

CHAPTER I

INTRODUCTION

A. Background of Study

The English language is the primary language of several countries (including Australia, Canada, New Zealand, the United Kingdom, the United States) and a second language in a number of multilingual countries (including India, Singapore, and Phillipines).

When we learn a language, there are four skills that we need for complete communication. When we learn our native language, we usually learn to listen first, then to speak, then to read, and finally to write. The are called the four language skills: listening, speaking, reading, and writing.

Meanwhile, speaking is an interactive process of constructing meaning that involves producing and receiving and processing information (Brown, 1994; Burns and Joyce, 1997). Speaking requires that learners not only know how to produce specific points of language such as grammar, pronunciation, or vocabulary, but also that they understand when, why, and in what ways to produce language. So, learners can communicate to a large audience with confidence and clarity. Whether we are talking in a team meeting or presenting in front of an audience, we all have to speak in public from time to time. We can do this well or we can do this badly, and the outcome strongly affects the way that people think about us. This is why public speaking causes so much anxiety and concern.

There are plenty of situations where good public speaking skills can help people advance their career and create opportunities. For example in the aviation, there are some crews like pilot, co-pilot, and flight attendant. Pilot is a person who actively and directly operates the directional flight controls of an aircraft while it is in flight. Co-pilot is second in command of an aircraft. Flight Attendant is someone whose primary duty is to ensure the safety and comfort of passengers during an airline flight. Flight Attendant spend much of their time making airline passengers feel comfortable; however, their primary responsibility is ensuring the safety of everyone aboard the aircraft. To that end, they must prepare first aid kits, check and stow equipment and review safety procedures and special issues with the crew and passengers. Flight attendant also must have good public speaking skills. Good public speaking skills are important because they have to be able to speak with passengers.

Public speaking is one of the important thing that flight attendant must have to demonstrate the flight safety, communicate with the passenger, etc. Flight attendant have to learn public speaking before, because they must be careful in saying to passengers and they also must be graceful in speech and attitude. If they cannot resist to talk, it will make a problem with passenger. This is stated in surah of the Holy Qur'an has stated in the Al-Israa' verse 53:

وَقُلْ لِّعِبَادِي يَقُولُوا الَّتِي هِيَ أَحْسَنُ ۚ إِنَّ الشَّيْطَانَ يَنْزِعُ بَيْنَهُمْ ۚ إِنَّ الشَّيْطَانَ كَانَ لِلْإِنْسَانِ عَدُوًّا مُّبِينًا

AL-Hajj verse 24:

وَهْدُوا إِلَى الطَّيِّبِ مِنَ الْقَوْلِ وَهْدُوا إِلَى صِرَاطِ الْحَمِيدِ

Though a formal college education is not required to become a flight attendant, many airlines prefer to hire flight attendants with some college experience, particularly those with backgrounds in customer service-related areas, like communication, sociology or hospitality. Specific training occurs once the attendant is hired.

Flight attendant training programs usually last between three and eight weeks and cover the fundamentals of aviation, first aid, emergency procedures, customer service, food service safety and leadership skills. Flight attendant also learn to deal with disruptive passengers. For international flights, trainees study passport and customs regulations.

On this research, the writer wants to conduct the research about the implementation of teaching public speaking for flight attendant at *Lembaga Penelitian dan Pelatihan Keterampilan (LPPK) Lareca Aviation* Banjarmasin. *LPPK Lareca Aviation* is the first flight attendant's school in Banjarmasin. *LPPK Lareca Aviation* Banjarmasin is located on Dahlia street Gang Budaya RT. 32 No. 3 Banjarmasin.

LPPK Lareca Aviation is a research and training institute which not only conduct training, but also followed up with the study, so the training curriculum is always evolving. Therefore, both for the candidates flight attendant to be ready to work. *Lareca Aviation* graduates ready to work because it has met the national standards and international, able to master two languages and could become productive workers and have high competitiveness in obtaining employment opportunities.

The vision of *LPPK Lareca Aviation* is : Become a research and training institute for excellence and produce professional graduates field of flight attendant and flight service technicians who are intelligent, productive, professional and able to compete in the Kalimantan region 2002.

The mission of *LPPK Lareca Aviation* is: 1). Organize information communication technology-based training ICT). 2). Organizing learning practices locally and cooperation on stakeholders both nationally and internationally on an ongoing basis. 3). LPPK make as a center of research, education and training. 4). Creates graduates who are able to develop quality towards self-employment.

There are some requirements of *LPPK Lareca Aviation* Banjarmasin for their students, such as: female/male (max.23 years old), physically and mentally healthy, min. high school (SLTA) graduates, min. height for female 158cm and male 160 cm with proportional body weight and postures, not using eyeglasses, etc. There are some curriculums, like: Poise, Grace and Grooming/Modeling, Psychology, Service aspect, Social etiquette, English, Mandarin, Aviation knowledge, Flight safety, Cabin practice, Food and beverage, In-flight medical knowledge, In-flight announcement, Jungle and sea survival dangerous goods, Aviation security, Passanger handling, Rules and procedures, Ticketing, Computer, Swimming, and Public speaking. As a candidate of flight attendant, they need to learn public speaking before go work in a real situation and condition in their organization, *LPPK Lareca Aviation*

Banjarmasin. Flight attendants also try to make flight comfortable and enjoyable for passengers.

Public speaking can enrich the speaker's personal and professional life, and also provide opportunities to influence the outside world. For the teacher of public speaking have to mastered of this course because he must teach well about it, considering that learning of public speaking is really important for flight attendant (male and female) which they are part of the cabin crew for the plane, a team of personnel who operate a commercial, business, or even military aircraft while traveling domestically or internationally, on the other hand, candidate of flight attendant must have a good attitude and also can control their emotion to speak with the passengers carefully and gracefully. By taking a course in public speaking, students become better acquainted with the public speaking process, making them more confident and less apprehensive. This research will be focus on the teacher of public speaking at *LPPK Lareca Aviation* Banjarmasin.

The writer is interested to conduct this research because of some reasons, such as; there are still a few students who do research about aviation, speaking is skill which the flight attendant's need because it is a requirement when they are want to register as a flight attendant actually public speaking, it will serve as information, consideration and input for people who want to know more about the implementation of teaching public speaking for flight attendant's at *LPPK Lareca Aviation* Banjarmasin, then, to add the writers knowledge and experience especially about flight attendant. So, the writer

wants to explore more about it, especially about the implementation of public speaking for flight attendant.

Based on that fact, the writer is inspired and motivated to make a research in a form with the title: **“THE IMPLEMENTATION OF TEACHING PUBLIC SPEAKING FOR FLIGHT ATTENDANT AT LEMBAGA PENELITIAN DAN PELATIHAN KETERAMPILAN (LPPK) LARECA AVIATION BANJARMASIN”**.

There is a previous research about the aviation, but the previous research just talked about the teacher’s strategies and student’s ability in speaking. The previous research was conducted by Syahid Yusup in 2015 by the tittle *The Teacher Strategies in Teaching Speaking at Banua Avia Education (B.A.E.) Academic Year 2015/2016 (An ESP Review)*. It aimed to know the teacher strategies in teaching speaking and student’s ability in speaking.

B. Problem Statement

Based on the background above, the writer will investigate and focus on the following questions:

1. What materials are used in teaching public speaking for flight attendant at *LPPK Lareca Aviation*?
2. What are the techniques in teaching public speaking for flight attendant at *LPPK Lareca Aviation*?
3. What are the media in teaching public speaking for flight attendant at *LPPK Lareca Aviation*?

4. What kind of evaluation is used in teaching public speaking for flight attendant at *LPPK Lareca Aviation*?

C. Objective of Study

The objectives of this research are:

1. To know what materials are used in teaching public speaking for flight attendant at *LPPK Lareca Aviation*
2. To know what are the techniques in teaching public speaking for flight attendant at *LPPK Lareca Aviation*
3. To know what are the media in teaching public speaking for flight attendant at *LPPK Lareca Aviation*
4. To know what kind of evaluation is used in teaching public speaking for flight attendant at *LPPK Lareca Aviation*

D. Significance of Study

This research has significance as follows:

1. It will serve as information about how the implementation of public speaking at *LPPK Lareca Aviation* Banjarmasin.
2. It will serve as information for they who want to know the advantages to learn public speaking for flight attendant in the real situation and condition.
3. As a reference for the next researches.
4. To enrich the writer's knowledge and experience in the specific research especially about flight attendant's speaking skill.

E. Definition of Key Terms

Then to avoid misinterpretation towards the title, the writer needs to explain some terms related to the title as follows:

1. *LPPK* : *Lembaga Penelitian dan Pelatihan Keterampilan*
2. Lareca Aviation : The first flight attendant's school in Banjarmasin.
Lareca Aviation is a research and training institute for flight attendant.
3. Speaking : The action of conveying information or expressing one's thoughts and feelings in spoken language.
4. Public Speaking : The process or act of performing a presentation (a speech) focused around an individual directly speaking to a live passengers in a structured, deliberate manner in order to inform, influence, or entertain them on board.
5. Implementation : The process of putting a decision or plan into effect; execution.
6. Flight Attendant : Members of an aircrew employed by airlines primarily to ensure the safety and comfort of passengers aboard commercial flights, on select business jet aircraft, and on some military aircraft.