

CHAPTER I

INTRODUCTION

This chapter presents what will researcher discuss. This chapter provides general explanations of what the researcher will discuss in this research. The introduction part contains several subheadings such as Background, Limitation of the research, purpose of the research, significance of the research, and definition of the key terms.

A. Background of the Study

English is a global language of communication, serving as the bridge that connects people from diverse nations and cultures worldwide. English is widely utilized as a global language for communication internationally, and proficient use of it as a language tool is critical (Rajab et al., 2020). People are highly encouraged to attain proficiency in English due to its extensive use in technology, education, politics, commerce, and as the primary means of international interaction. In today's modern era, characterized by formidable challenges and intense competition, individuals are not only advised to achieve a high level of education but also to develop specific competencies, commonly referred to as skills. Proficiency in English is the most crucial thing. Within the realm of beauty pageants, a strong speaking ability can be a valuable asset, enabling contestants to effectively communicate with a global audience, judges, and fellow participants. This demonstrates their ability to connect with individuals from various backgrounds.

Speaking requires both giving and receiving information to produce meaning, is the most important language skill in learning a second language. As stated by Brown (2001), speaking is the most important of the four language skills in second language acquisition because it is an interactive activity that involves both creating and receiving information to generate meaning. Speaking and public speaking are two types of skills that are linked but have different in various contexts.

Public Speaking defined by Yee & Abidin (2014: 127) as giving a speech to an audience in an organized way with the intention of entertaining, educating, or even persuading them. Similar to presentations, public speaking usually has an academic or formal setting as its goal. According to Do & Dang (2012) Public speaking is a powerful tool that allows individuals to communicate their thoughts, opinions, and expertise on various topics. Public speaking enables individuals to inspire, educate, and persuade audiences, ultimately fostering a sense of connection and understanding among people. It means, Public speaking is the ability to express themselves effectively and persuasively in front of an audience.

On the other hand, there are some previous studies that investigated and analyzed about public speaking. Rahayu et al., (2022) investigated that Public speaking is a structured presentation where a speaker persuades, informs, or entertains an audience. According to Amelia et al., (2022) Speaking in public is a skill form known as public speaking. This is because there were many of listeners in attendance. Example: in a conference, meeting, lecture, and so forth. Speaking in public need bravery and talent. Public speakers need to possess speaking skills and abilities that are simple to comprehend in a short amount of time, in addition

to overcoming anxiousness. Speaking also stated (Harahap & Rozimela, 2021) is an important language skill for students to develop to communicate effectively in English, as it allows them to practice speaking, build self-confidence, share ideas, and express themselves to an audience. Based on the previous studies there is little bit investigated about Public speaking in Puteri Indonesia 2022 especially using the PIPA Model.

Moreover, In the professional world public speaking abilities are necessary to give presentations, conduct training sessions, or bargain with clients. Furthermore, public speaking abilities are crucial in the field of education for providing class content, facilitating dialogues, or presenting research findings. Additionally, public speaking abilities are important in the social sphere to convey thoughts, deliver presentations, or run meetings. In a somewhat different context, one event that requires competitors to have outstanding public speaking skills is beauty pageants. Contestants are required to give speeches as part of these events introduce themselves, share their vision and mission, or answer questions from the judges. To overcome this, Puteri Indonesia should enroll in extensive public speaking training, plan their speeches thoroughly, practice regularly, and maintain self-esteem.

The Puteri Indonesia Foundation, supported by the Cosmetic Company Mustika Ratu, is the first beauty pageant in Indonesia since 1992. The competition, Puteri Indonesia Grand Final, is an annual event that showcases the country's culture and beauty. The contestants must be able to articulate their ideas and goals in a convincing, informative, persuasive, and clear manner. Speaking abilities involve more than just physical pronunciation; it involves the ability to

structure ideas, create an impactful message, and deliver it with confidence and elegance. Puteri Indonesian participants must be able to understand social, cultural, and environmental issues that are significant to society and win the audience's sympathy and support. Overall, Puteri Indonesia's public speaking skills are essential for its success as a country's ambassador in international venues. By addressing these challenges and focusing on improving their communication skills, Puteri Indonesia can create a more successful and influential presence in international events.

This study used The PIPA Model assessment rubric to assess the informative speech skills of the Puteri Indonesia. This theoretical framework's evaluative dimensions include organization, supporting materials, content (informative or persuasive), articulation, nonverbal communication, and visual aid. The way learners are arranged to communicate the subject and provide the audience with information is called organization. Supporting materials include any and all references, facts, quotes, and other reliable materials that provide context for the speech. The content contains persuasive arguments. A speaker's use of words is a component of articulation. Nonverbal cues include facial expressions of emotion, posture, and gestures. Any tool the speaker employs throughout the presentation is referred to as "visual aids" in this context. In Universitas Pasir Pengaraian, this paradigm also functions as a new evaluation technique or rubric, especially for the English study program.

Puteri Indonesia's public speaking skills assessment uses the PIPA (Persuasive Informative Presentation Assessment) Model, which focuses primarily on the Contestants' Informative Speeches and also the content, non

verbal expressions and the articulation of the Puteri Indonesia 2022. This assessment can provide in-depth insight into the extent to which participants can speak in public. PIPA is an assessment framework that is usually used to assess persuasive and informative presentations. By using PIPA, research can be conducted to gain a better understanding of the public speaking skills of Puteri Indonesia's 2022 participants and the extent to which they can communicate relevant and important issues effectively to the public, and also help researchers identify their speeches organization, supporting material, content, articulation, Non Verbal communication and Visual aid.

Based on the background above, the writer is interested in writing a research paper concerning the public speaking skill in Puteri Indonesia speech the title of this research is "*Assessing Public Speaking Skill in Puteri Indonesia 2022 through PIPA Model*".

B. The Limitation of the Research

To ensure that the research is more concentrated and that the conversation is not too general, the researcher establishes limitations based on the research that has been determined, thus:

1. Researchers chose to focus on the research Subject, which is the Grand final Top 10 Puteri Indonesia 2022 video clip.
2. The Puteri Indonesia 2022 did not use any of the visual aids in the grand final speech.
3. Researchers concentrate on assessing the grand final speeches by the Puteri Indonesia 2022 who use English in their remarks.

C. Formulation of the Research

Based on the limitation above, the formulation of this research was converted into a question as follows: How is Puteri Indonesia's 2022 Speech through the PIPA Model?

D. Purpose of the Research

Based on the formulation of the research above, this research has a specific purpose which is to find out how is the Puteri Indonesia 2022 Speech through PIPA Model.

E. Significance of the Research

1. For Teachers and Educators

The result of this research can help teachers and other educators learn more about how to support students in improving their public speaking abilities. For instance, the study can identify the essential elements of good public speaking as well as the difficulties that students have when learning this ability. Designing more efficient teaching and learning methods for public speaking is possible with the use of this information.

2. For Students

A Student who wants to improve their public speaking abilities can also gain from the study's findings. For instance, the study can give students useful advice on how to prepare and deliver a speech. This research can be useful to assist students in realizing the value of public speaking abilities in a range of contexts, including academic, professional, and personal situations.

3. For the Next Researchers

The results can inform future studies on the public speaking techniques of this study. The study may point to areas that require more investigation, such as the influence of public speaking abilities on academic progress or job success. The findings can also be utilized to create fresh, cutting-edge approaches to training students in Public speaking.

F. The Definition of the Key Term

1. Assessing

To evaluate a person, project, or circumstance, data must be gathered and analyzed. It uses various methods, including surveys, observations, tests, and interviews. Gaining a thorough understanding of the subject will help direct future efforts and help identify areas of strength and weakness that will require improvements or adjustments to yield the intended outcomes. As stated by Richard I. Arends (2008), assessment is the process of acquiring data about learners and classes in order to make decisions about instruction.

2. Informative Speech

Informative Speech is an effective technique for imparting factual knowledge about a topic and encouraging a deeper level of comprehension among the audience. As stated by Dailin (2017), an informative speech is one in which the speaker shares facts about an individual, creature, or item. An informative speech aims to impart knowledge to the audience using objective, factual data. In this study, It is evident based on an earlier statement that the objective of informative speech is to communicate the speaker's ideas and knowledge to the listener.

3. Persuasive Speech

A persuasive speech aims to persuade the audience to adopt the speaker's viewpoint and alter their perspective (Rahayu et al., 2023). To persuade the audience, a persuasive speech should employ sincerity, honesty, respect, appreciation, and activation. It entails being real, considerate, encouraging, and supporting. Persuading an audience to act on a thought, adopt a different perspective, or consider doing something they have previously refused to do is the primary purpose of persuasive presentations. In an engaging speech, the speaker's and the audience's viewpoints on the same concept or truth must be combined.

4. Puteri Indonesia 2022

Puteri Indonesia serves as an ambassador for peace, women's empowerment, and tourism, as well as promoting Indonesia abroad. Benefits of the contest include enhancing women's growth, boosting Indonesia's reputation, and providing a forum for the promotion of both women's empowerment and Indonesia. Puteri Indonesia in Indonesia, which has been conducted every year since 1992. Under Mooryati Soedibyo's leadership which is Mustika Ratu leader, the foundation focuses on three "3B" mottos: Brain, Beauty, and Behavior. Puteri Indonesia 2022 which is the 25th edition of the Puteri Indonesia Beauty Pageant, took place in Jakarta, Indonesia, on May 27, 2022, at the Jakarta Convention Center's Plenary Hall.

5. PIPA Model

According to Rahayu and Rozimela (2022), the PIPA (Persuasive Informative Presentation Assessment) Model is a web-based technology-delivered sandwich feedback technique for evaluating persuasive and informative speeches

in public speaking. The researcher in this study adopted the PIPA Model to assess the Puteri Indonesia 2022 speech ability in the video clip.

CHAPTER II

LITERATURE REVIEW

This chapter presents some theories related to this research. It provides an overview of previous research analysis on public speaking skills ability. This chapter explains about the nature of public speaking, Kinds of Speech, Puteri Indonesia, Puteri Indonesia 2022, and PIPA Model. The conceptual framework and previous relevant research findings also feature in this chapter.

A. Theoretical Background

1. Public Speaking

a. The Nature of Public Speaking

Public is entities like businesses or roadways are sometimes compared with private or personal. People who are not persons are also considered to be a part of society, which comprises a large number of people who are tied one another or are active in a society but are not connected to the national government. Speaking in front of an audience is an art form known as public speaking. This is because there were a lot of listeners in attendance. As an example, in a conference, meeting, lecture, and others. Speaking in public demands bravery and skill. Public speakers need to possess communicating skills and abilities that are simple to understand in a short amount of time, in addition to overcoming nervousness. Public speaking is a method of influencing people by expressing your thoughts to listeners. Simply said, this indicates that public speaking is a means of influencing others through the dissemination of your views.

Speaking is one of the four language skills: reading, writing, speaking and listening. Speaking of verbal exchange includes the conversation of meanings between two or more people. It is always contextually connected. Speaking is the technique of communicating ideas to others. Speaking is a process of creating meaning through the use of linguistic symbols (Chaney 1998 in P.W., et al 2015). According to Chaney, speaking is a method to speak thoughts to others. It is the process of creating meaning via the use of language symbols. In addition, This remark underlines the significance of language as a tool for interpreting and conveying ideas. This understanding aids in the use of successful methods in the speaking process to comprehend the value of communication in expressing messages effectively and efficiently.

According to Yadin 2002, in Imron & Hantari (2019) “Public speaking means delivering an address to a public audience”. Public speaking is the skill to communicate a message verbally to an audience. This skill holds significance across work, education, and social interactions. Moreover, Public speaking finds applications in diverse situations, including classroom presentations, speeches and job interviews. Effective public speaking is those who can deliver their message with precision, captivation, and persuasion, ensuring that their audience comprehends and engages with the content.

One key point to consider is Public speaking can be defined as the study of how to use language effectively in the composition of words and sentences. Another point of view is that public speaking is the art of delivering outrageous and extravagant speeches (From the Indonesian Dictionary). We could assume from the quotation above that there are primarily two components to the goal or

the purpose of public speaking namely composing words and phrases by understanding language and using it properly and learning how to deliver an impactful, passionate speech that may contain unacceptable and extravagant aspects. Therefore, the aim of public speaking is to develop competent communications who can put words and phrases together well and deliver presentations that are both fascinating and memorable.

The practice of delivering a speech in front of a live audience is known as public speaking. It is a talent that may be utilized for many different things, including informing, teaching, persuading, and entertaining. Speech, on the other hand, refers to the written or spoken words that are used to convey a message to an audience. Spratt (2005:34) speech is used in speaking to express meanings to other people. It's clear that speech is a fundamental way humans communicate to convey thoughts, ideas, and emotions to others through spoken language.

2. Kinds of Speech

Every Speech encounters a certain goal, such as entertaining or informing the audience, when a speaker gives a speech, they have a specific reason in mind for the reason they intend to convey the information to the audience. In a second edition of the book entitled *A Pocket Guide to Public Speaking* by O'Hair et al., (2007), The main kinds of speech based on the purpose are divided into four categories which is informative speech, persuasive speech, and speech for special occasions and inspirational speech.

a) Informative Speech

An informative speech is a speech that provides clear and concise information to the audience, defining, explaining, describing or demonstrating a certain topic. Examples include describing life cycles, operating cameras, or cooking side dishes. The organization of the speech depends on the purpose and can be enhanced with visual aids to illustrate step-by-step processes with real objects.

b) Persuasive Speech

O'Hair et al., (2007, p. 335) stated that "Persuasive speech is a speech whose goal to influence the beliefs, attitudes, values, or acts of others." Persuasive speeches tend to strengthen or affect people's ideas about a certain topic or subject. It is a communication strategy aimed at convincing an audience to adopt or modify their beliefs, thoughts, or behaviors in line with the speaker's viewpoint, using rhetorical strategies, logical reasoning, emotional appeals, and evidence.

c) Speech for Special Occasions

"Special occasion speech is one that is prepared for a specific occasion and for a purpose dictated by that occasion" stated O'Hair et al., (2007, p. 348) It states that special occasion speeches are customized for the particular event, fulfilling specified duties and having a purpose. Although these speeches may have persuasive or informative components, their main goal goes beyond these roles.

3. Informative Speech

According to O'Hair et al., (2007, p. 319) "Informative speech provides listeners with new information, new ideas, or new ways of thinking about a topic". Informative speeches are intended to impart new facts, concepts, or ways of thinking to the audience. Rather than attempting to alter the audience's mindset, the main goals are to increase comprehension and impart knowledge. In this context, the primary goal of an informative speech is to give information and insight to the audience, assisting them in better understanding a given topic or subject, without attempting to sway or alter the audience's opinions or attitudes about the subject.

In addition, O'Hair et al., (2007, p. 325) give a list of the four types of informative speeches, which are Definition speech, description speech, explanation speech, and demonstration speech.

a) Definition Speech

A definition speech provides background information on certain issues that most of the audience is probably unfamiliar with. The subjects might be very personal, like a single individual, or very generic, like a sport. This speech's primary objective is to inform the audience so they can be aware of the key ideas surrounding the topic. It's also concise speech that aims to clarify a term, concept or idea. It typically follows a structured structure; introduction, definition, examples, and conclusion. The speaker introduces the term, provides a clear definition, uses examples to illustrate the definition, and concludes by

summarizing the main points of the concept or idea. This helps the audience understand the meaning of the term or idea.

b) Description Speech

A description or we can say descriptive speech makes use of powerful phrases and striking visuals to help the listener form an unforgettable mental image of a certain thing, person, animal, or location. A descriptive speech can be used by an archeologist to tell the audience about their recent findings. The purpose of descriptive speech is to give an experience something that they haven't before and impress the audience.

c) Explanation Speech

An effective explanation speech or explanatory speech aims to provide the audience with a clear, organized, and understandable explanation of concepts, ideas, processes, or occurrences. It is an art form of speaking. It can be applied to instruct, enlighten, or educate the audience. Instructors can teach subjects like friction and photosynthesis to their students by using explanation speeches. Explanation speeches are a useful tool for presenters to educate audiences about new goods and services. Lastly, explanation speech has the power to mobilize the audience. For example, an environmental activist may persuade the audience to protect the environment.

d) Demonstration Speech

A demonstration speeches are presentations where the speaker aims to teach the audience how to complete a task. They can be given by students for class projects, professionals to teach colleagues, showcase new products, or pitch

new products to investors or stakeholders. These speeches are effective in showing the process of something and portraying and can have numerous benefits depending on the speaker's goal. Demonstrations are more practical and hands-on than other types of speeches.

From the definition above, the researcher take a conclusion that informative speech seek to impart new information and give an alternative viewpoint on a subject to their audience. There are also four types of informative speech, namely definition speech, description speech, explanation speech, and demonstration speech.

1) Assessing Informative Speech

Evaluation of students' learning outcomes is particularly essential, (Rahayu & Rozimela, 2022) because public speaking abilities are so important. It continues to be a crucial part of postsecondary education and helps students meet course requirements. It's important to remember that assessment serves as a main means of demonstrating how the education students get will improve their behavior, understanding, and attitudes regarding the course material.

Data collection (numbers, verbal descriptions), analysis, and decision-making based on the interpretation of the data are all steps in the systematic process of assessment. Depending on the evaluation's goal, the technique for assessing speaking or oral communication abilities should follow the measurement criteria of validity, impartiality, and reliability Ounis (2017). The speaking proficiency of senior high school pupils can be assessed through interviews and discussions, according to the Canadian Association of Second

Language Teachers. To evaluate vocabulary, structure, comprehensibility, auditory comprehension, and fluency, a scoring rubric was developed. Instructors might evaluate oral proficiency through interviews or group discussions. The six elements of the PIPA model: organization, supporting material, content (informative), articulation, nonverbal communication, and visual aid, will be utilized to gauge how much pupils' speaking abilities have improved following issue-solving treatment. This approach guarantees precision, uniformity, and consistency while assessing pupils' skills.

Delivering a great Informative speech requires careful consideration of some crucial components. Six factors, according to Rahayu & Rozimela (2022), can be used to evaluate an informative speech presentation, namely:

a) Organization

The arrangement of the speaker in presenting the subject and providing the audience with information is a part of the organization.

b) Supporting materials

All of the arguments made in the speaker's speech together with a range of reliable resources, including facts, quotations and references.

c) Content

The content element is the primary component of an informative speech. It should include important information, facts and explanations that allow the audience an in-depth understanding of the subject matter. Therefore, for the audience to understand the information that is being delivered, the substance of an informative speech has to be well-structured, clear and presented in an understandable manner.

d) Articulation

Articulation in informative speech involves pronouncing words clearly and delivering information in a structured manner. It means that articulation refers to accurately and speaking words so that the audience can understand every detail that is communicated.

e) Nonverbal communication

Posture, gesture, and facial expression are all part of nonverbal communication.

f) Visual Aid

A visual aid is any tool the speaker uses during the presentation.

4. Persuasive Speech

Persuasiveness is an effort by the speaker to persuade the listener. Sincerity, candor, respect, appreciation, and activation are all effective ways to persuade people; lying will never succeed. Thus, the speaker's effort to influence the audience can be defined as persuasion; this can be achieved by being honest, forthright, courteous, inspiring, and motivating stated by Alkhirbash (2014). According to (Rahayu et al., 2023), Persuasive Speech is the ability of the speaker to change the thinking of the audience and make the audience feel as though they agree with the speaker's perspective. Audiences' and speakers' ideas about the same idea or fact are combined.

Based on the explanation it can be concluded that a speech that aims to persuade listeners to switch their thoughts, feelings, or behavior serves as persuasive. Persuasive speech also refers to a speech that aims to change the audience's values, ideas, beliefs, and attitudes. In real life, a persuasive speech is

meant to persuade listeners to adopt a new perspective, attitude, or view, act on an idea, or contemplate undertaking an action that they had previously refused to take.

In Aristotle's Rhetorical Triangle for Public Speaking, there are Three major requirements that must be satisfied for persuasion to be effective: ethics (ethos), logic (logos), and emotion (phatos). Scientists who adopt Aristotle's method of persuasion have developed their analytical frameworks based on the subject under investigation (Higgins & Walker, 2012). The following describes the three categories of rhetorical appeals.

a. Ethos

Ethos refers to the way a speaker presents themselves to their audience as reliable and believable. Therefore, Ethos refers to the positive energy and confidence a speaker instills in his listeners. This is similar to how we feel secure and pay attention to those who we think are intelligent, successful, and concerned with the welfare of society. In this manner, their argument gains greater weight, and we are more likely to agree. This is significant since it might increase listeners' trust regarding what the speaker is trying to convey.

In conclusion, speakers need to build a compelling ethos that is supported by five key elements to persuade listeners: empathy, integrity, skills, excitement, and good character. The audience will find the speaker's message more impactful and sympathetic as a result of this ethos.

b. Logos

Logos refers to the use of reason and logic. It involves persuading the listener with solid arguments, facts, and supporting proof. The arguments are supported intellectually by Logos, which persuades listeners via logical reasoning and clear thinking. In conclusion, Logos appeals to the rationality and intellect of the audience, aiming to convince them based on sound logic and evidence. In presenting a well-structured and coherent argument, Logos helps to establish credibility and trustworthiness. This approach relies on the audience's ability to analyze and evaluate the information presented, ultimately leading to informed decision-making. Additionally, logos can be particularly effective when addressing an audience that values logical reasoning and evidence-based thinking.

c. Pathos

Pathos is associated with the feelings that the audience feels. For the listener to feel as though they are experiencing what the speaker is discussing, pathos generates emotional evidence that can appeal to both their inner hearing and their instincts. Using relatable analogies that draw on the listener's own experiences, vivid descriptions, or narratives can all help to create this emotional appeal. Pathos can effectively convince and affect the audience's perception and decision-making process by arousing powerful emotions in them. It is essential for making a stronger connection with listeners and leaving a lasting impression.

In addition, Delivering a strong persuasive speech requires careful consideration of some crucial components. According to Rahayu & Rozimela (2022), six factors can be used to evaluate the effectiveness of persuasive speech:

a. Organization

The most important factor in performing a persuasive speech is organization. How the speaker organizes their delivery of the topic and information presentation to the audience is part of the organization involved in evaluating their persuasive speech. Furthermore, smooth transitions between the speech's various portions might support keeping the audience interested and informed. All things considered, a persuasive speech that is well-structured helps the speaker convince the audience of their point of view and effectively communicate their message.

b. Research data (Supporting Material)

Speakers must provide evidence to back up their claims in compelling speeches. All points that the speech is supported by a variety of reliable materials, including sources, facts, quotes, and the like, are considered supporting material for evaluating a compelling speech. The audience will find the speaker's arguments stronger and more persuasive with the aid of these supporting materials. Speakers can make it more difficult for the audience to reject their arguments by presenting statistics and evidence to support their points of view by adding research and data into their speeches. Furthermore, the speaker's message gains credibility when true information and reliable sources are cited, increasing the likelihood that the audience will accept and believe what they are saying.

c. Content

A speech's content should be convincing, in-depth, simple to comprehend, and comprehensive. Speakers should hone their delivery techniques, including tone, body language, and tempo, to increase the speech's effect.

d. Articulation

Grammar and pronunciation include articulation. The language that the speaker uses is part of their articulation. Articulation includes not only grammar and pronunciation but also the speaker's capacity to successfully communicate ideas and concepts. nonverbal communication

e. Visual aid

Any aids a speaker uses during a presentation are referred to as visual aids. The auxiliary instruments used to give a speech are visual aids. In addition to having great speaking skills, a persuasive speaker needs to be adept at using visual aids. Among its many advantages is the ability to add attention to speeches.

5. Puteri Indonesia

Beauty Pageants is a competition that involves a beautiful young lady. The contestants ranked and evaluated by their physical characteristics, but inner beauty also became a part of beauty pageants these days, with standards encompassing personality, intelligence, skill, character, and generous participation evaluated through in-person interviews with judges and responses questions during the show. The first thing used to describe the big four international beauty pageants is Miss World, Miss Universe, Miss International and Miss Earth. Each country has

its beauty pageant, for example one of the largest beauty pageants in Indonesia is called Puteri Indonesia.

A prominent event for young ladies in Indonesia, Puteri Indonesia is a beauty contest. Since 1992, Yayasan Puteri Indonesia (YPI) has held the yearly Puteri Indonesia Beauty Pageant that sponsored by Indonesia Cosmetics Company, Mustika Ratu which is led by Mooryati Soedibyo. Choosing Indonesian contestants for international beauty pageants, including Miss Universe, Miss International, Miss Supranatural, and Miss Tourism Queen International. Yayasan Puteri Indonesia stated that The foundation's founding principles revolve around the "3B" motto: Brain, Beauty and Behaviour. Young ladies from all around Indonesia who fit the requirements between the ages of 18 and 27, being at least 170cm tall, and having completed high school or its equivalent-appear in this competition.

Puteri Indonesia is a beauty pageant that promotes Indonesia internationally, and acts as an ambassador for peace, women's empowerment, and tourism. The winner of Puteri Indonesia receives prizes like crowns, cash and work contracts, and represents Indonesia in International beauty pageants. The contest benefits include improving Indonesia's image, and increasing women to develop themselves. Puteri Indonesia is not just a beauty contest but also a platform for promoting Indonesia and women's empowerment. Puteri Indonesia additionally participates in a variety of volunteer activities to offer support and amusement to underserved communities.

This prestigious competition has drawn a wide range of gifted contestants time and time again, showcasing the grace and elegance of Indonesian ladies. The occasion provides a venue for honoring the diversity of Indonesia's culture. For the subject of this research, the researcher focus on the 2022 Puteri Indonesia namely the 10 contestants as the main subject, because the contestants in Puteri Indonesia 2022 predominantly use English when they speak in order to answer questions from the judges.

6. Puteri Indonesia 2022

The Jakarta Convention Center in Jakarta will host the 25th season of the Puteri Indonesia 2022 Beauty Pageant on March 18, 2022, according to a statement made by the Puteri Indonesia Foundation (Yayasan Puteri Indonesia). In light of the Covid-19 Pandemic, which is still spreading, the Puteri Indonesia Foundation stated that Friday, February 17, 2022 will be rescheduled from March 18, 2022, to May 27, 2022. Borobudur was the theme of the Puteri Indonesia 2022 beauty pageant. There are 44 contestant's competing in Puteri Indonesia 2022, representing their Region and Province.

Table 1. Name of the Contestant of Puteri Indonesia 2022

NO	NAME OF THE CONTESTANT	REGION/PROVINCE
1	Abigail Pinkan Sanders	Central Sulawesi
2	Adila Amalia Irvan	South Sulawesi 1
3	Adinda Chresheilla	East Java
4	Angelia Rizky	DKI Jakarta 1
5	Annisya Putri Soraya	Riau
6	Arina Rezkyana Arfa	Southeast Sulawesi

7	Arisda Oktalia	West Kalimantan
8	Astrid Nicolien Poluan	North Kalimantan
9	Bela Puspita Dalimi	Jambi
10	Brelly Angela Lerrick	East Nusa Tenggara
11	Catherine Widya Putri	Central Java
12	Charmelita Dhita Oktivia	Riau Islands
13	Chrissy Fransisca Oliviana	Banten 1
14	Cindy May Mcguire	DKI Jakarta 5
15	Dina Ludia Marwa	Papua 1
16	Dini Nurfitri Widjaya	South Sulawesi 2
17	Eggy Fegry	Aceh
18	Elisabeth Yarinap Murib	Papua 2
19	Erina Sofia Gudono	D.I Yogyakarta
20	Erviera Syahnaz	West Sumatera
21	Extika Florenza	South Sumatera
22	Feby Annisa	Lampung 1
23	Fransisca Oktaviani	South Kalimantan
24	Gusti Chairunnisa	North Maluku
25	Irene Garcia	Lampung 2
26	Jaswin Kaur Dillon	Maluku
27	Keisy Elfrani Mawey	North Sulawesi
28	Kezia Mirella Yung	West Papua
29	Laksmi Shari Deneefe	Bali
30	Magiana Ignasia Sinaga	East Kalimantan
31	Maureethania Miranda	DKI Jakarta 6
32	Maycella Apriany	West Sulawesi
33	Melanie Theresia Berentz	West Java
34	Nitya Paramita Suwandi	DKI Jakarta 3
35	Nurkhotimah	DKI Jakarta 4
36	Rafa Mutiara Putri	Gorontalo
37	Sabrina Bong Daniel	Bangka Belitung Islands

38	Saira Saima Rao	DKI Jakarta 2
39	Sarah Desideraia	North Sumatera
40	Sheila Intan Permata	West Nusa Tenggara
41	Shinta Yuliasmi	Banten 2
42	Stella Bella Elizabeth	Central Kalimantan 1
43	Syafaniar Virgin	Bengkulu
44	Yasmin Deliana	Central Kalimantan 2

Chocky Sitohang was selected as the MC for the grand final accompanied by Patricia Gouw, which was televised live from the Jakarta Convention Center. The event was also attended by a lot of Very Important People which is the Republic of Indonesia's Minister of Health, Mr. Budi Gunadi, Head of the Puteri Indonesia Foundation's Organizational Division; Mrs. Mega Angkasa, Director of PT Mustika Ratu, Chair of the Puteri Indonesia Selection Committee for 2022; and Mrs. Kusuma Ida Anjani, Puteri Indonesia 2019 from DKI Jakarta 1, Top 10 Miss Universe 2019, Frederika Alexis Cull, Miss International 2019 from Thailand, Sireethorn Leearamwat, actress Anya Geraldine, Puan Maharani and President Commissioner of PT Aviassi Wisata Indonesia, Head of the Agency Mr. Triawan Munaf's Creative Economy.

The competition opened out with a catwalk show with 44 Puteri Indonesia 2022 Contestant, backed song by Bunga Citra Lestari. The Top 11 finalist round followed. The evaluation that took place throughout the quarantine period played a significant role in deciding the Top 11, which consisted of one winner from the audience vote 10 finalists chosen by the judges and one selected by the viewer's vote. The name is:

Table 2. Name of the Top 11

NO	NAME OF THE TOP 11	REGION/PROVINCE
1	Melanie Theresia	West Java
2	Adinda Chresheilla	East Java
3	Erina Sofia Gudono	D.I Yogyakarta
4	Laksmi Shari Deneefe	Bali
5	Cindy May Mcguire	DKI Jakarta 5
6	Dini Nurfitri Widjaya	South Sulawesi 2
7	Sheila Intan Permata	West Nusa Tenggara
8	Chrissy Fransisca	Banten 1
9	Arina Rezkyana Arfa	Southeast Sulawesi
10	Erviera Syahnaz	West Sumatera
11	Nitya Paramita Suwandi	DKI Jakarta 3

After that, following the release of the Top 11 finalist results, the finalists were examined to go on to the Top Six. They did this by giving an Opening Speech in they speak challenges that which they were feeling had arisen in society in 2022, such as Poverty, Covid 19, financial trouble and cyberbullying. The given time is not over than 40 seconds. Subsequently, judge's results were gathered, identifying the Top Six finalists as follows :

Table 3. Name of the Top 6

NO	NAME OF THE TOP SIX	REGION/PROVINCE
1	Melanie Theresia	West Java
2	Adinda Chresheilla	East Java
3	Laksmi Shari Deneefe	Bali
4	Cindy May Mcguire	DKI Jakarta 5
5	Chrissy Fransisca	Banten 1

6	Arina Rezkyana Arfa	Southeast Sulawesi
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After the Top Six finalists were chosen, then it was time to choose the Top Three of the Puteri Indonesia 2022. The Top Six finalists responded and answered questions from the judges on several topics like the stunting issue, the relocation of the national capital to Kalimantan, Indonesian tourism and Bhineka Tunggal Ika, and also the topics of Beauty. The list of the finalist who advanced to the Top Three is as follows :

Table 4. Name of the Top 3

NO	NAME OF THE TOP THREE	REGION/PROVINCE
1	Cindy May Mcguire	DKI Jakarta 5
2	Adinda Chresheilla	East Java
3	Laksmi Shari Deneefe	Bali

Finally, moving to the Puteri Indonesia 2022 Final, Putri Kus Wisnu Wardani, the Advisory board of the Puteri Indonesia Foundation, asked the Top Three finalists a series of specific and same questions on their wish to alter certain incidents in the past. After that, the Puteri Indonesia 2022 beauty pageant was won by Laksmi De-Neefe who was crowned by Ayu Maulida Putri, Puteri Indonesia 2019 from East Java.

7. PIPA Model

The PIPA (Persuasive Informative Presentation Assessment) Model is created using web-based technology, and is a public speaking evaluation tool used for informative and persuasive speech. Practically in the context of the PIPA

Model refers to its suitability for implementation and use in the intended domain. The components of PIPA Model's practically are aligned with WebQual 4.0 by Barnes & Vid-gen. WebQual is a tool for assessing website quality, encompassing service interface quality, information quality and usability. The assessment technique for the PIPA model is to use the sandwich feedback analysis technique, which contains compliments and criticism.

One of the accomplishments of the PIPA model assessment is that it uses a particular criterion for persuasive and informative speech to evaluate students' public speaking skills. For a variety of speech kinds, teachers usually only employed generic public speaking evaluation. To ascertain what their students know and don't know, they evaluate the current level of their language proficiency. With the needs of students, instructors, and curricular requirements in mind, the Public Speaking Competence Rubric (PSCR), proposed by Lisa Schreiber in 2012, was used to build the rubric for this model. This criterion assessed speeches given in public, particularly those that were instructive and convincing. This model uses web-based technology and the sandwich feedback method to assess the public speaking skills.

Dohrenwend's (2002) Sandwich Feedback approach was used in the development of the Persuasive Informative Presentation Assessment (PIPA) model. Three steps are involved in the model: Criticism, Compliment, and Compliment. Students are motivated by compliments, criticism targets flaws, and compliments highlight strengths and opportunities for development. The model was developed by assembling rubrics and offering Sandwich Feedback; it is currently accessible via the use of web-based technology. The goal of the strategy

is to enhance students' public speaking abilities by offering constructive, supportive, and encouraging comments.

The role of technology is presented by this assessment approach. Innovative assessment requires technology since it is anticipated to enhance positive learning attitudes, professional development, university and lecturer profiles, productivity, efficiency, and access, as well as the quality of learning and teaching. Without a doubt, technology will have an impact on every part of life, including evaluation in the classroom. Therefore, the web technology assessment is a useful and efficient tool for aiding in the evaluation of public speaking abilities.

The public speaking assessment technique utilized by English lecturers and students at the University of Pasir Pengaraian is applied through a free web-based application. With the use of this technology, instructors and students can assess each other's progress in acquiring factual knowledge, for example. Online tests ought to align with the objectives of the course and promote open communication between instructors and students, inspiring them to continue their education. Different instruction and evaluation environments can be created using web-based technologies, resulting in adaptable methods of education and evaluation. Web-based technology assessment gives pupils greater practice control and reinforcement, which increases internal drive and boosts confidence.

Thus, the PIPA Model works well to improve students' public speaking abilities. The expert committee concluded that the evaluation proved the validity of the PIPA Model development. Furthermore, instructors and students agreed

that the PIPA Model applied several problems surfaced during the PIPA Model's deployment. Nevertheless, Web Equal 4.0 may theoretically be used to carry out the full PIPA Model creation process. A scoring method for evaluating public speaking, particularly persuasive and informational communication, is the PIPA model. The sandwich feedback evaluation methodology, which incorporates praise, criticism, and other feedback, is the method used to evaluate the PIPA model and acknowledge it.

There were certain standards from the instructors and pupils in need of analysis in the book of PIPA Model by Rahayu et al., (2023). Thus, the following describes the constructions of the initial public speaking assessment model rubric, namely:

- a. Organization (Topic, Introduction, and Purpose),
- b. Research/data (Supporting Material),
- c. Content (Persuasive and Informative elements),
- d. Articulation (Pronunciation and Grammar),
- e. Nonverbal communication (Posture, Gesture, Facial Expression, Eye contact),
- f. Visual Aids (Presentation Aids, Artifacts, Posters, Powerpoint), and
- g. Sandwich Feedback (Compliment, Criticism, and Compliment).

In this study, the researcher is interested in adopting web-based technology for the sandwich feedback approach in the public speaking assessment model. After setting up the rubric and providing Sandwich Feedback, the Persuasive Informative Presentation Assessment (PIPA) model was used and the

standards that research focuses on assessing Puteri Indonesia 2022 speech are the content, the articulation and the nonverbal communication.

B. Previous Research Findings

Previous research serves as a valuable reference for researchers, helping to avoid duplication and repetition. It aids in determining systematic steps from theory and conceptual frameworks. The researcher will provide a summary of some of the related findings that are connected to previous research in this stage of the discussion.

First, Rahayu et al., (2022) entitled “*Students’ Public Speaking Assessment for Informative Speech*” The article addresses the significance of public speaking abilities for college students as well as the advantages of testing students' abilities to guarantee they meet course requirements. The purpose of the study was to evaluate students' public speaking abilities, particularly with regard to persuasive and informative communication. Data from a public speaking exam taken by 58 English students at the University of Pasir Pengaraian's English Department was used in this descriptive quantitative study. According to the study, students' public speaking abilities were typically strong, with vocabulary and comprehension ratings being the highest. However, when presenting the speech, the pupils' fluency was sometimes sluggish and awkward, and phrases might have been left unfinished. Additionally, the study discovered that pupils' capacity for idea expression improved over time, and opinions flowed smoothly in an informative speech, followed by a persuasive speech. Thus, The fact that both researchers evaluate public speaking as informative communication is where this study is

similar but focuses on a different subject; Puteri Indonesia 2022 will be the focus of the research that is conducted. The previous research explores the Students' Public Speaking Assessment for Informative Speech. While the research that will be done focuses on assessing public speaking in the 2022 Puteri Indonesia's Speech.

Second, Qizi & Gayratovna, (2021) entitled "*Assessment For Speaking Skill*". In the article it can be found that a crucial component of communication is speaking. A vital subject for teacher conversation is how to evaluate students' speaking development throughout classes. The essay that follows outlines efficient techniques for assessing speaking performance. The technique for creating a speaking assessment is the main topic of the provided article. Additionally, it provides comprehensive details on the five fundamental speaking criteria: intensive, extensive, interactive, and imitative. Moreover, it gives detailed information about five basic speaking criteria. The similarities of the research is The previous research investigated how the assessment for the Public Speaking skill. While the previous research subject is the student, the research that will be done focuses on assessing public speaking in the 2022 Puteri Indonesia.

Third, Rahayu et al., (2023) entitled "*The Practically of PIPA (Persuasive Informative Presentation Assessment) Model Application by Using WebQual*". In this article, The PIPA (Persuasive Informative Presentation Assessment) Model is a web-based public speaking assessment tool designed for persuasive and informative speeches. Its practicality is determined by its accessibility and usability. The model's components were based on WebQual 4.0, a method for assessing website quality. A questionnaire was distributed to 29 English students

and 3 lecturers at a private university in Riau province. The data analysis revealed that the language proficiency of the students had significantly improved. The PIPA (Persuasive Informative Presentation Assessment) Model application, based on WebQual 4.0, was found to be practical in terms of use, feedback method, rubric, and assessment process. It also demonstrated good communication features between students and lecturers, as well as accessibility. The model is recommended for higher education public speaking assessments. This research use the PIPA Model. The research difference in research's method, subject, and location.

Fourth, Rafifah, (2023) entitled "*An Analysis Of Students' Persuasive Speech On The Video Promotion By The Pipa Model Of The English Study Program At Universitas Pasir Pengaraian*". The purpose of the study was to evaluate students' oral communication skills in giving persuasive speeches about video promotion, with a particular emphasis on applying the PIPA Model in the Universitas Pasir Pengaraian English Study Program. Using a descriptive-qualitative approach, the study was carried out in the English Study Program's fourth semester. A thorough sampling technique was used to pick the sample, which included 23 pupils. A speaking test conducted via video was used to gather data, and the PIPA Model Rubric for oral communication was used for analysis. The findings indicated that the third-semester students were proficient in using video marketing to deliver engaging speeches. The students' speeches were categorized as advanced, proficient, or basic, suggesting that they had a high capacity to effectively deliver persuasive presentations and that they were easily comprehended. The study emphasizes how crucial oral communication skills are

in a variety of contexts, such as business, politics, and everyday encounters. This research use the PIPA Model. The research difference in research's method, subject, and location.

Fifth, Amelia et al., (2022) entitled "*Improving Public Speaking Ability Through Speech*" in this article it can be concluded that one of the most crucial abilities to have is the ability to speak in public. The capacity to speak and expound on certain concerns and themes in front of the public is extremely important in the Industrial 4.0 era because the information is no longer constrained. The internet has information, particularly on social media. Therefore, the skill to speak in front of an audience is required to prevent misinterpretation of the information. This skill aids in proper information retention. Furthermore, public speaking skills teach people how to persuade others, which is helpful for both job seekers and those who are employed. The public speaking abilities of SMA Way Jepara pupils are examined in this study, with a focus on grades 11 and 12. It is encouraged for the students to practice speaking. They are offered various resources and subjects that will boost their self-assurance. Following the second meeting, the majority of the students demonstrated improved speaking skills and increased confidence. This research both have the same topic which is public speaking. The research difference in research's method, subject, and location.

Sixth, Nurjannah, (2023) entitled "*Assessing Students' Informative Speech At English Vaganza Competition 2023 By Pipa Model*" Using the PIPA Model, the researcher evaluated the informative speeches given by students during the English Vaganza Competition in 2023. A phenomenon was described using the descriptive method; no attempt was made to understand it. Nine students were

chosen for the sample using complete sampling. Videos were used to gather data, which was then examined using the PIPA model. The findings demonstrated that excellent organization, content, articulation, nonverbal communication, and visual assistance were provided to pupils in the advanced category. Their well-rehearsed remarks and the support of their school teachers were the reasons behind this. The data was analyzed using the PIPA model to ascertain the pupils' performance. This is both research using the PIPA Model and assessing the informative speech. This research difference in subject and research methods.

Furthermore, Numerous academics examined and evaluated public speaking based on earlier studies. However, not much research has been done, particularly when using PIPA as a research model and assessing the Puteri Indonesia 2022 Speech. Here, the research concentrated on assessing and analyzing the Puteri Indonesia Speech, which was found to be Informative speech. A contestant from Puteri Indonesia 2022 who made it into the top 10 and used english in their speeches was used as the research sample. Researchers are interested in public speaking because it is an interesting examination and assessment.

C. Conceptual Framework

The researcher will focus on the key elements when evaluating public speaking in Puteri Indonesia speech using the PIPA Model. The researcher will analyze how well the speech influenced the audience in the informative category. This covers strong supporting data, and puts forth arguments. The researcher will also watch the entire speech, including the speaker's manner of speaking, their

facial expression and their interactions with the audience, in order to conduct an analysis.

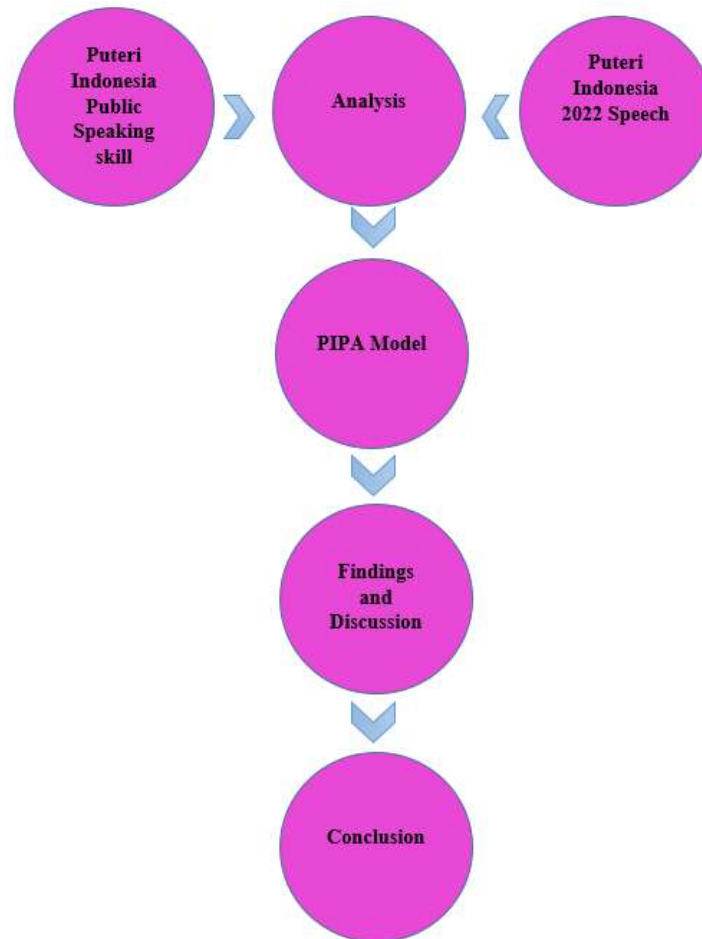


Figure 1. Conceptual Framework

The instrument of this research is a video recording from the Official Puteri Indonesia YouTube channel. From this analysis, it can be found and discussed with researchers who are interested in Puteri Indonesia public speaking, and a conclusion can be drawn from the end of this research.

CHAPTER III

RESEARCH METHOD

The description of the research methods used in this study is provided in this chapter. It contains the research design, the setting of the research, the population and sample, the instrument of the research, the technique of collecting data, and the technique of analyzing the data. The research methodology mentioned above will be explained in detail in this chapter.

A. Research Design

This research employed the descriptive-qualitative research method. Descriptive qualitative research is a study that aims to comprehend the phenomena experienced by study subjects comprehensively and explained in the form of words and language in a unique natural setting, employing numerous natural methodologies (Kusimastuti & Khoiron 2019). This research aimed to analyze and assess Puteri Indonesia's 2022 public speaking skills in their speeches and also focused on their content, their articulation, and their nonverbal communication in their speeches.

B. The Setting of the Research

This study focuses on speaking abilities from a speech given by Puteri Indonesia 2022 that was recorded live on May 19, 2022, from the Plenary Hall, Jakarta Convention Center. This study done at Pasir Pengaraian involved data from the YouTube Video Channel by Puteri Indonesia Official. The research subjects were the contestants of the Puteri Indonesia 2022 beauty pageants who made it to the Top 10 finals.

C. Population and Sample

A researcher must accurately define the population before collecting the sample, detailing each individual who will be included. As defined by Sugiyono (2013), the population is a simplification region made up of an item or subject with the quality and specific features established by the researcher in order to learn and draw conclusions. The population of this research is 44 contestants who participated in the Puteri Indonesia beauty pageant in 2022. Based on this research, the sample consisted of 10 contestants from Puteri Indonesia 2022 who made it to the Top Final 10. Based on Sugiyono (2016:85), purposive sampling is a strategy for sample determination that requires a few factors.

The sample is obtained by using purposive sampling. According to Creswell (2015), purposive sampling refers to the researcher's choice of subjects and study locations based on their ability to specifically provide insights into the research topic and phenomena under study. Purposive sampling was employed in this study with the criteria that Puteri Indonesia speak English in their speech. The researcher selected these criteria in order to assess and analyze Puteri Indonesia in English. The researcher makes sure that the sample chosen has enough English proficiency for analysis by applying this criteria.

D. Instrument of the Research

A research instrument is a medium used for measuring observed natural and social phenomena, as stated by Sugiyono (2016). The objective is to gather data or information that may be utilized to solve research problems. The instrument of this research is documentation. The type of documentation used in

this research is videos that were taken from the internet, specifically Youtube and the official Puteri Indonesia YouTube account @PuteriIndonesiaofficial.

E. The Technique of Collecting the Data

In this research, the researcher collected the data of Puteri Indonesia speeches through the top 10 finals. The lengths of their speeches are around 30 and 60 seconds, respectively. The following five fundamental phases of the data collection procedure are done:

1. Select a video sample of 2022 Puteri Indonesia's speech,
2. Download the speech video of 2022 Puteri Indonesia,
3. Prepare the video to send it to PIPA Model,
4. Analyze the speech video using the PIPA Model,
5. Describe and draw a conclusion from the data.

F. The technique of Analyzing the Data

As a technique, the researcher analyzes data and then analyzes the data in it. The PIPA Model developed by Dr. Pipit Rahayu, M.P.D., was then used by the researcher to assess the public speaking skills of the 2022 Puteri Indonesia contestants. Research adopted a scoring rubric that consisted of a few requirements developed based on the theoretical scoring rubric by the PIPA (Persuasive Informative Presentation Assessment) Model below:

Table 5. Scoring Rubric by PIPA model

THE STANDARD	ADVANCED 4	PROFICIENT 3	BASIC 2	MINIMAL 1	DEFICIENT 0
Organization	Topic engages audiences; the issue is worth while, timely, and presents new information to the audience	The topic is appropriate to the audience and situation and provides some helpful information to the audience.	The topic is untimely or lacks originality; it provides can't new information to an audience.	The topic is too trivial, too complex, or inappropriate audience; the issue is not suitable for the situation.	A single topic cannot be deduced
Research/Data/Supporting Material	All key points are well supported with a variety of credible materials (e.g., facts, stats, quotes, etc.); Sources provide excellent support for the thesis; all references	The main topics were reinforced with appropriate material; sources correspond suitably to thesis; nearly all sources cited	Points were generally supported using an adequate mix of materials; some evidence supports the thesis; sources citations need to be clarified	Some issues were generally not supported a greater quantity/quality of material needed; some sources of very poor quality	Supporting materials are non Existent or are not cited

	are cited				
Content (Informative)	Very well organized; Define/Describe/Explain/ Demonstrate the subject matter of informative speech very clearly, provides better knowledge, shape the perceptions, helping the listening to understand the variety	Good in organized; Define/describe/explain/demonstrate the subject matter of informative speech at a reasonable level, provides good knowledge, shapes the perceptions, helps the listener to understand the variety of alternative points, enhance the ability to survive and evolve in good level	Average in organized; define/describe/explain/demonstrate the subject matter of informative speech in level, provides intermediate knowledge, shape, the perceptions, helping the listening to understand the variety of the alternative point is the ability to survive and develop at an average level	Fair in organized; define/describe/explain/demonstrate the subject matter of informative speech at a fair level, provides fair knowledge, shape, the perceptions, helping, the listening to understand the variety of alternative points, ability to survive and evolve in the average level	Poor in organized; define/describe/explain/demonstrate the subject matter of informative speech at a poor level, provides poor knowledge, shapes the perceptions helping the listening to understand the variety of the alternative point is a lack of level in the ability to survive and evolve
Content (Persuasive)	Very well in sharing thoughts,	Good in sharing thoughts,	Average in sharing thoughts,	Fair in sharing thoughts,	Poor in sharing thoughts,

	observation and ideas, Excellent in posses a certain level of authority and knowledge about the chosen topic (Ethos), The message conveyed very clear, very informative and excellent in logical manner (Logos), Excellent in establish an emotional	observation and ideas, good in posses certain level of authority and knowledge about the chosen topic (Ethos), The message conveyed good level, good informative and good in logical manner (Logos), Good in establish an emotional connection with the listener (Pathos)	observation and ideas, average posses a certain level of authority and knowledge about the chosen topic (Ethos), The message conveyed in average level informative and average in logical manner (Logos), average in establish an emotional connection with the listener (Pathos)	observation and ideas, good in posses certain level of authority and knowledge about the chosen topic (Ethos), The message conveyed in fair level, fair in informative message and fair in logical manner (Logos), fair in establish an emotional connection with the listener (Pathos)	observation and ideas, good in posses certain level of authority and knowledge about the chosen topic (Ethos), The message conveyed in poor level, lack of informative and lack of logical manner (Logos), lack of establish an emotional connection with the listener (Pathos)
Articulatio	Language is	Language	Adequate;	Grammar and	Many eras

n	exceptionally clear, imaginative, and vivid; completely free from bias, grammar errors, and inappropriate usage	appropriate to the goals of the presentation; no conspicuous errors in grammar; no evidence of bias	some errors in grammar; language at times misused (e.g., jargon, slang, awkward structure)	syntax needs to be improved, as can the level of language sophistication; occasionally biased	in grammar and syntax; extensive use of jargon, slang, sexist/racist terms, or mispronunciations
Nonverbal	Posture, gestures, facial expression, and eye contact well developed, natural, and display high levels of poise and confidence	Postures, gestures, and facial expressions are suitable for speech, speaker appears confident	Some reliance on notes but has adequate eye contact, generally, avoids distracting mannerisms	Speaker relies heavily on notes; nonverbal expressions stiff and unnatural	Usually looks down and avoids eye contact; nervous gestures and nonverbal behaviors distract from or contradict the message
Visual Aid	Exceptional explanation and presentation of visual aids, visual	Visual aids well presented; use of visual aids enhances understanding	Visual aids were generally displayed and explained; minor errors	The speaker did not seem well practiced with visuals; visuals not	Use of the visual aids distracted from the speech; visual aids

	provide powerful insight into speech topic; visual aids of high professional quality	; visual aids good quality	were present in visuals	fully explained; the quality of visuals needs improvement.	not relevant; visual aids poor professional quality
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The range level of scoring used in the PIPA model is::

Table 6. Range Level of Scoring Used in PIPA Model

RANGE OF SCORE	LEVEL
81-100	Advanced
61-80	Proficient
41-60	Basic
21-40	Minimal
0-20	Deficient