

Optimizing the Opening Structure of Public Speaking in Da'wah Opening

Ridwan Daril Hakiki¹, Meity Suryandari²

Al-Zaytun Islamic Institute of Indonesia

Abstract

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This material discusses the understanding that public speaking in the Islamic context has a rich historical heritage, practiced by the prophets, especially the Prophet Muhammad. As the art of public speaking, public speaking is not only about conveying information but also building connections, inspiring, and bringing about change. The focus of this research is the opening structure as a key element in Islamic public speaking, with an emphasis on topic selection, effective introduction, and public speaking competence. Through content analysis and literature references, this research reveals that public speaking plays an important role in Islamic da'wah, where choosing the target of da'wah becomes an important strategy. Public speaking competence, such as choosing useful topics and interesting introductions, has proven to be a key element in the effectiveness of da'wah. This research provides practical and in-depth solutions, highlighting changes that can be made, such as catchy titles and the use of more descriptive language, to increase the positive influence in spreading Islamic teachings. Mastery of public speaking competence in and understanding of good opening structures has the potential to increase the effectiveness of Islamic da'wah, providing communication between the speaker and the audience.

Keywords: *Opening Structure, Public Speaking, Da'wah*

(*) Corresponding Author: ridwandarilhakiki@gmail.com

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INTRODUCTION

Public speaking is not just about standing on a podium and spouting words. It's about building connections, inspiring and bringing about change. It's about conveying ideas clearly and persuasively, and leaving a positive imprint on the audience's mind.

Understanding the components of the opening structure, such as the opening, self-explanation, purpose, transition to content, position statement, presentation outline, credibility introduction, call to action, start transition, and time indicator. In addition, you have also explained the importance of public speaking competencies in developing public speaking skills, with an emphasis on topic selection, effective introduction, organizational pattern, idea delivery, strong closing, clear language, vocal expression, nonverbal behavior, adjustment to the audience, use of visual aids, and persuasive ability.

The opening structure in public speaking is a key component that helps speakers start their presentation strongly and grab the audience's attention. This is important because an effective opening can make the audience more engaged and motivated to listen further. This material is to provide knowledge on how to design a good opening in public speaking, including various elements that

must be considered in the opening such as attention-getter, introduction of yourself, statement of purpose, and others.

Meanwhile, public speaking competence covers various aspects that must be mastered by a speaker to be able to speak in public effectively. These include the ability to choose an appropriate topic, design an engaging introduction, organize the content of the presentation well, use clear and lively language, communicate effectively with vocal expressions and body language, adapt the presentation to the audience, use visual aids well, and build a persuasive message with strong evidence.

This material reflects the importance of public speaking in various contexts, whether in the academic, professional or social world. By understanding good opening structures and mastering public speaking competencies, one can become a more effective speaker and better influence audiences in various communication situations.

RESEARCH METHOD

This author conducted a content analysis of the topic "Structure of Opening Public Speaking" in an Islamic context. In this case, the author identifies the use of public speaking in Islamic history, references to relevant Qur'anic verses, and the importance of choosing the right target of da'wah. The author refers to various literature sources and quotes from several previous studies, such as the sources mentioned in the text, to support the argument regarding public speaking and its competence.

On concepts related to the Opening Structure of public speaking, such as the definition of public speaking, the main components in the structure of the talk, and the competencies required in public speaking. The authors provide an explanation of the various techniques used in public speaking, such as opening speech techniques, speech structure, and closing techniques. They also outline the techniques in the main points in the body of the presentation. The authors provide a qualitative view of public speaking competencies, such as selection of useful topics, use of clear language, suitable vocal expressions, and customization of material to the audience.

RESULTS AND DISCUSSION

Public Speaking

Public speaking is not only a modern art, but also a precious legacy of the Prophets. Since the beginning of Islamic civilization, the method of lecture or speech has been one of the main tools to convey the divine message to mankind. Prophet Muhammad (PBUH) is the prime example of Islamic public speaking. He was able to attract the attention and touch the hearts of his listeners with his words full of wisdom and full of meaning. His ability to convey messages clearly and persuasively makes him an unrivaled figure in the history of Islamic public speaking. The framework of khitabah is in the form of opening, content and closing (Aeni, 2023).

Public speaking does play an important role in Islamic preaching. The Quranic verse mentioned in Surah An-Nahl verse 125, clearly emphasizes the importance of conveying the teachings of Islam with wisdom and good advice.

أُدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ
أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

"Invite (people) to the way of your Lord with wisdom and good lessons and argue with them in a good way. Verily your Lord, He is the One who knows better who has strayed from His path and He is the One who knows better those who are guided". The selection of the right da'wah target is an important strategy because it determines the target of the da'wah program to be carried out. The right target of public speaking da'wah will have a positive impact on society so that the objectives of the da'wah program can be achieved properly (Zahra Asyidda Najibulla1, 2023).

Definition of Public Speaking

Public speaking is the process of speaking in front of the public or audience to convey information, entertain, and influence the audience. Many people say that public speaking is easy, but in reality public speaking requires practice and certain techniques in order to run well. As stated by Mustamu, R.H. (2012) that: public speaking is an ability to express ideas in front of the public, where through channels or media is a tool or vehicle that can be used by the source to convey its message to the recipient. Like a bridge, the communication channel connects two parties and allows the exchange of information. both the audience and mad'unyah (Meity Suryandari1, 2023).

There are several main components that we can consider in the structure of opening public speaking, including

Introduction:

- a. Opening (Attention-Getter): Start with something that grabs the audience's attention. This could be a story, rhetorical question, quote, surprising data, or anecdote relevant to your topic.
- b. Introduction of Yourself: Brief yourself, including any background or credentials relevant to your topic, only if it is relevant. Avoid spending too much time on this section.
- c. Statement of Purpose: Clearly explain why you are speaking on this topic and what you hope to achieve in your presentation.

Speech structure

- a. Opening
"Accessing the audience"
- b. Body
"The core of the speech is delivered according to the advice of "accessing" the audience"
- c. Closing
"memorable closing"

Opening

- Explain that this topic is closely related and important to the audience.
- Surprise or shock the audience
- Builds audience curiosity

- Establish credibility for a noble cause
- Body
- The main points build the body of the script, generally consisting of 2-5 main points in one script (pay attention to duration).
- Chronological
- time-based delivery method
- Spatial
- delivery method based on direction/directing something related to a certain place or location
- Causal
- delivery method that describes a cause and effect relationship.
- Problem - solution
- Delivery method that lays out the problem and solution
- Typical order
- delivery method based on specific subtopics that are logical and consistent
- Organize the main points to be conveyed
- based on the main points that have been conveyed
- Keep the interest of the audience
- interesting examples
 - statistical data
 - ask/ask for response
 - humor
- Closing
- recap of main points
 - conclusion with emotional touch
 - positive note
 - acknowledgments
- Connectors
- words or word combinations that connect ideas or text that show relationships
- Internal preview
- statement that lets the audience know what's coming next
- Internal summary
- summary of the previous part
- Signposts
- statement that clearly shows the focus on the main/important points
 - the most important starting from the first point, second and so on...

Public Speaking Competencies

Public speaking has several competencies that need to be considered, public speaking is closely related to the competencies and characteristics of public speaking in rhetoric. In this case, da'wah bil hal is carrying out good deeds in everyday life which includes social, economic, and cultural fields in the frame of Islamic teaching values through rhetoric in public speaking. Bil hal is an effort to pioneer and practice the teachings of Islam in everyday life in this Public

Speaking strategy (Ula Muvida Toyiba1, 2023, p. 300). Da'wah in this form can be done by everyone everywhere in any profession from the highest to the lowest level. Public Speaking: The Key to Effective Communication

Public speaking is the art of public speaking that aims to inform, entertain, or persuade an audience. This skill is an important part of communication science and is closely related to effective communication.

Components of Effective Communication:

According to Hojanto (2017), there are five key components of effective communication that also apply to public speaking:

1. Delivery of Message or Information:
Speakers should pay attention to vocal and verbal techniques for clear and engaging delivery. Basic public speaking techniques such as intonation, articulation, and gestures can help build the "snowmanhip" or credibility of the speaker.
2. Message/Information Delivered:
The message should be short, concise, and easy to understand. Techniques for organizing and crafting presentation materials are essential to ensure the message is conveyed effectively.
3. Communicator/Recipient of Information/Audience:
A good audience analysis, including psychology and demographics, helps the speaker customize the presentation style and content. Understanding the needs and expectations of the audience is key to capturing their attention and engagement.
4. Message/Information Delivery Media:
Media acts as an auxiliary means of conveying information. The right choice of media can increase the comprehension and appeal of the message. Currently, there are various media that can be used, such as graphics, photography, audio, video, and the environment.
5. Feedback:
Audience response is an important indicator of successful information delivery. Pay attention to the audience's body language to determine their level of enthusiasm and understanding. Get direct feedback through questions, discussions, or surveys.

Public Speaking Competencies:

- Master basic public speaking techniques such as vocal, verbal, and gestures.
- Organize and craft effective presentation materials.
- Conduct audience analysis to understand their needs and expectations.
- Choose the right delivery media.
- Pay attention to audience feedback to improve presentation quality.

By mastering public speaking competencies and applying effective communication principles, you can deliver messages more clearly, interestingly, and impactfully.

Changes Made:

- A more interesting and informative title

- Use of more poetic and descriptive language
- Emphasis on the relationship between public speaking and effective communication
- Simplification and reorganization of bullet points
- Addition of examples and explanations

Feedback provided by the audience (Dr. Anna Gustina Zainal, 2022, p. 14).

In this era, all Muslims are inseparable from social media. So that people are expected to be able to keep up with the times so as not to be eliminated by the times. Public speaking skills for students are also useful when they later enter the world of work, such as job interviews, presentations of performance achievements, program presentations, and so on (Yuhdi Fahrimal1, 2020). As a young person in a speaker or public speaking figure, we must be a leader in the future both in the world of public speaking where we must be able to take advantage of digital advances to facilitate a wide scope and always broadcast both in the form of education, educated understanding and religious elements in the teachings of Islam in the universe so that Islam is Rahmatan Lil Alamin (Shafa Tasya Kamilah 1, 2023).

According to Shreiber, L. et al (2013), there are several important competencies that need to be mastered in public speaking:

- a. Useful Topics
- b. Interesting Introductions
- c. Clear Organization
- d. Well-Supported Ideas
- e. Concluding Inference
- f. Clear and Vivid Language
- g. Suitable Vocal Expression
- h. Appropriate Nonverbals I. Tailored to the Audience
- i. Proficient in Using Visual Aids
- j. Convincing Persuasion

Public speaking competence is often referred to as tips in doing public speaking. In the era of the Industrial Revolution 4.0, public speaking is growing rapidly by utilizing electronic media such as mobile phones, television, and radio. These media are able to penetrate geographical, social, and political boundaries intensively. In this case, a speaker will perform several competencies to support public speaking in utilizing technology and can even be applied in the world of technology-based public speaking (Muhammad Rizqy1, 2023, p. 37). As explained that public speaking competencies include:

Public speaking is an important skill that allows you to convey ideas, information, and influence in an effective way to an audience. Here are 10 important competencies that need to be mastered in public speaking:

1. Topic Selection:
 - Choose a topic that is useful and interesting to the audience.
 - Bring in new information that the audience doesn't already know.
 - Avoid topics that are outdated or irrelevant.

2. Engaging Introduction:
 - Use interesting attention grabbers to captivate the audience.
 - Establish your credibility as a speaker.
 - Provide an orientation and overview of the topic to be covered.
 - State the thesis clearly and preview key points.
3. Effective Organization Pattern:
 - Structure the speech with clear and structured main points.
 - Deliver the points logically and systematically.
 - Avoid overlapping or confusing points.
4. Supporting Ideas:
 - Use interesting and valid supporting material to reinforce the main points.
 - Make sure the source of information is credible and reliable.
 - Present the material in a way that is easy to understand and remember.
5. Persuasive Closing:
 - Summarize the main points clearly and concisely.
 - Reaffirm the thesis and call to action.
 - End with a strong and memorable impression.
6. Clear and Imaginative Language:
 - Use language that is easy to understand and engaging.
 - Avoid jargon, slang, and complicated sentence structures.
 - Use vivid and imaginative language to grab the audience's attention.
7. Effective Vocal Expression:
 - Speak clearly and audibly.
 - Use vocal variety, intensity, and tempo to keep the audience's attention.
 - Avoid word fillers like "um," "uh," and "hmm."
8. Good Nonverbal Correspondence:
 - Keep an upright and confident posture.
 - Use natural and expressive gestures.
 - Make eye contact with the audience to build a connection.
9. Tailoring the Material to the Audience:
 - Consider the audience's beliefs, values, and attitudes when delivering the material.
 - Use examples and figures of speech that are relevant to the audience.
 - Avoid sensitive or controversial topics.
10. Effective Use of Visual Aids:
 - Use visual aids to clarify and reinforce messages.
 - Ensure visuals are of high quality and easy for the audience to see.
 - Describe visuals clearly and concisely.

Public Speaking Practice

Becoming a Reliable Public Speaker: The Importance of Practice At the beginning of this chapter, I shared how a friend managed to mesmerize his audience during a presentation. His ability to speak in public is certainly not acquired suddenly. He must have done a lot of practice so that his presentation looked easy and natural. As a public speaker, practice is the key. The more practice we do, the more comfortable and confident we will be when presenting.

In this case when you want to become a reliable presenter? Here are practical tips for presentation practice:

1. Focus on the Message:
 - Determine the purpose of your presentation What do you want to convey?
 - Prepare key points and organize them logically.
 - Use clear, understandable, and interesting language.
 - Focusing on the message will build your confidence and make you appear more natural when presenting.
2. Plan and Practice Regularly:
 - Create a structured practice schedule.
 - Practice in front of a mirror or camera to monitor gestures and body language.
 - Record your voice to identify delivery flaws and strengths.
 - Time your presentation to ensure the duration is on target.
 - Plan and prepare supporting visual aids.
 - Simulate a presentation in front of friends or colleagues, and listen to their feedback.
 - The more you practice, the better your presentation skills will be.
3. Utilize Feedback:
 - Ask for feedback from friends, family or colleagues who watched our rehearsal.
 - Listen to feedback openly and use it to improve.
 - Feedback from others helps you see the presentation from a different perspective.

CONCLUSION

Public Speaking in Islam, Public speaking has been an important part of the history of Islamic civilization, and many prophets used the method of lectures or speeches in inviting their people. The Prophet Muhammad (peace be upon him) is considered the leading figure in the history of Islamic public speaking. Public speaking is the process of speaking in public to inform, entertain, and influence an audience. It is a skill that requires practice and certain techniques to succeed. Key Components in Public Speaking Structure, The structure of a talk generally consists of an introduction, body, and closing. Each component has elements such as an engaging opening, self-presentation, a statement of purpose, key points in the body, and a summary in the closing.

There are a number of competencies that need to be mastered in public speaking, including selection of a relevant topic, an engaging introduction, clear organization, use of well-supported ideas, a strong closing, clear use of language, appropriate vocal expression, good nonverbal communication, adjustment to the audience, use of visual aids, and persuasive ability. Practice Public Speaking: Practice is the key to becoming a good public speaker. Focusing on the message, planning rehearsals, recording yourself, keeping track of time, planning visual aids, and receiving feedback from peers are all ways to improve our public speaking skills. In the context of Islamic da'wah, public speaking is an effective way to convey religious messages to the public. Developing public speaking competencies and practicing regularly are important steps to becoming a more effective da'wahist in spreading the teachings of Islam.

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