

IMPLEMENTASI *PUBLIC SPEAKING* DALAM *OUTING CLASS EDUTRAIN* DI PT KAI DAOP 5 PURWOKERTO

ABSTRAK

Public speaking merupakan kemampuan untuk mempublikasikan gagasan yang dimiliki kepada publik, sehingga informasi dapat tersampaikan dengan tepat dan jelas. Aktivitas *public speaking* dapat diterapkan dalam berbagai kegiatan, salah satunya yaitu kegiatan edukasi. *Outing class edutrain* merupakan kegiatan edukasi mengenai perkeretaapian yang rutin diadakan oleh PT KAI DAOP 5 Purwokerto dengan peserta anak-anak di usia dini. Penelitian bertujuan untuk menganalisis implementasi *public speaking* dan pengelolaannya dalam kegiatan *outing class edutrain*. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui observasi dan wawancara. Pada penelitian ini terdapat informan yang merupakan tim humas daop 5 yang mengelola kegiatan *outing class edutrain*, pembicara dalam kegiatan, dan perwakilan sekolah yang telah mengikuti kegiatan *outing class edutrain*. Untuk menganalisis data yang telah dihasilkan, peneliti menggunakan model Miles & Huberman dan menggunakan teknik triangulasi data untuk menguji keabsahan data. Hasil penelitian menunjukkan : 1) Pembicara dalam *outing class edutrain* telah mengimplementasikan *public speaking* secara verbal dan nonverbal dengan menerapkan *ethos*, *pathos*, dan *logos*. 2) Dalam mengelola kegiatan *outing class edutrain*, tim humas daop 5 masih belum mengacu pada konsep pengelolaan *event*, hal tersebut dikarenakan rangkaian kegiatan ini dapat berubah-ubah sesuai dengan kondisi yang ada. Oleh karena itu, kegiatan akan lebih tersusun apabila terdapat perencanaan yang mengatur kegiatan *outing class edutrain*.

Kata Kunci : *Outing Class Edutrain, Public Speaking, Teori Retorika Aristoteles*

IMPLEMENTATION OF PUBLIC SPEAKING IN OUTING CLASS EDUTRAIN AT PT KAI DAOP 5 PURWOKERTO

ABSTRACT

Public speaking is the ability to convey ideas to the public, ensuring that information is delivered accurately and clearly. Public speaking activities can be applied in various events, one of which is educational activities. The outing class edutrain is an educational activity about railways regularly organized by PT KAI DAOP 5 Purwokerto, with participants being young children. This research aims to analyze the implementation and management of public speaking in the outing class edutrain activity. This study employs a descriptive qualitative method, with data collection techniques including observation and interviews. Informants in this research include the public relations team of DAOP 5, who manage the outing class edutrain, speakers in the activities, and school representatives who have participated in the outing class edutrain. To analyze the collected data, the researchers used the Miles & Huberman model and applied data triangulation techniques to test data validity. The research results indicate: 1) The speakers in the outing class edutrain have implemented public speaking both verbally and nonverbally by applying ethos, pathos, and logos. 2) In managing the outing class edutrain activities, the public relations team of DAOP 5 has not yet referred to the event management concept, as the series of activities can change according to the current conditions. Therefore, the activities would be better organized if there were planning that regulates the outing class edutrain activities.

Keyword : Outing Class Edutrain, Public Speaking, Retorica Aristoteles Theory