need cooperation and communication with interlocutors to overcome the barriers that might occur. As stated by Miss H:

“**Overcoming obstacles is possible in broadcasting, especially live on-air. Usually, if we do not know how to describe the language anymore, we use "we call it in Indonesian".** It is okay as long as we have said it in Indonesian. So, it is not that we directly say Indonesian. So it is usually like

that. Alternatively, later, the interlocutor will explain what the trigger is. What is it? There is a communication technique to help, for example, making sure what is conveyed can be understood. **So you have to cooperate in communication.**" (Miss H, face to face interview, May 11th 2024)

From the results of observations and interviews in broadcast sessions, several obstacles are often faced when using informative speaking styles. One is the difficulty in conveying complex topics that listeners easily understand. This is especially true when translating terms from Indonesian to English or vice versa, especially if the term does not have an exact equivalent. In addition, moments of confusion can also arise, especially when speaking live or on-air, where broadcasters can feel pressured or at a loss for words. Nervousness can also affect the quality of broadcasts, especially when dealing with new or unfamiliar topics. To overcome these obstacles, it is important to remain calm and flexible. Strategies such as "we call it" can be used to explain in more straightforward language, and do not hesitate to ask questions to ensure understanding. Cooperation and good communication with the team or audience are also key to overcoming these obstacles.

CONCLUSIONS AND SUGGESTIONS

This research concluded that there are two important points to highlight. Broadcasters used several informative speaking strategies, especially in the English Hour Program. The methods used were topic selection, in-depth research, organized structure, such as introduction, content, and conclusion, use of data and facts, clear and understandable language, relevant examples, interesting delivery style, and strong conclusions. In its application, it was explained that there were several obstacles faced by broadcasters, including difficulties in delivering heavy topics, translating terms from Indonesian to English or vice versa, and maintaining the flow of conversation during live broadcasts. Broadcasters also often felt nervous, especially when dealing with new or unfamiliar topics. To overcome these obstacles, broadcasters used simpler language, asked for help from teammates, and maintained good communication to improve the quality of the broadcast. In the research, it was also found that the differences in difficulties experienced by the

two broadcasters in the application of informative speaking strategies in the English Hour programme were due to the differences in the period they have been announcers in the English Hour programme. One of them was also due to the background study of each broadcaster.

Based on the data presented above, the researcher has some suggestions that could be useful for increasing the application of informative speaking strategies to improve the quality of broadcasts in the English Hour program. For the future researcher, since this research was only conducted for four weeks with broadcast programme observation, direct interviews, and documentation, future researchers can dig deeper into the experience of broadcasters based on educational background and length of work on the use of informative speaking strategies in the English Hour programme broadcast process.

REFERENCES

- Angeline, K. G. (2020). Importance of Public Speaking in the Future. *Research Gate*, 1(9),6.
- Arafah, N. (2018). Students' Proses in Perceiving Feedback of Blended Learning Application.
- Auliya, Z. M. (2022). *Strategi komunikasi penyiar radio: Studi deskriptif pada Play99ers Radio 100Fm Bandung dalam program Pulang Sore* (Doctoral dissertation, UIN Sunan Gunung Djati Bandung).
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. USA: SAGE Publication.
- Girsang, L. R. M. (2018). Public speaking sebagai bagian dari komunikasi efektif (kegiatan pkm di SMA Kristoforus 2, Jakarta Barat). *Jurnal Pengabdian Dan Kewirausahaan*, 2(2), 81–85. <https://doi.org/10.30813/jpk.v2i2.1359>
- Gozali, A., & Gozali Ahmad. (2018). *Strategi Komunikasi Penyiar Radio Republik Indonesia (Rri) Di Bandar Lampung*.
- Gustina Zainal, A. (2022). Public Speaking Cerdas Saat Berbicara Di Depan Umum *Penerbit Cv.Eureka Media Aksara*. July, 1–23.
- Islamia, S. (2018). A study on broadcasters in speaking performance on Chemistry English radio program at Ramapati 90.4 fm pasuruan. *Jurnal Ilmiah Edukasi & Sosial*, 7(1), 61-66.
- Johnson, R. (2003). The art of public speaking. *Fire Engineering*, 156(1), 104–105. <https://doi.org/10.2307/452338>

- Khotimah, S., & Agustina, D. P. (2023). Pola komunikasi penyiar radio geronimo 106.1 fm yogyakarta dalam menjalin komunikasi dengan pendengar. *CARAKA : Indonesia Journal of Communication*, 4(1), 26–38.
- Mapes, M. (2023). *Speak Out, Call In: Public Speaking as Advocacy*. 1–218.
- Mbaleka, S. (2019). Ethics in Qualitative Research. *International Forum*, 116- 132.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis. A Methods Sourcebook*. USA: Sage Publications.
- Mufidah, N. (2017). *Strategi belajar berbicara bahasa inggris*. 1–131.
- Ningsri, D. (2012). *The analysis of the language used by radio broadcasters in the English service program at Pro 2 radio 96 FM RRI Bandung*.
- Praktek, L. K., & Ardhany, A. (2014). Tugas dan tanggung jawab penyiar radio dalam program acara “news today” dan “revive and refresh” di life radio 97.1 fm surabaya.
- Ramadhani, E., & Utami, S. S. (2020). Strategi komunikasi News Presenter dalam penyampaian berita (Studi Deskriptif Kualitatif Strategi Komunikasi News Presenter dalam penyampaian berita pada program acara “Sumut Dalam Berita” di TVRI Sumatera Utara). *Jurnal Ilmu Komunikasi*.
- Rinda, R. K., Rohmana, W. I. M., & Indrastana, N. S. (2019). An Analysis of Informative Speaking on Kakenya Ntaiya’s Speech: A Girl Who Demanded School. *JETLe (Journal of English Language Teaching and Learning)*, 1(1), 21.
- Schreiber, B. L. (2020). Informative Speaking. *The Public Speaking Project (Ed.)*. Public speaking. The virtual text, 15-1.
- Syamsir, A. A. A. (2017). *the Speaking Learning Strategies of Efl Students At Faculty of Teacher Training and Education Muhammadiyah University of Makassar 2017*.