

**INFORMATIVE SPEECH IN TOURISM OBJECT VIDEO BY
ENGLISH DEPARTMENT AT UNIVERSITAS PASIR
PENGARAIAN**

A THESIS

*Intended to fulfill one of the requirements for the award
sarjana degree in English Study Program*



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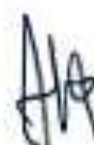
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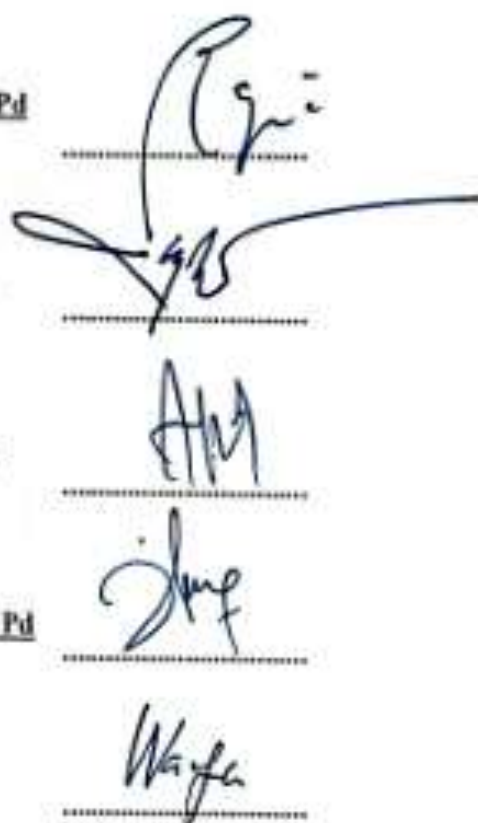
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ABSTRACT

Amelia Purnama Putri, 2026. Informative Speech In Tourism Object Video By English Department At Universitas Pasir Pengaraian.

Informative speech is an important skill for English students to communicate information clearly and effectively. This study aimed to describe the informative speech skills of third-semester students of the English Department at Universitas Pasir Pengaraian through tourism object videos using the PIPA Model. This research employed a descriptive qualitative design involving 21 students, whose videos were assessed by three raters based on six aspects: organization, supporting materials, content, articulation, non-verbal communication, and visual aids. The findings showed that the students' overall informative speech skills were categorized as Proficient, with an average score of 65.71. Organization and supporting materials obtained the highest average score of 73.33, while articulation was the lowest aspect with 53.33. The results indicate that students were generally able to deliver informative speech effectively, although improvement is still needed, particularly in articulation and non-verbal communication.

Key words: Informative Speech, Tourism Object Video, PIPA Model, Academic Speaking.

ABSTRAK

Amelia Purnama Putri, 2026. Kemampuan Berbicara Informatif dalam Video Objek Wisata oleh Mahasiswa Program Studi Pendidikan Bahasa Inggris Universitas Pasir Pengaraian.

Kemampuan berbicara informatif merupakan keterampilan penting bagi mahasiswa bahasa Inggris untuk menyampaikan informasi secara jelas dan efektif. Penelitian ini bertujuan untuk mendeskripsikan kemampuan *informative speech* mahasiswa semester III Program Studi Pendidikan Bahasa Inggris Universitas Pasir Pengaraian melalui video objek wisata dengan menggunakan PIPA Model. Penelitian ini menggunakan desain deskriptif kualitatif yang melibatkan 21 mahasiswa, dengan video yang dinilai oleh tiga orang penilai berdasarkan enam aspek, yaitu organisasi, bahan pendukung, isi, artikulasi, komunikasi nonverbal, dan alat bantu visual. Hasil penelitian menunjukkan bahwa kemampuan *informative speech* mahasiswa secara keseluruhan berada pada kategori Proficient dengan nilai rata-rata 65,71. Aspek organisasi dan bahan pendukung memperoleh nilai rata-rata tertinggi, yaitu 73,33, sedangkan aspek artikulasi memperoleh nilai terendah, yaitu 53,33. Hasil tersebut menunjukkan bahwa mahasiswa secara umum mampu menyampaikan *informative speech* dengan baik, meskipun masih diperlukan peningkatan terutama dalam aspek artikulasi dan komunikasi nonverbal.

Kata kunci: *Informative Speech*, Video Objek Wisata, PIPA Model, *Academic Speaking*.

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I realize that this thesis is still far from perfect. I hope that this thesis will be beneficial to the development of education.

Pasir Pengaraian,.....2026

The Researcher

Amelia Purnama Putri

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