

## ABSTRAK

Nama : Pratama Yudono  
NIM : 44219010100  
Program Studi : Ilmu Komunikasi  
Judul Laporan Skripsi : Implementasi Manajemen Event dalam Program Kampanye Public Speaking di Sekolah Purba Adhika Jakarta Selatan.  
Pembimbing : Novi Erlita S.Sos, M.A & Yuliawati S.Sos, M.Ikom.

Saat ini Indonesia masih kekurangan keterampilan berbicara juga diperparah dengan rasa tidak aman saat berbicara di depan umum. Banyak faktor yang mempengaruhi tingkat kemampuan berbicara anak, salah satunya adalah malu ditertawakan jika salah dan takut. Hal seperti ini jarang diajarkan di sekolah sehingga tercipta pemahaman yang melekat pada diri anak yaitu rasa takut dan malu ketika berbicara. Kita banyak melihat contoh di sekitar ketika guru menanyakan sesuatu di kelas, tidak ada yang berani menjawab pertanyaan guru. Pelaksana kegiatan melihat dilapangan, kerap kali masih terjadi kesalahpahaman antara guru dengan pendamping muridnya karena komunikasi yang dilakukan tidak berjalan dengan efektif. Oleh karena itu, pelaksana kegiatan ingin melaksanakan kegiatan TAPN yaitu memberikan edukasi kepada masyarakat sekolah khususnya Bapak/ibu guru maupun Teman-teman pendamping murid di Sekolah Purba Adhika. Tugas Akhir Peduli Negeri (TAPN) menjadi metode workshop dan tim untuk mendapatkan studi Strata-1 di Universitas Mercu Buana, workshop ini bertemakan “Membangun public speaking yang baik diantara bapak/ibu guru dan Teman-teman pendamping murid”. Pada dasarnya Tugas Akhir Peduli Negeri (TAPN) menjadi metode penulis dan tim untuk mendapatkan studi Strata-1 di Universitas Mercu Buana. Antusias yang tinggi dari peserta membuat tim semakin semangat untuk menjalankan workshop tersebut, kami berharap sekali agar kedepannya para peserta dapat mengimplementasikan ilmu yang sudah diberikan.

**Kata Kunci :** Tujuan Penelitian, Anak Berkebutuhan Khusus, Komunikasi, Sekolah Purba Adhika.

## ABSTRACT

Name : Pratama Yudono  
NIM : 44219010100  
Study Program : Communication Studies  
Title Internship Report : Implementation of Event Management in the Public Speaking Campaign Program at the Adhika Purba School, South Jakarta.  
Counsellor : Novi Erlita S.Sos, M.A & Yuliawati S.Sos, M.Ikom.

At present Indonesia still lacks speaking skills which is also exacerbated by the feeling of insecurity when speaking in public. Many factors affect the level of a child's speaking ability, one of which is embarrassment at being laughed at if it is wrong and fear. Things like this are rarely taught in schools so as to create an understanding that is inherent in children, namely fear and shame when speaking. We see many examples around when the teacher asks something in class, no one dares to answer the teacher's question. Executors of activities see in the field, there are often still misunderstandings between teachers and their student companions because the communication that is being carried out is not working effectively. Therefore, the activity executors want to carry out TAPN activities, namely providing education to the school community, especially teachers and friends accompanying students at the Adhika Ancient School. Caring for the Country Final Assignment (TAPN) is a workshop method and a team for obtaining undergraduate studies at Mercu Buana University, this workshop has the theme "Building good public speaking among teachers and fellow student companions". Basically, the Final Concern for the Country (TAPN) is the author's and team's method for obtaining undergraduate studies at Mercu Buana University. The high enthusiasm of the participants made the team even more enthusiastic about running the workshop, we really hope that in the future the participants can implement the knowledge they have been given.

**Keywords:** Research Objectives, Children with Special Needs, Communication, Adhika Ancient School.