ABSTRACT

This research analyzes an English presentation which is presented by an English student organization, Bina Nusantara English Club (BNEC), in Bina Nusantara University, a university in Indonesia, which considers English as a foreign language and in the continuous pursuit of becoming World Class University. The aim of the research is to find out how the English presentation can be understood by its audience who are newly graduated high school students who have diverse range of English ability. The English presentation is observed on its script and the live presentation in order to analyze the linguistic aspect, sociolinguistic aspect, verbal and non-verbal aspect and presentation techniques. The results show that the English presentation can be understood by 89% of the majority of the audience despite their diverse range of English ability, gender, major selection, region, age, intensity of using English actively in daily conversation, intensity in listening English songs and experience in facing English presentation previously. There are five techniques that are used in the presentation to make the audience easy to understand the core information. First is by using active, direct and positive sentence type in the script. Second is by using two language use and code-switching as the tool to repeat the core information of the presentation. Third is by using memorized-conversation type of presentation to minimize mistakes and limited time. Fourth is using facts and achievements basis to gain credibility from the audience. Lastly, is by using friendly and exciting approach to increase the interest of the audience during the presentation.

Keywords:

English Presentation, Student Organization, linguistic, verbal aspect, non-verbal aspect