

## Public Speaking Training and Assistance – Master of Ceremony – for Cadres of Special Branch Leaders of 'Aisyiyah Malaysia

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### ABSTRACT

Public Speaking training and assistance, especially for the role of Master of Ceremony (MC), is very important for Aisyiyah cadres of the Aisyiyah Special Branch Leadership of Aisyiyah Malaysia. The purpose of the training is to improve communication skills, increase confidence, manage events well, improve professionalism, convey organizational messages, build collaboration, and develop leadership. This service was carried out in a hybrid manner by carrying out 3 meetings using the Zoom Meeting platform and 2 days of mentoring to become an MC which was carried out directly in Kuala Lumpur, Malaysia. The output of this service is the MC videos of the trainees uploaded on social media, as well as news on national media in Indonesia and other media in Malaysia. In addition, the mechanism for the implementation of this training and mentoring will be published in the National Community Service Journal and recorded in the Intellectual Property Rights whose purpose is to create standards for public speaking training and assistance, especially MC's for 'Aisyiyah cadres in the Aisyiyah Special Branch Leadership abroad.

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## INTRODUCTION

Public speaking is the art or skill of public speaking to convey information, influence, or entertain an audience. This skill involves various aspects, namely, the content in preparing and organizing the material to be delivered. In addition, an aspect that must be considered is the ability to communicate verbally which requires a speaker to use clear and effective words (Hamama & Nurseha, 2023). No less important, non-verbal communication is a complement to the ability to communicate verbally (Permata, 2024). This is because gestures, facial expressions, and body language which are aspects of non-verbal communication can support the message conveyed. In this public speaking, emotional management is needed so that a person can speak in public without experiencing nervousness so that he will be able to master the stage by moving and interacting with the audience.

Public speaking can be used in a variety of contexts, such as business presentations, speeches at public events, academic lectures, and more. This skill is important for a variety of professions and situations because the ability to communicate effectively in front of a large crowd can affect a person's career and social relationships (Syaifudin & Narto, 2023). This ability is very important for activists to master. Activists often have to lead meetings, seminars, workshops, and other events. Public speaking skills ensure that they can lead confidently and effectively, as well as maintain audience attention and participation.

Public speaking skills are very important for Aisiyah activists as an Islamic women's organization in Indonesia affiliated with Muhammadiyah (Aditya & Br, 2025). Their ability to convey their vision and mission clearly and effectively to the audience so that the focus on advocacy on social, educational, health, religious, and other important issues can influence and inspire change (Daulay & Amini, 2022). Thus, public speaking skills are a valuable asset for Aisiyah activists to increase the effectiveness and impact of their activities and programs.

In accordance with the context of public speaking, one of the tasks of an activist that is often done is to become a Master of Ceremony (MC). This task is often given to activists at random, unlike other parts of a pre-arranged activity. Thus, the ability to be an MC is the basic ability of an activist to be strengthened (Amelia et al., 2025). In the long run, if this ability has been mastered, other public speaking contexts will be easily mastered.

The community service activity that focuses on public speaking training with the Muhammadiyah Charity Business Service scheme will focus on training and public speaking assistance in the context of the Master of Ceremony (MC) is carried out in accordance with the needs of the Partners, namely the Aisiyah Special Branch Leadership (PCIM) Malaysia. The purpose of this activity is to train and develop public speaking skills, which are essential skills for Aisiyah cadres in carrying out various organizational and charitable activities.

Participants came from various backgrounds, including migrant workers and Indonesian students who are pursuing Bachelor, Master, and Ph.D. education in Malaysia. This diversity of backgrounds provides an opportunity for participants to share experiences and learn from each other, enriching the training process. In accordance with the existing situation, MC was chosen as a public speaking context that was trained and accompanied so that Aisiyah cadres were able to convey information clearly, confidently, and interestingly.

Through this training, participants are expected to improve their communication skills, which is not only beneficial for organizational activities, but also for self-development in daily life. In addition, this activity can also be used as a standard for public speaking training in Muhammadiyah charities, considering the importance of public speaking skills in various aspects of organizational and social life.

Thus, it is hoped that this training can make a significant contribution to the development of the competence of Aisiyyah cadres and improve the quality of Muhammadiyah's charitable programs.

## METHOD

The method of implementation in the service of training and public speaking – master of ceremony (MC) for the Cadres of the Leadership of the Special Branch of Aisiyyah Malaysia is the socialization method carried out as the first step for the introduction and approach to all cadres, the lecture method used to provide material, the training and guidance method aims to guide and train cadres so that they can appear confident and professional. In accordance with the activity proposal, we carried out this service 4 times consisting of 3 basic MC training in the network and 1 time offline workshop which was held at the Da'wah Building of the Muhammadiyah and Aisiyyah Special Branch Leaders Kuala Lumpur. However, due to the situation that does not allow participants from PCIA Kuala Lumpur to carry out all activities, it was agreed to carry out training 2 times with details 1 time online and 1 time offline. Online activities will be held on Saturday, October 19, 2024 at 19.30 - 22.00 WIB and offline activities will be held on Sunday, November 24, 2024 at 09.00 – 13.30 MYT. Here are the flyers for the two activities.



**FIGURE 1.** Public Speaking Online Training Method

To maximize this training, in each training session, the service team presents professional MCs both who have experienced nationally and internationally.

1. Rachmania Santoso, M.lkom, is a lecturer in the communication science study program at the University of Muhammadiyah Malang and is an MC professional. He has guided various formal and informal activities both inside and outside the University of Muhammadiyah Malang. He is experienced in delivering national events of Muhammadiyah, Aisiyyah and other authonom organizations (Ortom).
2. Riski Lestiono, M.A., Ph.D, is a lecturer in the English Education study program at the University of Muhammadiyah Malang and a professional MC using Indonesian and English. He has served in various international activities of the Muhammadiyah organization held at the University of Muhammadiyah Malang and is trusted by various multi-national companies and international institutions to deliver his various activities.

With the changes that have occurred, the essence of this service is still well carried out and the participants get concrete experience in the world of Public Speaking, especially the Master of Ceremony.

## Material Deliver

The first activity in the form of delivering material was delivered by the lecture method via Zoom meeting once a month in July 2024 – September 2024. The materials provided include Introduction to Public Speaking, Basic Public Speaking Techniques, Presentation Structure, Public Speaking Techniques, Style and Personality in Public Speaking, Public Speaking Techniques, Roles and Responsibilities of MCs, Event Preparation and Management. In general, all the material and its description are presented in the following table.

**TABLE 1.** Training Material

Course Material	Description	Speaker
Public Speaking Introduction	<ul style="list-style-type: none"> <li>Definition and important point of public speaking</li> </ul>	Speaker: Tinuk Dwi Cahyani, SH., S.HI., M.Hum., Ph.D
Basic of Public Speaking	<ul style="list-style-type: none"> <li>Public speaker character</li> <li>Overcoming the fear of public speaking.</li> </ul>	
Structure of Presentation	<ul style="list-style-type: none"> <li>Breathing and relaxation exercises, vocal exercises</li> <li>Introduction, content, and conclusion.</li> </ul>	
Public Speaking Techniques	<ul style="list-style-type: none"> <li>Use of visual aids (slides, graphs, etc.).</li> <li>Intonation and volume settings.</li> </ul>	
Style and Personality in Public Speaking	<ul style="list-style-type: none"> <li>Supportive body language</li> <li>Find the appropriate speaking style.</li> </ul>	
Public Speaking Techniques	<ul style="list-style-type: none"> <li>Authenticity and confidence.</li> <li>Intonation and volume settings.</li> </ul>	Invited Speaker: Rahmania Santoso, S.Ikom, M.Ikom (MC Universitas Muhammadiyah Malang and Lecturer of Communication Studies Study Program - UMM)
Roles and Responsibilities of MC's	<ul style="list-style-type: none"> <li>Supportive body language</li> <li>The function of the MC in an event.</li> </ul>	
Event Preparation and Management	<ul style="list-style-type: none"> <li>Communication skills required.</li> <li>Planning and time management.</li> </ul>	
	<ul style="list-style-type: none"> <li>Handling emergency and improvised situations.</li> </ul>	

### a) Introduction to Public Speaking and Basic Public Speaking Techniques

Public speaking is a very important skill in various aspects of life, be it in the professional, educational, or social worlds. The ability to speak confidently in front of a crowd allows one to convey ideas, share information, and influence the audience. Public speaking is not only about talking, but also about how to convey messages effectively and can be well received by the audience (Sultan, 2024). There are several basic techniques that need to be understood and mastered, as follows:

- Preparation of material before speaking, it is important to prepare the material well. This includes in-depth research, selection of relevant topics, and a clear delivery structure (Gallego et al., 2022).
- Mastering the material to be delivered is key. With mastery of the material, the speaker can speak more fluently and not seem rigid. Voice Control relates to the use of the right sound

volume, intonation, and speaking speed will make the message easier for the audience to understand. Avoid speaking too fast or too slowly (Im et al., 2023).

- Positive body language, such as eye contact, proper hand movements, and good posture, will help build a connection with the audience and reinforce the message being conveyed.

b) Structure of Presentation

This material discusses the stages of public speaking, as follows: First, make an introduction with the aim of introducing yourself, and provide an overview of the topic to be discussed. Second, explaining the topic in more depth by arranging the content of the presentation must be clear and structured (Razali et al., 2023). Finally, prepare a closing by giving a strong impression to the audience and at this stage can be done with a call to action or questions that trigger discussion (Chollet et al., 2022).

c) Public Speaking Techniques

In this material, we explore in detail the right techniques that will help the speaker to be more confident, as follows:

- Maintaining eye contact with the audience will build closeness and trust. It also shows that the speaker is confident and ready to face the audience
- Use varied intonation and volume to keep the audience interested. Monotonous voices can make the audience feel bored or distracted.
- Pausing the conversation at the right moment can help the audience digest the information. Pauses also allow time to gather thoughts and keep the conversation from rushing.
- It can dilute the atmosphere and make the audience more comfortable. However, the speaker must be careful not to distract from the main message.
- Engage with audiences

d) Style and Personality in Public Speaking

This refers to the way a speaker conveys their message, as for the personality that needs to exist in the speaker, namely confidence, empathy, creativity and openness. Some of the styles that can be used in this public speaking are:

- Persuasive style, by using attractive language and presenting logical arguments and using relevant data and facts.
- Interactive style, by encouraging active participation from the audience.

e) Roles and Responsibilities The MC

Master of Ceremony (MC) has a very important role in every event. An MC is in charge of organizing the course of the event, introducing speakers or speakers, and ensuring that the event runs according to plan. Some of the main responsibilities of the MC include:

- Provide an introduction to the audience about the event to be held, including the purpose and agenda of the event.
- Introduce each speaker or resource person who will perform, providing brief information about their background to attract the attention of the audience.
- Responsible for ensuring that each event session starts and finishes on time, keeping the event running smoothly.

- Keep the atmosphere alive and interactive.

f) Event Preparation and Management

Effective event planning and management depends on careful planning. Every event of any kind definitely requires good coordination to ensure everything runs smoothly, several stages that can be done in arranging and managing the event are as follows:

- Determining the purpose of the event, the intended audience, and choosing the right location and date. This also includes choosing the theme of the event and designing the agenda accordingly.
- During the event, it is important to keep an eye on the course of the event by ensuring that each session is on schedule, and resolving technical issues.
- Conduct an evaluation to find out what went well and what needs to be improved for the next event.

Here is a photo of the online training activity published through Instagram stories.

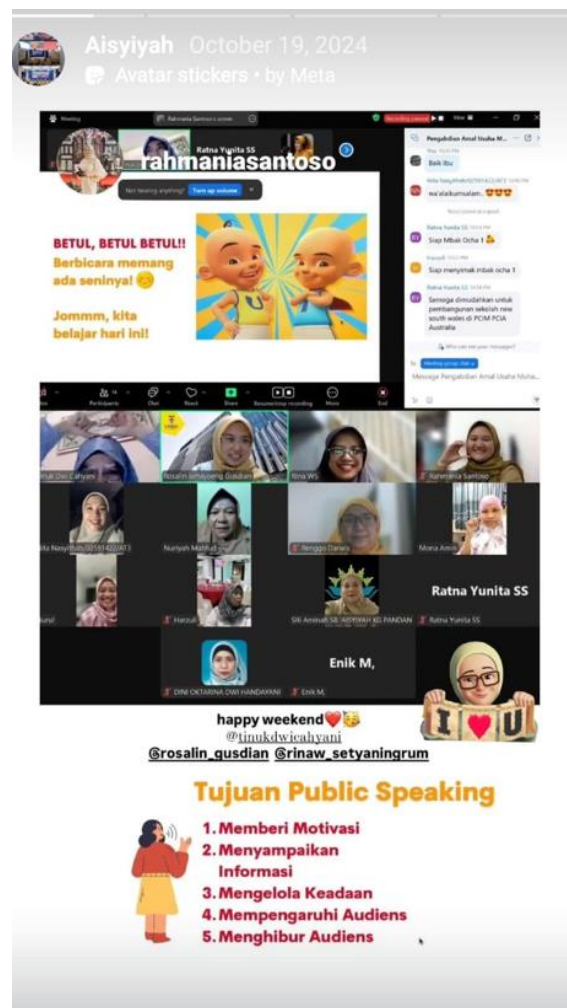


FIGURE 2. MC Training Documentation Upload on Instagram

## TRAINING AND MENTORSHIP

This stage aims to provide opportunities for participants to practice the material learned in the Material Delivery stage. Training participants were given MC scripts to be studied and practiced independently according to the information obtained in the online meeting. Independent practice activities were carried out for approximately one month as a stage of preparation for participants to take part in the MC simulation which was held offline. in Kuala Lumpur in November 2024. An example of an MC script for participant practice is presented as follows.

**Naskah MC Milad di PCIA Malaysia**

Bismillahirrahmanirrahim, Assalamu'alaikum warahmatullahi wabarakatuh.  
Selamat pagi, dan salam sejahtera kami haturkan kepada:  
Yth.....  
Ykh.....  
.....  
Serta seluruh hadirin, peserta Milad Muhammadiyah tahun 2024.

Syukur alhamdulillah kita haturkan kepada Allah Subhanahu wa Ta'ala, karena dengan rahmat dan karunia-Nya, kita dapat berkumpul pada hari yang penuh berkah ini untuk memperingati Milad Muhammadiyah yang ke-112.

Hadirin yang kami hormati, Pada hari ini, kita akan bersama-sama mengenang perjalanan panjang organisasi Muhammadiyah yang telah berdiri sejak tahun 1912, yang terus berkomitmen untuk memajukan umat, bangsa, dan dunia. Milad kali ini menjadi momentum untuk terus memperkuat semangat amar ma'ruf nahi munkar serta menguatkan ukhuwah Islamiyah di seluruh dunia.

Perlu diketahui bahwa acara Milad Muhammadiyah 2024 ini diselenggarakan oleh Pimpinan Cabang Istimewa Muhammadiyah (PCIM) Malaysia dan dihadiri oleh berbagai elemen umat Islam dari berbagai latar belakang. Semoga acara ini menjadi sarana untuk mempererat tali persaudaraan kita, memperdalam pemahaman kita tentang ajaran Muhammadiyah, serta memberikan inspirasi untuk terus berbuat baik.

Untuk itu, marilah kita awali acara ini dengan bersama-sama membaca basmalah  
**Bismillahirrahmanirrahim.**

Selanjutnya, marilah kita dengarkan lantunan ayat suci Al-Qur'an yang akan dibacakan oleh Saudara ..... Kepada Saudara ....., kami persilakan.

**(Pembacaan Al-Qur'an)**

Alhamdulillah. Semoga bacaan tadi memberi berkah dan petunjuk bagi kita semua. Hadirin yang kami hormati, pada kesempatan ini, kita juga akan mendengarkan sambutan dari Ketua Pimpinan Cabang Istimewa Muhammadiyah (PCIM) Malaysia, Bapak ....., dipersilakan.

**(Sambutan Ketua PCIM Malaysia)**

Terima kasih kepada Bapak ..... atas sambutan yang telah disampaikan. Semoga semangat yang disampaikan dapat menjadi motivasi bagi kita semua untuk terus menguatkan dakwah Muhammadiyah.

Hadirin yang berbahagia, Untuk selanjutnya, kita akan menyaksikan pemaparan tentang "Peran Muhammadiyah dalam Mewujudkan Perubahan Positif di Dunia" yang

**FIGURE 3. MC's Script Internal PCIA**

Based on the evaluation carried out after the training which was carried out online, the biggest enemy before carrying out the mc's duties was to overcome fear and worry of making some mistakes. Trainees can listen to the content created by Rahmania Santoso uploaded on her personal instagram account. The content can be accessed via the link:

<https://www.instagram.com/reel/CXTBIXEAprJ/?igsh=MWI4a3k0amFubWV1eA==>



Instagram



FIGURE 4. MC Tips Instagram Content

In the real practice or simulation activities carried out directly in Kuala Lumpur, the trainees not only practiced how to become an MC according to the script that had been given, but the participants also learned to use diaphragm sounds. Using diaphragm voices, the participants practice to become MCs with a clear voice in order to increase confidence in carrying out MC duties for PCIA's internal routine activities as well as external activities for the needs of PP Aisyiyah at home and abroad.

In the following picture, the presenter demonstrates the technique of speaking with a diaphragm voice that is useful for maintaining voice stability and improving the quality of articulation of an MC so that he can perform professionally and confidently (Kustiawan dkk., 2023).



FIGURE 5. Presenter Demonstrates Diaphragm Breathing Techniques

Furthermore, the participants took turns simulating the results of the training they had done for one month by acting as formal or informal MCs in Muhammadiyah or Aisyiyah activities. In this activity, participants were given the freedom to choose to use manuscripts that had been provided in advance and manuscripts that they had prepared themselves. In fact, some participants appeared impromptu without bringing a script.





**FIGURE 6.** Participants simulated the role of MC

In the following picture, the presenter gave input to the participants regarding good and correct vocal processing techniques to get a loud voice.



**FIGURE 7.** Presenter Provides Input to Participants

## EVALUATION AND FOLLOW-UP

Based on the results of the implementation of the MC public speaking training and assistance program to the cadres of the Aisiyyah Special Branch (PCIA) Malaysia, there are several follow-up plans to ensure the sustainability and development of this program in the future. The next stage plan includes:

1. Continuous Mentoring

Participants who have participated in the training will receive follow-up assistance to increase their confidence and professionalism. This mentoring will be carried out through Personal Mentoring activities where participants can consult directly with mentors regarding techniques, experiences, or challenges when becoming an MC through various media platforms, such as WhatsApp and Zoom.

2. Continuous Monitoring and Evaluation

This stage aims to ensure that participants can apply the knowledge they have acquired. Monitoring is carried out by involving participants in official Aisiyiah events as MCs. With this plan, it is hoped that public speaking training and assistance for Aisiyiah cadres can continue to grow and provide sustainable benefits, both for cadres in Malaysia and in other countries.

## CONCLUSION

Public Speaking – MC training activities are very much needed by Aisiyiah cadres, especially those abroad. This is because there are many activities carried out abroad involving PCIA. Based on the results of the Muhammadiyah charity service that we have carried out, the participants expressed their desire to be given advanced training because many of the participants did not delve into Public Speaking techniques. The implementation of Muhammadiyah charity service abroad requires a greater cost than its implementation domestically. Therefore, it is necessary to increase funds for service like this so that the results are maximized.

## ACKNOWLEDGMENTS

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