
SPEAKING FACTORS APPROACH TOWARDS THE BUSINESS MOTIVATORS' SPEECH AT SEMINAR

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Abstract:

The speech community and the way of speech in which communication is arranged and patterned within it are the main subjects of ethnography of communication. The study aims to analyze business motivators' speaking factors. SPEAKING involves a variety of factors; including setting, participants, end, act of sequences, key, instrumentality, norm of interaction, and genre. Additionally, this study aims to identify how business motivators or leaders might motivate consultants to manage the firm successfully. Although the consultants are from varied social background, occupations, and ages, they could communicate and work together. In collecting data, the researcher uses some instruments of data collection. They are (1) the sequences of events observation during the seminar, (2) recording the sequences of Seminar event by using video- tape in order to get reliable and accurate data, (3) taking deep interview of seminar participants or members, (4) taking questionnaires to find out participants' experience during the seminar. In analyzing data, the researcher conducts descriptive analysis through approaching SPEAKING factors (Hymes) in the ethnography of communication. This research uses method of qualitative descriptive analysis. It is used to analyze and describe the event of SPEAKING factors.

Keyword : Usability , System Usability Scale, SUS, C-Access, Applications .

INTRODUCTION

Communication is not only a fundamental aspect of our everyday lives but also an integral part of many professional activities within the world of business (Fitriyadi, 2013). Thus, communication is the cornerstone of every social community to deliver the messages verbally or non-verbally (Gonibala, 2017). In the sense of particular context impacts how a message is interpreted. Every sign conveys a certain meaning based on the context in which the communication takes place (Setiawati & Arista, 2018). The concept of context, which serves the fundamental environment for every communication event is highly complex because it encompasses wide-ranging ideas like discourse and culture (Setiadi, 2017).

The communicative event is the basic unit for descriptive purposes (Fiardi, 2020). A single event is defined by a unified set of components throughout, beginning with the same general purpose of communication, the same general topic, and involving the same participants, generally using the same language variety, maintaining the same tone or key and the same rules for interaction in the same setting (Siburian, 2017). An event terminates whenever there is change in the major participants, their role relationships, or the focus of attention (Marta, 2017).

Following the discussion of communication, it should be noted that this area is quite broad and has a wide variety of theoretical perspectives. The researcher decided to concentrate on the following perspective: speech act of communication, SPEAKING factors.

In the era of globalization and increasing business competition, the ability to motivate and inspire individuals or groups has become a highly valued skill, especially in the context of the business world (Krisnandi et al., 2019). Business seminars serve as important platforms for sharing knowledge, experiences, and motivation that drive development across various industry aspects (Jayawardana & Gita, 2020). Motivational speeches delivered by business speakers in seminars play a central role in igniting enthusiasm, guiding objectives, and fostering creativity among participants (Aminah, 2020).

One of the factors influencing the effectiveness of business motivational speeches is the characteristics of the speaker or presenter. Factors such as personality, experience, business insights, and communication style can significantly impact the appeal and impact of business motivational speeches (Barry & Gironda, 2018). This research aims to explore and analyze in-depth how speaker-related factors contribute to the success of business motivational speeches within the context of seminars (Goh & Aryadoust, 2016).

Through careful analysis of these factors, this research is expected to provide a deeper understanding of the relationship between speaker characteristics and the impact of business motivational speeches. The results of this research can offer valuable insights to speakers, seminar organizers, and other relevant parties in optimizing the delivery of

motivational messages in the context of business seminars. Additionally, this study is also anticipated to contribute valuable knowledge to the fields of business communication and psychology.

Thus, this research holds the important goal of promoting the development of more effective and efficient business communication practices through a better understanding of the role and influence of speaker-related factors in creating inspiring and highly impactful business motivational speeches.

METHODOLOGY

The study uses the method of qualitative analysis. Qualitative analysis is used to analyze data and interaction components in conversational communication. The research method uses descriptive qualitative analysis. This study uses the method of qualitative and quantitative analysis.

Research is an effort to find the truth of a problem by collecting factual data and analyzing, interpreting and drawing conclusions (Islami et al., 2019). The research was conducted at Tower Cafe Semarang addressed at Banjarsari street, Tembalang, Semarang. The research method used is qualitative with descriptive data presentation. The quality method is conducted via observations, interviews, and documentation.

Methods of Data Collection are conducted by:

1) Interviews

The in-depth interview method is used to obtain information for research purposes using question and answer directly between the interviewer and the informant or the interviewee with or without using interview guidelines (guides), where the interviewer is involved in a relatively long social life (Haryono, 2020). Researchers provided questionnaires related to SPEAKING factors approach towards the motivators' speech act at seminar. Data or information was also obtained through interviews with the motivators and participants of seminar.

2) Observations

Observation in the qualitative stage includes participative, unstructured, and unstructured group observations (Anufia & Alhamid, 2019). The observations were conducted at the operational area of Tower Café Semarang. Observational data supported the interview results so that researcher knew how the SPEAKING factors carried out by the motivators at Tower Cafe Semarang.

3) Documentations

The documentary method was used in the collection of historical data. The data was extracted from media publications and the company archives regarding the SPEAKING factors approach towards the motivators' speech act at seminar.

RESULTS AND DISCUSSION

SPEAKING Analysis of Speech Event

1. Setting and the Scene (S)

The setting of the speech event was Tower Cafe. It was on Banjarsari street Tembalang, Semarang. It was a quite big restaurant that had some special occasion or business halls. The place was usually used for gathering or doing Business Seminar. The VVIP business seminar event was taken place in the first floor. The Seminar was held in the business hall. The hall had more than one hundred seats.

A table was in the front of the room with folding chairs around it. Further in the room were the motivators' desks. Pictures and business plaques covered the bamboo walls and there was a clock on the wall near the door. The seminar room was comfortable room in doing business seminar.

The scene of the event was on Sunday, July 9th 2023. The seminar was always held once a year. It was one of annual VVIP meetings. It was started at 10 a.m. and lasted at 1 p.m. Before starting the seminar, the participants had to queue to register their names and give their signature to get lunch tickets in the receptionist room. The ticket was used for attending the seminar and getting the lunch meal. They entered one by one orderly. The seminar was crowded and attractive. The hall was arranged interesting and attractively.

2. Participants (P)

The boards of motivators were assembled to meet for several hours in the early morning to discuss the VVIP seminar materials before holding the seminar and when necessary, to vote on matters of importance to the functioning of the Seminar. When the seminar was starting, most of participants had attended and sat on their own seats. They concerned and followed the seminar enthusiastically.

The VVIP seminar was attended about fifty participants from Semarang. They were members from different levels. They were an Executive Director, a Diamond Director, a Senior Gold Directors, four Gold Directors, several Directors, several Senior Managers, several Managers, and many Consultants and non members. The Executive Director was one who addressed as VVIP business motivator. The Diamond Director gave several business advice and testimonies in running the business. The other Directors were addressed as seminar board members, and the Managers and consultants were addressed

as seminar participants. They had special right and different responsibilities. The actual participants at each meeting varied depending upon who showed up or asked to be present.

Semarang official managers attended the seminar, in addition to the members participated in the seminar as well. They were in charge of encouraging and assisting the consultants or members to up sell more products and meet the monthly goal. In order to discuss their network expansion and sales goals for the month and year. The official managers had meetings with the managers both monthly and annually. Since their duties were to manage and handle in the office solely, the official managers could not be members or consultants run a business. They oversaw the operations of the staff in the office, provided training in beauty, inspired the sales managers, and promoted the company's goods so they could offer it.

At the time, in the seminar event, they gave new products promo that would be launched next month and they explained the usage of new products and the products' descriptions to the consultants or members who as seminar participants. In order the members could know the new company's products and could persuade their customers to purchase the new company's products.

3. Ends: # Confiding (E)

Conversations were officially undertaken in order to conduct the business of the Center. However, usually the consultants spoke so as to get along with the others present and be counted as members of the VVIP community. The Executive Director gave a speech about business knowledge and motivated the consultants eagerly in running the business in order the consultants could be motivated to increase their goal to be Director or even Executive Director next year or several years later. The seminar was purposed not only to give recognition or awards to members who got raised levels in that month but also to give motivation and sharing how to be successful people in running business.

4. Act Sequences (A)

The speech acts at the seminar were most frequently referred to be motivation in running the business. It was 9.30 a.m., in the receptionist room there were several members who stood in line, most of them were waiting for their turns in order they could enter the Seminar hall. While most of them had entered the hall since they came on time so they were registered as Seminar participants. Before following the Seminar, the participants had to queue to register their own personal data and get the ticket in order they could follow the Seminar.

The Seminar room was so crowded and attractive when the participants gathered in that room. The participants chatted to the other members. It was 10 am; they had been waiting for the seminar event for thirty minutes before the seminar started. Then, the special occasion there were two hosts or Master Ceremony (MC), they opened the Seminar

occasion. First, they introduced their own names to the members as Seminar participants. Second, the Master Ceremony mentioned the arranging occasions orderly to the members. They read the act sequences of Seminar orderly. Then they introduced the Executive Director, as a VVIP motivator, and other leaders such as Sapphire Director, Gold Director, and Directors were as event organizers. They also introduced official manager; she was an Area Manager of Semarang (AM).

The seminar was started at 10.30 a.m. It was opened by promoting and launching new products by Area Manager of Semarang (AM). The Area Manager of Semarang stood in front of members in the special stage. The manager gave her salutation to members and new members that had just joined as members. She was proud of them because they followed the Business Seminar enthusiastically. She intended to introduce new products and explain the usage of the products. She also gave several ways how to promote the products to the customers in order the products could be accepted and purchased by them. They were imported and natural products. The Directors and consultants paid attention her explanation enthusiastically. The business room seemed to be quite because most of the seminar participants focused on launching new products. A few members went to the stage and intended to try new sample of products. Not only giving the launched products, she also showed the next month catalogue and several bonuses for members who could get and recruit new many members, or we also called it 'members get members'. To further recruitment explanation and information, she advised to ask their own Sponsors or Directors. In order new members and consultants got and understood the next month catalogue promo and could run business properly and systematically. The launched products and showed next month catalogue were done well by the Area Manager and took much time about an hour. It lasted at 11.30 a.m.

It was at 11.30 a.m. Then, the occasion was continued and hosted by the masters of ceremony (MC). They re-explained the new products and new catalogue. After that, they called the VVIP motivator, the Executive Director to come to the special stage and give his motivation in running business. The Executive Director stood in the special stage, and first, he introduced himself and told his background education and several business experiences in running business. He started running the business when he was college student. He had both of bad experiences and good experiences in running the business, but they could be their motivation to be a successful business man. In the special occasion, he would like to give several advice and motivation in running business. It took much time about forty five minutes.

5. Key (K)

There were two keys in which most conversation was conducted. The business key was official and formal conversation. The tone was serious speech, because the motivator,

Executive Director talked about business and motivation seriously and enthusiastically. He could address the consultants in a serious voice emphasizing the sincerity and respect of the praise the speech. But the last session of speech was joking and entertainment. The motivator gave motivated games to entertain the consultants, in order not to look like tense.

6. Instrumentalities (I)

The channel of speech were totally spoken and the register was formal and informal speech. The motivator could speak in casual register with many dialect features or could use more formal register and careful grammatical "standard" forms.

7. Norms (N)

There were several norms within this board meeting or Seminar. One stated norm was to "be on time." However, there was a competing norm that people within this community engage in activities. This sense of time is more fluid and could be any time within a larger range. These competing norms both seemed to be used by different participants and it sometimes made conducting official business difficult.

8. Genre (G)

The genre of this speech event is formal seminar or formal speech. But sometimes the speaker did speech formal language and informal language.

CONCLUSION

Regarding the results of research, the researcher concludes this study as follow; the motivational business seminar was so enjoyable seminar, so there were many members who attended the motivational seminar. The seminar was held at Tower Cafe, Banjarsari street Semarang. The motivators gave a speech about motivation in running business. They wanted to motivate the consultants to run business smoothly and reach the monthly sales target in order to be able to get high performance level. In the motivational seminar, the researcher analyzed the SPEAKING factors approach towards the business motivators' speech at seminar. The boards of motivators were assembled to meet for several hours in the early morning to discuss the VVIP seminar materials before holding the seminar and when necessary, to vote on matters of importance to the functioning of the motivational Seminar.

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