

ABSTRACT

DEVELOPING INDEPENDENT INSTRUCTIONAL THROUGH ONLINE MEDIA FOR INCREASING STUDENTS' ABILITY OF PUBLIC SPEAKING IN HIGHER EDUCATIONAL OF TEKNOKRAT BANDARLAMPUNG

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This study aims (1) to analyze the potential and conditions for learning, (2) to describe the proces of Web Blog design, (3) to produce the development of online media in the form of web blogs in classroom management through the use of self-learning technology in the form of audio visual media, (4) to analyze the effectiveness of product, (5) to analyze the efficiency of product, and (6) to analyze the attractiveness of to learning public speaking for students who take Personal Development in Higher Education of Teknokrat Bandarlampung.

The study was conducted by using research and development. The subjects of the research are the students of STBA Teknokrat who took Personality Development. Data collecting technique was done trhough questionnaires and observation of students' practical results. Data analysis was conducted by using qualitative analysis.

The results showed that (1) based on the condition and potential, there are several aspects that affect the needs of students in the implementation of learning competence Public Speaking for Personal Development subjects, they are; Characteristics of Personal Development Subject, Public Speaking Material Characteristics, Student Characteristics, Factors Supporting Learning, and Learning Obstacles, (2) the process of designing a web blog media for learning Public Speaking of Personal Development subject carried out in several stages, they are; analyzing the concept of Public Speaking material, making flowcharts, making storyboards, and taking the validation of media experts to design the application, (3) the result of instructional media design is Online Media by using Web Blog application, (4) Online media is effective for increasing of students' public speaking skill because the material can be downloaded from anywhere and at any time, and can be studied over and over again, (5) the use and the development of online media can improve the efficiency of students' self-study time in increasing their public speaking skills, (6) the use and the development of online media to enhance the attractiveness of learning public speaking subject to the students who take Personal Development in Higher Education of Teknokrat Bandarlampung.

Key words: effective, efficient, online media, public speaking practical guide