CHAPTER 1
INTRODUCTION

A. Background of Study

Now, communication using English between humans is needed for many factors such as in business, marketing, education, and even for da'wah as well as humans communicating with each other by language. Public speaking refers to a type of communication addressed to a large number of people and usually in the form of a lecture or speech. It proposes to convey information, influence, or entertain the audience. Dakwah is basically nothing special, it should have become common place, moreover it is only conveyed to people who only know but is conveyed to answer problems in society. So a strategy is made that can be reached by all levels of society. Etymologically, the word public comes from English which means "the general public" while speaking is speaking or giving a speech.[1] In its long history, the term public speaking is better known as rhetoric or in English rhetoric comes from the Greek rhet which means a skilled and agile person in speaking. The notion of developing rhetoric includes skills in generating ideas, views, opinions, fluency in speaking, skill in influencing people with words, creativity and improvisation.

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[1] *Jhon M. Echlos & HasanSadily, Kamus Inggris Indonesia, (Jakarta: PT Gamedia, 2003) hlm.455*

Emm Griffin explains as Aristotle that rhetoric is a person's ability in every fact that is used to influence. Rhetoric is often used to make decisions in arguments, legislative debates, political meetings, religious sermons and speeches at special celebrations.[2] Jason S. Wrenc explained that public speaking is the process of designing and sending a message to an audience. Effective public speaking is involving yourself with understanding the audience and the purpose of the conversation, choosing basic topics according to the audience's background and being able to send messages skillfully[3].

It can be concluded that public speaking is a form of oral communication in the form of presentations, lectures, speeches or other types of public speaking to convey an idea, ideas, thoughts and feelings in a coherent, systematic and logical manner with the aim of providing information, influencing and even entertaining the audience. As with other forms of communication, public speaking also has several basic elements with the communication model proposed by Laswell, namely speakers, messages, listeners or audiences, mediums and effects.

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[2] *Em Griffin, Communication A First Look at CommunicationTheory, (New York: Mc Graw Hill, 2012), Hlm.288*

[3] *Jason S. Wrenc, Pubblic Speaking Practice and Ethics, (New York : Unnamed Publisher,2012), hlm.8*

Integrating a public speaking system that focuses on lectures or da'wah with language is not an easy thing, there must be a teacher's role and a place to study. Pesantren is a boarding school as a moral fortress. It takes moral example to create words that can make listeners comfortable and of course the implicit message will be easily conveyed which of course will not make the listener offended by what is conveyed. Not infrequently many people forget the importance of maintaining behavior by violating norms such as speaking harshly that is not in accordance with the rules of speech, and all of this makes character education very important when the value system collapses, including ethics and morality due to changes in a world without filtering.[4] One of the most important aspects in the success of da'wah a dai is a skill or ability to speak which this ability can be obtained from knowledge of public speaking. Public speaking and da'wah activities have the same goal, namely giving information, inviting to good things.[5]

Boarding school is an Islamic educational institution as a place to convey knowledge. Islamic boarding school also have a very big role in terms of language, including English which has 4 important skills, namely: Speaking, Reading, Writing, and Listening. However, in general, the skill

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[4] I Ketut Sudarsana. (2016). *The Importance Of Morals Teaching in Shaping The Students Characcters in School*.

[5] Heri Rahmatsyah Putra, Fadhlur Rahman Armi & Rahmi , *Improving Students' Public Speaking Skills Through Rhetoric Courses And Da'wah Practicum* , journal Al-Bayan (2021), vol.27

most widely used in Islamic boarding school is speaking, especially in Arabic. Not only training these skills, Islamic boarding schools are also the future choice for developing the potential of students and the forerunners of world civilization. The Islamic education system needs to be formulated in accordance with the times so that it is able to produce scholars according to their needs and become a pillar of change in the misguided world civilization.[6] Lectures can change situations and conditions that are not in accordance with Islamic teachings,into situations and conditions that are in accordance with Islamic teachings. [7]

   At the Al Madina Islamic boarding school, it is one of the destinations for research on public speaking strategies that lead to da'wah. Because the form of activity implemented in the boarding school is produced by a linguistic institution called CLI (Central language improvement). In its activities to improve public speaking skills, the institution combines speech strategies with religious elements. Which in the content or text, the speaker includes several hadiths or the Qur'anic verses to justify the words delivered on a particular theme. The importance and obligation of da'wah lies in the

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[6] Abdul Halik, "*Paradigm of Islamic Education in the Future: The Integration of Islamic Boarding School and Favorite School",* Vol. VIII, No. 4,(August, 2016),24.

[7] Deni Yanuar, *'The Rhetoric Style of Ustadz Abdul Somad's Da'wah at the Maulid Commemoration Lecture The Prophet Muhammad SAW in 1440 H at the Great Mosque of Baiturahman Banda Aceh'*, Journal of Al-Bayan: Media Da'wah Studies and Development, 25.2 (2019), 354–85.

universal nature of Islam.[8] In addition to the application of public speaking in CLI, there are also many activities that can have a good influence on students' linguistic fields, for example from the vocab reading activity which is carried out every morning, grammar structuring learning which is often called the English Corner where every activity takes place the members are required to produce a work in the form of an essay such as short story even an information. Not only deepening grammar from a writing point of view, there is one more activity that might have a good influence on CLI members, namely the activity of opening a dictionary, Oxford or John M. echols. This CLI Club is specifically for members who are diligent in using the language in the Islamic boarding school environment, but if students have more desires, of course the CLI management will also provide opportunities for these students.

During the teaching and learning process at Islamic boarding school, speaking skills are also developed with various forms of activities that can make students more interested in speaking, especially in the form of language, students must get the opportunity to practice speaking English. This is an opportunity for students to communicate with other people, especially in the public speaking program while at the same time conveying the knowledge they have learned. from the public speaking program which

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[8] Mohammad Abul Kalam, '*Da ' Wah In The Non -Muslim Societies In Bangladesh In The Modern*', 1999, 27–35.

of course is held with courses that provide opportunities for members to learn English with a focus on 4 things namely speaking, vocabulary, grammar, and pronunciation. Dewi's English Phrases Course is a place where students can help them master English more easily. In the course students can also choose their special abilities according to the wishes of various forms of activity.[9]

In this case, the researcher designed an analysis of public speaking strategies as a way of Da'wah at the Al-Madinah Islamic Boarding School. In Islamic boarding schools there is a course called CLI (Central Language Improvement) in the management of language departments, one of which is public speaking. Even though the Boarding school has only been established for two decades, this Boarding school has a public speaking strategy as a way of Da'wah. This can be seen from the form of activities carried out at the Al-Madinah Islamic Boarding School, and the management involved in these activities so that they can succeed in the activities.

B. Identification of Problem

Based on the explanation of the background of the study above, the identification of the problem is as follows:

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[9] Dewi, F. R. D. (2018). *Developing Materials Of English For Basic Communication For Students Of EffectiveEnglish Conversation Course Pare Kediri. Inovatif:* Jurnal Penelitian Pendidikan, Agama, dan Kebudayaan, *4*(2), 127-143.

1. The tutor lacks various techniques in teaching speaking strategies.

2. Students are less directed to find the topic of conversation to be discussed.

3. Students lack confidence in speaking appearance

C. Focuse of The Research

The researcher concentrated on detailing the execution of the Public Speaking program at Al-Madina Islamic Boarding School, the obstacles students confront in the Public Speaking and finding strategy based on the study background discussed above.

D. Research Question

Based on the explanation of the background of study above, the identification of problem in more specific detail the question of the research is :

1. How is the Strategy of CLI Club (Central Language Improvement) for public speaking at Al-Madina Islamic Boarding School?

2. How is the Public speaking Activities as a way of da'wah at Al-Madina Islamic Boarding School?

E. The Objective of The Study

Based on the problem mentioned above, the objectives that wants to be achieved by the researcher in this study are :

1. To investigate the Strategy of CLI Club (Central Language Improvement) for Public Speaking at Al-Madina Islamic Boarding School.

2. To describe the Public speaking Activities as a way of da'wah at Al-Madina Islamic Boarding School.

F. The Significcances of The Research

The results of this study are expected to be useful for improving students' public speaking skills. and can be useful theoretically and practically:

a. theoretically, useful for teachers, tutors, and researchers:

1. can add and develop the principles of a good and creative ways of Da'wah

2. As information and comparison for researchers who want to do similar research.

b. practical,

1. it can be useful for English teachers, both modern boarding schools and ordinary school teachers to implement this strategy by implementing a public speaking program,

2. as a reference for students to improve speaking skills with creativity in word processing.

G. **Study Organization**

1. **CHAPTER I** Introduction. This chapter contains Research background, problem identification, research scope and limitations, research questions, research objectives, research significance, previous research, and research organization.

2. **CHAPTER II** Theoretical Framework. This chapter contains Theory of speaking ability, the Theory of Public Speaking, and the Theory of Da'wah related to this research.

3. **CHAPTER III** Research Methodology. This chapter consists of Research methodology which includes research methods, instruments, data collection methods, data verification methods, and data analysis methods.

4. **CHAPTER IV** . Result and Discussion.This chapter presents research finding and discussion.

5. **CHAPTER V.** Closing. This chapter present Conclusions and Suggestions.