

CHAPTER I

INTRODUCTION

This chapter introduces the research. It provides an in- depth and focused explanation to help readers easily understand this research. This chapter consists of the background of the research, the setting of the research, the limitations of the research, the formulation of the research, the purpose of the research, the significance of the research, and definitions of key terms. It also outlines the scope of the research to clarify the focus and direction of the research.

A. Background of the Research

In the rapidly evolving digital world, where audio-visual content dominates information dissemination, informative speech within tourism object videos, defined as structured verbal delivery of factual, clear knowledge about destinations, has become essential for engaging audiences and promoting cultural awareness. According to Lestari et al (2023), cinematic tourism videos are audio-visual media designed by combining shooting techniques, camera angle settings, storyline composition, and the use of systematic narration. These elements work together to convey information about a tourism object in a clear, interesting, and easy-to- understand manner for the audience. Cinematic tourism videos not only show the visual beauty of a destination, but also give factual information about the place, facilities, history, environmental conditions, and the uniqueness and potential of the tourist attraction. These videos are an educational tool that uses structured delivery and informative language to help the audience gain complete and accurate knowledge of a destination. At the same time, they function as a

promotional medium that can build a positive image and increase interest in visiting. Therefore, it can be concluded that cinematic videos play an important role as an effective communication medium. They can harmoniously integrate visual, audio, and language elements to convey messages objectively, attractively, and communicatively to the wider community.

According to Salim et al (2024), informative speech in the context of a tourism object is verbal communication carried out by tour guides to convey factual, structured, and clear information about the history, culture, traditions, and unique values of a tourism object 11 to visitors. The purpose of conveying this information is so that tourists not only obtain facts, but also understand the cultural and historical context, increase their interest, and appreciate the values conveyed without the influence of the guide's subjective opinions. The success of an informative speech greatly depends on the tour guide's interpersonal communication skills, including openness in conveying information, empathy towards visitors' needs, clarity and accuracy of delivery, relevance of information to the audience, and flexibility in adjusting communication style according to the situation. With these skills, guides can communicate information more effectively, provide tourists with a more educational experience, and establish more meaningful interactions with them.

An informative speech refers to a form of oral communication intended to deliver knowledge and information to an audience in a clear, factual, and well-organized manner (Finarsih et al., 2018). Its purpose is to present information that is useful, engaging, and relevant, enabling the audience to understand better the

topic discussed. In the tourism context, informative speeches can introduce and describe tourist attractions by providing information about their history, cultural significance, distinctive features, and the facilities available at the destination. Such information can help visitors gain a deeper understanding of various tourist destinations. Through a clear and well-organized presentation, the audience can better understand the characteristics and significance of tourist attractions, which can contribute to greater knowledge and cultural awareness. In addition, mastering informative speeches in the context of tourism objects helps improve speaking skills, confidence, and the ability to convey information logically, so that the audience can receive useful information and make the right decisions when visiting a place.

However, there is still little research discussing the application of informative speech in tourism object videos made by students, making this analysis important. This research is expected to contribute to the development of digital media-based speaking learning and tourism content. The results are also expected to serve as a reference for educational, effective, and engaging tourism communication strategies for audiences. Therefore, this research emphasizes the importance of balancing factual information delivery and audio-visual appeal in tourism object videos for both educational and promotional purposes.

B. Identification of the Research

This research analyzes videos that convey information about tourism objects in Rokan Hulu Regency using an informative speech approach. The videos were made by third-semester students of the English department at Universitas

Pasir Pengaraian as part of the Academic Speaking course, using informative discourse to present tourism information to the audience. This study does not involve field analysis but directly examines video content, making it non-field and digital media analysis-based. The main focus of this study is the application of informative speech in Rokan Hulu tourism videos to convey accurate and clear information about the tourist attractions featured.

C. Limitation of the Research

Based on the research background, this research is limited to analyzing informative speech in videos about Rokan Hulu tourism objects made by third-semester students of the English department at Universitas Pasir Pengaraian for their Academic Speaking course. The focus is only on the clarity of information and delivery structure, without discussing visual aspects or audience responses.

D. Formulation of the Research

Based on the background and scope of this research, the research question is: How are the students' informative speech skills developed through tourism object videos created by third-semester students of the English Department at Universitas Pasir Pengaraian?

E. Purpose of the Research

This research aims to know about the students' skills in informative speech in tourism object videos created by third-semester students of the English Department at Universitas Pasir Pengaraian.

F. Significance of the Research

1. For the Students: This research is expected to help students improve their

speaking skills, particularly in delivering informative speeches clearly and in a structured manner through video media.

2. For Lecturers: To provide English lecturers with information about students' ability to use informative speech when presenting videos about tourism objects.
3. For Researchers: This research is expected to broaden researchers' knowledge and experience in conducting scientific research, particularly in relation to the analysis of informative speech in tourism object videos.

G. The definition of the Key Terms

1. Informative speech

Riskina et al (2024) explained that an informative speech is a speech that aims to convey information clearly, systematically, and factually so that the audience gains new knowledge without any persuasive influence. Informative speech emphasizes the delivery of accurate facts and data so that the audience can easily understand the topic being presented.

2. Tourism object

Catur Saputra (2021) stated that a tourism object is a place that attracts visitors because of its natural beauty, cultural value, historical significance, unique characteristics, or available facilities. In this research, the tourism objects used as the topic are tourist destinations located in Rokan Hulu Regency.

3. Video

According to Ariyanto et al. (2021), a video is an audio-visual medium that combines moving images, sound, and text to deliver information through

both visual and audio elements. In this research, the videos analyzed are informative speech presentation videos about tourism objects in Rokan Hulu Regency, created by third-semester students of the English Department at Universitas Pasir Pengaraian.

CHAPTER II

REVIEW OF LITERATURE

This chapter presents a review of the literature related to the research. It covers the theoretical foundation of informative speech, relevant previous studies, and the conceptual framework used to analyze informative speech in tourism-related videos. This review provides a theoretical foundation for examining how information is delivered through videos and how the audience can obtain a clear understanding of the tourist attractions being presented.

A. Review of Related Theories

a. The Nature of Speech

Speech is a fundamental form of verbal communication that enables speakers to deliver structured messages to an audience in both formal and informal settings. Sabri and Novita (2020) describe public speaking as verbal communication or a presentation generally delivered formally before an audience. It combines verbal expression with rhetorical techniques to inform, persuade, or entertain listeners, while also requiring appropriate language skills and confident delivery.

A speech is effective due to a variety of factors, including storytelling, body language, vocal tone, pauses, and visual aids. These elements work together to hold the audience's attention and reaffirm the message being relayed. Speech is the communication of ideas to an audience in spoken language (Mufanti et al., 2017). These can be combined to make a speech or teaching activity more engaging. For instance, storytelling can engage the audience, and body language

can communicate emotions and strengthen the speaker's credibility. If one of these elements is not used effectively, the overall effect of the speech may be reduced.

Speech skills can be developed through practice, adjustment to the audience's characteristics, and feedback. Speakers need to think about the audience's age, culture, and level of knowledge when preparing a presentation. Effective speech delivery also involves clear pronunciation, suitable movement, and variations in vocal tone to generate emotional engagement. Within the framework of the English Department, speech activities such as spontaneous speeches at Universitas Pasir Pengaraian can allow students to develop critical thinking and persuasive communication.

Speech, in general, can be defined as a meaningful form of communication that is verbal and conveys organized information through the combination of different components such as storytelling, body language, voice tone, pauses, and visual aids. Clear pronunciation, confident delivery and an appropriate adaptation to the audience are essential for effective speech, for keeping the audience engaged, for conveying emotional meaning and for achieving communicative purposes such as informing or persuading.

b. Types of Speech

Knowing the subject of your speech makes it easier for speakers to prepare and organize their delivery. The speakers therefore have to learn to recognize the particular features of each type of speech. Many scholars have classified speeches into different categories. According to Telg (2011), there are three basic types of speech:

1) We use an **informative speech** when the purpose of the speaker is to inform, to explain a process, to clarify a concept or agreement, or to describe objects and phenomena in detail. The goal of this kind of speech is to provide information in a clear, factual manner so that the audience's understanding is improved, not to influence their opinions. Informative speeches can be on various topics. For instance, a teacher explaining the science of earthquakes to students, or a researcher presenting the findings of a study. A travelog narrator describing the historical significance and architecture of the Tower of London, or a computer programmer demonstrating the features and applications of newly developed software.

2) A **persuasive speech** is intended to influence the audience to think, feel, or behave in a certain way. Speeches like these usually rely on logical reasoning, emotional appeals, and credible evidence to influence the audience's ideas and choices. Examples of Persuasive Speech Topics: Saving lives by encouraging organ donation; promoting healthier lifestyles by making proper dietary choices and improving nutrition; negative effects of exposure to television violence on children's behavior and development.

3) **Speeches for special occasions** are prepared for specific events, situations, or ceremonies, and the content is adapted to the context and purpose of the occasion. Such speeches might have informative elements to educate the audience or persuasive elements to inspire and motivate people, depending on the event's needs. Some of the more common ones are speeches of introduction, in which the background, biographical data, and qualifications of a speaker are given

to prepare the audience for the speaker's appearance, and speeches of welcome, which are intended to make individuals or groups feel appreciated, accepted, and comfortable during an event.

Based on the explanation above, speeches can be classified into three main types, namely informative speech, persuasive speech, and speeches for special occasions. Each type has its features and communicative purposes. However, in this study, the researcher will only concentrate on informative speech.

c. Informative Speech

1) Definition of Informative Speech

According to Riskina et al. (2024), informative public speaking is a type of speech that is designed to provide information and knowledge to an audience, thereby increasing their understanding of a particular topic. Its main aim is not to change the audience's attitudes or beliefs, as in persuasive speech. The information is presented clearly, is relevant and credible, which enables the audience to perceive and receive the material.

Visual, audio, or audio-visual media can also support the delivery of information by making the presentation more interesting and understandable. In tourism research, informative speech can be presented in the form of videos to describe tourist attractions in detail, including historical background, cultural aspects, and available facilities. In this way, the audience can gain a more complete understanding of the tourist destination being discussed.

Informative speech, according to Kartawijaya (2025), aims to deliver clear and accurate information so that listeners can understand and retain the material

presented. This speech focuses on presenting facts and data systematically and objectively, rather than trying to influence the audience's opinions or decisions. Effective speaking skills, supported by appropriate communication techniques, can improve the effectiveness of information delivery. Therefore, informative speech requires not only adequate language skills and knowledge of the subject matter but also the ability to organize information clearly in order to achieve its educational purpose.

According to Rice (2017, as cited in Pipit, 2020), an informative speech is a speech designed to convey objective knowledge or information so that the audience gains new understanding of a topic. This speech emphasizes the delivery of accurate facts and data, and is delivered systematically so that the audience can clearly grasp the message. The use of creative delivery methods, including visual or audio-visual aids, can increase the appeal and effectiveness of an informative speech. Therefore, in tourism object video research, informative speech is an important way to provide complete, clear, and interesting information to the audience.

Rahayu & Ramadhani, (2024) state that informative speech focuses on delivering information clearly and effectively to the audience. In their study, informative speech was assessed using the PIPA Model, which includes organization, supporting materials, content, articulation, nonverbal communication, and visual aids. These aspects help evaluate how well speakers organize and deliver information to the audience.

2) Aspects in informative speech

Dewi (2015) stated that informative speech can be developed through the application of the Extemporaneous Speech method in public speaking learning at the university level. This study shows that using this method helps students convey information clearly and systematically while also improving their mastery of the material being presented. Students are required to understand the topic in depth and organize the delivery of information coherently so that the audience can grasp the message well. The results of the study show that most students can meet the criteria for speaking skills due to their good mastery of the material and their ability to convey information effectively. Therefore, the use of appropriate learning methods plays an important role in supporting the effective delivery of informative speeches.

Rashidovna (2024) states that informative speeches are organized into three main parts, each of which has an important function in conveying information systematically and in a way that is easy for the audience to understand. The main parts are:

1. Introduction

The introduction is the opening stage of an informative speech that aims to gain the audience's attention and prepare them for the information that follows. In this stage, the speaker generally starts with a greeting to acknowledge the audience. An attention getter, such as a question, quotation, interesting fact, or relevant statement, was then used to attract and maintain the audience's interest. After that, the speaker introduced the topic to provide an overview of the subject being discussed. A purpose statement was also presented to explain that the

speech aimed to deliver clear and factual information. Finally, the speaker previewed the main points to give the audience a brief understanding of the topics discussed in the body of the speech, allowing them to follow the flow of the presentation more easily.

2. Body

The body is the core of an informative speech because it contains the main information. In this section, the topic is developed into several main points that are arranged logically and systematically, for example, main point 1, main point 2, and main point 3. Each major point should be fully explained and supported with the appropriate facts, data, definitions, examples, or illustrations. Good transitions between points are also important to create clear connections between sections and keep a steady flow of information. A good structure helps the audience to follow the information gradually and to understand the material without getting lost.

3. Conclusion

The conclusion sums up the speech and helps reinforce the audience's understanding of the information. At this stage, the speaker delivers a summary of the main points. Next, the speaker restates the purpose of the speech, which is to provide knowledge or understanding of a particular topic. Finally, the speaker delivers a closing statement in the form of a closing sentence that leaves a lasting impression, such as hopes, messages, or affirmations, so that the audience leaves the speech with a complete and clear understanding.

Lucas (2015) explains that, in addition to the main structural parts of an

informative speech, namely introduction, body, and conclusion, an informative speech can also be organized into several organizational patterns, among them:

1. The chronological pattern organizes information based on the sequence of events or stages. In this pattern, the speaker conveys information from the earliest to the latest events in sequence. This arrangement helps the audience understand the process or development of a topic systematically. The chronological pattern is often used to explain history, processes, or a series of activities.

2. Spatial patterns organize information based on location or spatial position. The speaker describes the parts of an object or place according to their direction, distance, or layout. This arrangement helps the audience clearly visualize the location and relationships between parts. Spatial patterns are often used in informative speeches that describe places, buildings, or tourist attractions.

3. The causal pattern organizes information based on cause-and-effect relationships. Speakers can explain an event by describing the factors that caused it. In addition, speakers can also start with the effect that occurred and then describe the cause. This pattern helps the audience understand the logical connection between events and their impact.

4. The topical pattern organizes information by grouping topics into several main categories. Each category is discussed as an important point that is interrelated within a larger theme. This structure helps the audience to grasp different aspects of a topic in a structured manner. The topical pattern is often used when the speaker wants to explain features, types, or important parts of an object or issue.

Based on Rahayu et al. (2022), an informative speech is a type of speech

intended to deliver information clearly and systematically to the audience without any intention to influence the audience's opinion. The assessment of speaking skills is done by implementing five important aspects:

1) Accent

Accent is a significant aspect of informative speech because it may affect the audience's grasp of the words being delivered. Accurate and clear pronunciation helps the listeners to understand the information more easily and reduces the possibility of confusion or misunderstanding. This aspect is about the speaker's ability to transfer information in the best possible way and professionally. Also, correct pronunciation shows that the speaker is prepared and can increase their credibility with the audience. Therefore, learning this aspect is important for students who want to convey information clearly and effectively.

2) Grammar

Grammar is an essential component of informative speech as it controls the sentence structure and delivery. The correct use of grammatical structures helps make speech clear, coherent, and professional. In contrast, grammar errors may disrupt the flow of the presentation and make it harder for the audience to understand the message that the presenter is trying to convey. Correct grammar helps speakers to communicate information effectively and understandably. Furthermore, the correct use of grammatical structures shows the speaker's academic ability and the general quality of the speech.

3) Vocabulary

Vocabulary is the words that speakers select so that they can deliver messages accurately and precisely. Appropriate word choice allows the audience to easily grasp the ideas that are being expressed. A large and suitable vocabulary will also add to the professionalism of the speaker and to the educational value of the speech. This is especially true when explaining complex material because the right choice of words can make it easy for the audience to follow the information. Thus, the control of vocabulary is an important part of the effective skills of an informative speech.

4) Fluency

Fluency is the speaker's ability to deliver information in a smooth, coherent, and least interrupted way. Fluent speech helps the audience follow the speaker's ideas more easily and understand the material presented with greater clarity. Excessive pausing, repetition, or difficulty with pronunciation may interfere with the flow of information and diminish the effectiveness of the speech. This is because the speaker can engage the audience better and maintain their attention throughout the presentation by being fluent. Furthermore, fluency is the speaker's ability to speak confidently and effectively.

5) Comprehension

Understanding is the speaker's ability to understand and master the topic of an informative speech. Having good knowledge of the subject will enable the speaker to explain concepts clearly, answer questions from the audience, and give appropriate examples to support the information. It also helps ensure the information delivered is accurate and reliable. A thorough knowledge of the

subject matter can add to the speaker's credibility and contribute to the effectiveness of the speech. Therefore, knowledge of the subject matter is an important part of delivering an effective informative speech.

d. Tourism object

1) Definition of Tourism Object

Qausar (2022) stated that a tourist attraction is a destination that tourists visit for sightseeing, recreation, or leisure purposes. It is not only a place to visit but also a way to offer visitors unique experiences that are different from their daily activities. Tourist attractions can have a range of features that appeal to visitors, from natural resources such as scenic landscapes, mountains, beaches, and parks to artificial attractions such as historical buildings, cultural performances, and recreational facilities. Moreover, tourist destinations are usually backed by services and facilities that allow visitors to engage in activities, for example, access to transportation, lodging, and tourism information.

Tourist objects are created to deliver a pleasant experience and maximum satisfaction for visitors (Qausar, 2022). The design and management of tourist objects focus not only on physical aspects (natural beauty or artificial facilities), but also on emotional, psychological, and cultural aspects that can improve the quality of the visit. The place is rich in attractions, has sufficient supporting facilities, and is easily accessible so that visitors can enjoy a satisfying, safe, and memorable experience that will motivate them to return or recommend the place to others.

2) Aspect of Tourism Object

According to Qausar (2022) in the Journal of Forestry Science, a tourism object is a destination that is assessed and developed based on several interrelated key aspects. These aspects are used to determine the quality and suitability of a tourism object in providing a good experience for tourists. Assessing the aspects of a tourism object is important because it can affect visitor satisfaction and the sustainability of tourism destination management. In his research, he argues that there are four main aspects of a tourism object.

1. **Attraction** is the main aspect that motivates tourists to visit a tourist attraction. This attraction serves as an element that captivates visitors and draws their attention and interest. Attractions can take the form of natural beauty, such as beaches, mountains, or waterfalls. In addition, attractions can also be unique environments and distinctive cultural attractions. The various tourist activities offered also strengthen the appeal of a tourism object.

2. **Accessibility** relates to how easily tourists can reach tourist attractions. This aspect includes road conditions, transportation availability, and clear directions. Good access makes it easier for tourists to plan and make their trips. Ease of access also affects the comfort and efficiency of visitors' travel time. Therefore, adequate accessibility can increase tourist interest and the number of visits.

3. **Supporting facilities** are amenities provided at tourist sites to enhance visitor comfort. These facilities include toilets, parking areas, restaurants, and rest areas. In addition, the availability of a tourist information center is also very much needed. Complete and well-maintained facilities can increase visitor satisfaction.

4. **Safety and comfort** are important aspects in managing tourism objects.

Safety and comfort were important aspects that contributed to visitors' overall experience at a tourism object. Safety was maintained through the presence of security personnel and the implementation of safety regulations, while a well-organized environment and sufficient lighting supported comfort. Together, these aspects helped create a pleasant atmosphere for visitors. Services referred to the assistance provided by tourism object management to meet visitors' needs. These included tour guides, information services, and customer support. The availability of souvenirs and other supporting services also enhanced the overall visitor experience. High-quality services increased visitor satisfaction and encouraged positive impressions of the tourism object, which could strengthen its reputation.

5. **Educational & Cultural Value** Tourism objects serve not only as recreational venues, but also as educational media. Educational value can be obtained through historical tours, museums, or nature tours. Some tourism objects also play a role in preserving local culture and traditions. Visitors can learn new things and gain new insights on their visit. Thus, tourism objects serve both entertainment and learning functions.

6. **Sustainability and the environment** are important aspects of modern tourism management; tourism management must take into account the preservation of the natural environment. This includes waste management and the wise use of resources. In addition, tourist attractions must have a positive impact on the surrounding community; a sustainable approach ensures that tourism objects can be enjoyed in the long term.

e. Video

1) Definition of Video

Elfina et al (2021) explain that in the journal *Designing Promotional Videos for the Bantol Beach Tourist Area*, video is a communication medium used to convey messages through a systematic combination of moving images, audio, and narration. Videos are designed to attract the audience's attention from the start and facilitate understanding of the message being conveyed. This medium not only presents information visually but also combines elements of sound, music, or narration that support the context and purpose of communication.

2) Aspect In Video

According to Castillo et al.,(2021), producing an effective video requires careful planning and attention throughout the production process. Every part of the production contributes to the overall quality of the video and influences how clearly the message is delivered to the audience. A well-prepared video can make information easier to understand, maintain the audience's attention, and create a better viewing experience. Therefore, it is important to understand the main aspects of video production before creating a video. These aspects are explained as follows.

1. Lighting

Lighting is a critical component of video production because it influences the clarity and visual quality of the video. Good lighting makes the person speaking or the objects being presented more visible but also offers a more professional look. Additionally, good lighting can improve the overall image

quality and help the audience maintain their focus on the information being delivered.

2. Sound

Sound is a significant aspect of video production as it directly influences the audience's ability to comprehend the message being transmitted. Clear, well-recorded audio makes it easier for viewers to follow the information, while background noise or poor audio quality can be distracting and reduce the effectiveness of the presentation. So recording in a quiet environment is necessary to produce clear and understandable audio.

3. Framing

Framing is the positioning and placement of the speaker or object within the camera's field of view. Correct framing allows you to focus the audience's attention on the main subject and create a balanced, aesthetically pleasing composition. Proper framing also helps with a more organized presentation and helps the audience have a more comfortable viewing experience.

4. Video Quality

Video Quality - The quality or sharpness of the video recorded. High-quality video can provide a more effective viewing experience and help the audience understand the information being presented more clearly. Factors such as adequate resolution, stable footage, and appropriate camera settings contribute to the overall quality of the video and support the effective delivery of information.

5. Set

The set is the background or recording environment used in a video. A simple, clean, and well-organized background helps reduce distractions and keeps the audience focused on the speaker and the content. Choosing an appropriate set also makes the video appear more professional and supports effective communication.

B. Review of Related Findings

Researchers should be given an overview of the related findings as a set, including principles, comparisons, and contributions to the research. This research has a few connected findings:

Researchers should be given an overview of the related findings as a set, including principles, comparisons, and contributions to the research. This research has a few connected findings:

The first is Kartawijaya (2025), which analyzes the speaking skills of first-semester students in informative speech. This study aims to identify students' ability to convey information orally based on aspects of speaking skills. The results show that students' speaking skills are in the moderate category, indicating that their mastery of informative speech has not yet reached an optimal level. Several aspects that received low scores included grammar, pronunciation, and fluency, which affected the effectiveness of information delivery.

These findings indicate that students face limitations in the use of appropriate language structures, clarity of pronunciation, and continuity of idea delivery. Based on these results, this study concludes that it is necessary to strengthen and develop speaking skills through structured exercises to improve the

quality of informative speech. The findings of Yelnim and Wijaya (2024) are relevant to this study because they provide an empirical description of students' informative speech skills in the early stages.

Secondly, Anisah (2024), in an article published in the Journal of English Education and Teaching by EJournal Universitas Bengkulu, analyzes the use of persuasive language in the tourism video entitled "The Light of Aceh" by using a genre analysis approach. The results show that the narrative language of the video (vocabulary, text organization, rhetorical strategies) has a significant influence on the audience's perception of the tourist destinations described in the video.

The third study, Rahayu et al (2022), investigated students' public speaking skills in an informative speech. Results showed that assessment of an informative speech includes five main aspects: pronunciation (accent), grammar, vocabulary, fluency, and comprehension. The results of this study show that the highest score was obtained in the aspects of vocabulary and understanding of the material. In contrast, the aspects of grammar and fluency still need improvement. The importance of the present study is that it provides an overview of the key aspects used for evaluating students' skills in informative speech.

The fourth study is Nirwana et al. (2016), "Effect of Visual Presentation and Language Style in Tourism Video to Increase Audience Knowledge of Tourist Attractions," which is published in the Journal of Development Communication. The results suggest that a compelling visual presentation should be accompanied by clear, informative, and simple language so that the audience can effectively receive the intended message. One main way to describe the

characteristics, uniqueness, and appeal of the tourist attraction presented in the video is the language style used in the narration.

In addition to visual elements, verbal narration has been proven to play an important role in helping the audience understand information in a systematic and structured manner. Narratives delivered in appropriate language can increase the audience's level of understanding of the content of tourism videos. These findings show that informative speech in tourism videos acts as an effective means of communication in conveying knowledge and information directly to the audience.

The fifth, Parandika et al (2025), in an article titled "The Language of Wonderful Indonesia Promotional Tourism Video: A Semantic Analysis" published in the Journal of Tourism and Interdisciplinary Studies (JoTIS), examines the use of language in Wonderful Indonesia's tourism promotional videos. The results of the study show that the spoken narrative in the video functions as informative speech that conveys information about tourist destinations in a clear and structured manner.

The six, Rahayu & Afriansyah, (2026) , in an article entitled "Exploring EFL Students' Perceptions of Public Speaking Skills Through a News Anchor Performance Activity," published in Al-Ishlah: Jurnal Pendidikan, investigates EFL students' perceptions of developing public speaking skills through a News Anchor performance activity. The study employed a qualitative descriptive design involving 25 second-semester students of the English Department at Universitas Pasir Pengaraian. The results showed that the News Anchor activity built students' confidence, enhanced their delivery skills, increased their ability to organize

language, and reduced speaking anxiety through structured speaking practice. This study is relevant to the present research as both studies focus on public speaking performance in an EFL context. However, the earlier study focused on students' perceptions of the News Anchor activity. In contrast, the present research examines informative speech in tourism object videos produced by English Department students at Universitas Pasir Pengaraian.

To summarize, the studies above demonstrate that giving informative speeches is a critical skill for communicating information effectively and clearly. Most of the studies indicate that students' speaking abilities remain at a moderate level. Grammar, pronunciation, and fluency are among the aspects that require further improvement, while vocabulary and comprehension tend to show better performance. Furthermore, research on tourism videos suggests that clear, well-structured, and informative language enables audiences to understand information about tourist attractions more effectively. Therefore, these previous studies provide relevant theoretical and empirical support for the present research, particularly in assessing informative speech skills in tourism object videos.

C. PIPA Model

The PIPA (Persuasive Informative Presentation Assessment) Model is an assessment framework designed to evaluate students' public speaking performance in a structured and systematic manner. In this research, the PIPA Model is used as the primary assessment instrument to evaluate students' informative speech skills in tourism object videos. The model was selected because its assessment criteria

are relevant to students' ability to organize and deliver information through English-language video presentations.

Although the PIPA Model incorporates the terms Persuasive, Informative, Presentation, and Assessment, the present research focuses specifically on its use for assessing informative speech. Students were required to present information about tourism objects through videos, and their performances were assessed according to the criteria provided in the PIPA assessment rubric. So the PIPA Model is used as an assessment framework, not as the focus of the research.

In this study, the PIPA Model consists of six assessment aspects: organization, supporting materials, content, articulation, non-verbal communication, and visual aids. The organization component assesses how clearly and logically students structure their informative speech. Supporting Materials: uses relevant facts, data, references, and other materials to support the information presented. The content aspect emphasizes the students' ability to define, describe, explain, or demonstrate information regarding the tourism object clearly and appropriately.

The articulation component measures the clarity with which students use speech and language, including their pronunciation and grammatical accuracy. Non-verbal communication is about the use of posture, gestures, facial expressions and eye contact during the presentation. At the same time, the visual aids aspect evaluates the students' ability to use visual materials to support and clarify the information presented in their tourism object videos.

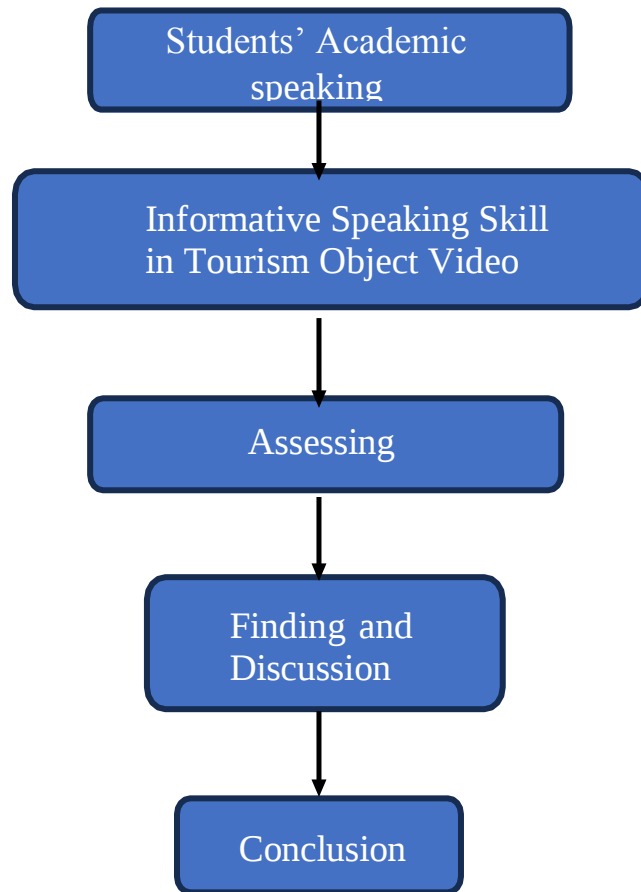
The PIPA Model provides specific scoring criteria that enable the evaluator to assess students' performances consistently. The students' videos were assessed by three raters using the PIPA assessment rubric in this research. The scores received from raters were used to evaluate the students' performance in each assessment aspect and to establish the overall level of their informative speech skills. Thus, the PIPA Model provides a systematic framework for examining how well students deliver informative speech through tourism object videos.

The PIPA Model is relevant in assessing the informative speech performance of students when presented with videos of tourism objects because it considers verbal and non-verbal elements of presentation. The six aspects of assessment allow the researcher to systematically identify the strengths and areas that need improvement in students' informative speech delivery.

D. Conceptual Framework

The conceptual framework guides the research process and illustrates the relationship between the main concepts discussed in the study. It helps readers understand the focus and direction of the research. In this research, the conceptual framework describes the process of investigating students' informative speech skills in tourism object videos created by third-semester students of the English Department at Universitas Pasir Pengaraian. The following figure presents the conceptual framework of this research.

Figure 2.1 Conceptual Framework of the Research



The conceptual framework describes the research process from the research focus to the conclusion. This study focuses on students' informative speech skills in tourism object videos from the Academic Speaking course. The videos are assessed using the PIPA Model based on six aspects: organization, supporting materials, content, articulation, non-verbal communication, and visual aids. The results are analyzed based on relevant theories and previous studies to draw conclusions.

CHAPTER III

RESEARCH METHODOLOGY

This chapter describes the research methodology used in the study of Informative Speech on tourism objects. The discussion covers the research design, research setting, population and sample, research instruments, data collection techniques, and data analysis techniques. This chapter is intended to provide a clear and systematic explanation of how the research was conducted. Through this explanation, readers are expected to understand the procedures and methods applied in obtaining and analyzing the data.

A. Research Design

This research is a descriptive qualitative study. A qualitative approach with a descriptive research type is used to obtain in-depth and meaningful data, as stated by Sugiyono (2020), that qualitative research is used to examine the natural conditions of objects, where researchers play a key role, and the data produced emphasizes meaning rather than generalization. Qualitative research design allows researchers to understand phenomena comprehensively and deeply through direct relationships between researchers and research objects, subjects, and data sources. In this research, the main focus is on descriptive data collection to describe students' informative speech abilities in tourist attraction videos. This study aims to describe how English department students use informative speech in conveying information about tourist attractions through video media, without manipulating the research variables. Thus, this research design is suitable for revealing linguistic and communication phenomena that arise naturally in the context of

tourism-based English language learning.

B. Setting of the Research

This research was conducted at the Universitas Pasir Pengaraian. It is located at Tuanku Tambusai Street, Rambah Hilir Sub-District of Rokan Hulu Regency. The research participants are third-semester students taking the academic speaking course in the English department at Universitas Pasir Pengaraian.

C. Population and Sample

A researcher needs to carefully define the research population before determining the sample, including explaining the characteristics of the subjects to be studied. According to Sugiyono (2020), the population is the area of generalization consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and from which conclusions are drawn. The population can be individuals, groups, or specific phenomena relevant to the research objectives, such as students, teachers, or academic work.

The population of this study consists of all students of the English Department who took the Academic Speaking course and produced tourism object videos as a learning assignment in the 2025/2026 academic year. The population in this study consists of 21 English Department students who created and presented informative speeches in tourism object videos.

Based on these considerations, this research used the total sampling technique. According to Sugiyono (2020), total sampling is a sampling technique

where all members of the population are used as research samples. This technique is applied when the population size is relatively small, i.e., less than 100 subjects. Thus, the entire population of 21 students was the research sample.

D. Instrumentation of the Research

The research instrument was the Persuasive Informative Presentation Assessment (PIPA) Model by Rahayu, Eripuddin, & Ramadhani (2024) to measure students' informative speech skills in tourism object videos. The model was chosen because the evaluation criteria are relevant to the current study objectives and provide a holistic evaluation of students' speaking performance. The assessment is based on six components: organization, supporting materials, content, articulation, non-verbal communication, and visual aids.

These aspects assess students' skills in organizing ideas effectively, using relevant supporting materials, presenting accurate information, delivering their speech clearly, demonstrating appropriate non-verbal communication, and using visual aids effectively during their presentations. In addition, the PIPA Model has explicit scoring criteria that allow the assessment to be conducted systematically and consistently. This allows the researcher to identify strengths and areas needing development in each assessment area for the students. The instrument employs a four-point rating scale. Three raters evaluate the students' performance to ensure the reliability and objectivity of the assessment.

The student Standard	Advanced 4	Proficient 3	Basic 2	Minimal 1	Deficient 0
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Table 3.1 The Rubric of PIPA Assesment Model

Organization	Topic engages audiences; the issue is worthwhile, 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.);	The main topics were reinforced with appropriate material; sources correspond	Points were generally supported using an adequate mix of materials; some evidence supports the	Some issues were generally not supported a greater quantity/quality of material needed; some	Supporting materials are non-existent or are not cited

		suitably to	thesis;	sources of very	
	Sources provide excellent support for the thesis; all references are cited references are cited	thesis; nearly all sources cited	sources citations need to be clarified	poor quality	
Content (Informative)	Very well organized; Define/Describe/ Explain/ Demonstrate the subject matter of informative speech very clearly, provides better knowledge,	Good in organized; Define/ describe/ explain/ demonstrate the subject matter of informative speech at a reasonable level, provides good	Average in organized; define/describe / explain/ demonstrate the subject matter of informative speech in level, provides intermediate knowledge, shape, the	Fair in organized; define/ describe/ explain/ demonstrate the subject matter of informative speech at a fair level, provides fair knowledge,	Poor in organized; define/describe/ be /explain/demonstrate the subject matter of informative speech at a poor level, provides poor

	shape the perceptions, helping the listener to understand the variety	knowledge, shapes the perceptions, helps the listener to understand the variety of alternative points, enhance the ability to survive and evolve in good level	perceptions, helping the listener to understand the variety of the alternative point is the ability to survive and develop at an average level	shape, the perceptions, helping, the listener to understand the variety of alternative points, ability to survive and evolve in the average level	knowledge, shapes the perceptions helping the listener to understand listening to understand the the variety of the alternative point is a lack of level in the ability to survive and evolve
Articulation	Language is exceptionally clear, imaginative, and vivid; completely free from bias, grammar eras,	Language appropriate to the goals of the presentation; no conspicuous eras in	adequate; some eras in grammar; language at times misused (e.g., jargon, slang, awkward structure)	Grammar and syntax need to be improved, as can the level of language sophistication; occasionally biased	Many eras in grammar and syntax; extensive use of jargon, sexist/racist terms,

	and inappropriate usage	grammar; no evidence of bias			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 aids	Exceptional explanation and presentation of visual aids, visual provide powerful insight into speech topic; visual aids of high	Visual aids well presented; use of visual aids enhances understanding; visual aids good quality	Visual aids were generally displayed and explained; minor errors were present in visuals.	The speaker did not seem well practiced with visuals; visuals not fully explained; the quality of visuals needs improvement.	Use of the visual aids distracted from the speech; visual aids not relevant; visual aids poor professional

	professional quality				quality
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E. Technique of Collecting the Data

Data collection is the process of obtaining accurate data, facts, and information relevant to the research study objectives. (Widoyoko, 2012) Thus, it is important to select an appropriate method of data collection so that the data truly represent the phenomenon under study. Data in this research were collected through non-participatory observation and recording of students' informative speech videos. The researcher observed students giving informative speeches without any direct involvement in the learning activities.

The observation focused on how students delivered informative speeches in the form of videos about tourism objects. Students were required to make a video of an informative speech in English about a tourism object, as part of the Academic Speaking course. Each video was 2–3 minutes in duration and presented in landscape format. The videos were prepared as part of the final assignment for the Academic Speaking course. After completing the task, the students submitted their videos to the researcher. These videos served as the primary data source and were assessed using the PIPA Model by three raters to evaluate the students' informative speech skills.

F. Technique of Analyzing the Data

According to Sugiyono (2013), data analysis is the process of organizing, interpreting, and drawing conclusions from the collected data to answer the research questions systematically.

In this research, the researcher applied several steps to analyze the data. First, the researcher collected the students' informative speech videos about tourism objects as the primary data source. Second, the researcher selected three raters to assess the students' informative speech skills. Third, the researcher provided the video recordings and the PIPA Model assessment rubric to each rater. Fourth, the three raters evaluated the students' performances based on the six aspects of the PIPA Model, namely organization, supporting materials, content, articulation, non-verbal communication, and visual aids. Fifth, the researcher collected the assessment results from all raters and calculated the average score for each student in every assessment aspect. Finally, the researcher analyzed and presented the findings in tables and descriptive explanations to answer the research question regarding students' informative speech skills in tourism object videos. The students' performance was then classified according to the PIPA Model scoring criteria, and the percentage and average scores were calculated to determine the overall level of students' informative speech skills.

Table 3.2 The PIPA model's range level of scoring

No	Range	Category
1	81-100	Advanced
2	61-80	Proficient
3	41-60	Basic
4	21-40	Minimal
5	0-20	Deficient