

ABSTRAK

Keisa Salsabilla Rahmadani: Aktivitas *Public Speaking* Protokoler Jawa Barat dalam Membawakan MC Formal.

Aktivitas *Public Speaking* pada *Master of Ceremony* (MC) formal memiliki peran penting dalam mendukung kelancaran komunikasi publik serta membangun citra kelembagaan pada kegiatan resmi pemerintahan. Dalam konteks keprotokolan, MC tidak hanya bertugas memandu jalannya acara, tetapi juga merepresentasikan profesionalisme institusi melalui penggunaan bahasa, kualitas *vocal*, dan penampilan yang sesuai dengan ketentuan keprotokolan. Oleh karena itu, kemampuan *Public Speaking* menjadi aspek yang penting untuk dikaji dalam pelaksanaan MC formal di lingkungan Pemerintah Provinsi Jawa Barat.

Penelitian ini bertujuan untuk menganalisis aktivitas *Public Speaking* Protokoler Provinsi Jawa Barat dalam membawakan MC formal berdasarkan unsur verbal, *vocal*, dan visual menggunakan Model 3V Albert Mehrabian. Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif. Data penelitian diperoleh melalui wawancara mendalam, observasi digital, dan dokumentasi, kemudian dianalisis secara deskriptif.

Hasil penelitian menunjukkan bahwa aktivitas *Public Speaking* MC Formal Protokoler Provinsi Jawa Barat diterapkan melalui tiga unsur utama. (1) Verbal diwujudkan melalui penggunaan bahasa Indonesia yang baku, sistematis, serta mengacu pada pedoman Tata Upacara (TAUP). (2) *Vocal* diterapkan melalui pengaturan intonasi, tempo, artikulasi, volume suara, dan kelancaran berbicara yang disesuaikan dengan tahapan prosesi agar informasi tersampaikan secara jelas dan efektif. (3) Visual ditampilkan melalui postur tubuh yang tegap, gestur yang terkontrol, ekspresi wajah yang profesional, kontak mata, serta penampilan yang sesuai dengan standar keprotokolan sehingga mampu mendukung penyampaian pesan kepada audiens.

Berdasarkan hasil penelitian dapat disimpulkan bahwa penerapan unsur verbal, *vocal*, dan visual secara terpadu mendukung efektivitas komunikasi MC Formal Protokoler Provinsi Jawa Barat dalam memandu acara resmi pemerintahan. Ketiga unsur tersebut berkontribusi dalam menjaga kelancaran prosesi, memperjelas penyampaian informasi, mempertahankan kewibawaan acara, serta memperkuat profesionalisme MC sebagai representasi komunikasi publik Pemerintah Provinsi Jawa Barat.

Kata kunci: *Public Speaking*, MC formal, keprotokolan, Model 3V, Pemerintah Provinsi Jawa Barat.

ABSTRACT

Keisa Salsabilla Rahmadani: *Public Speaking Activities of the Protocol Division of the West Java Provincial Government in Conducting Formal Master of Ceremony (MC) Duties*

Public Speaking activities performed by a formal Master of Ceremony (MC) play an important role in supporting public communication and strengthening the institutional image during official government events. In the context of protocol affairs, a formal MC is responsible not only for guiding the sequence of events but also for representing the professionalism of the institution through appropriate language use, vocal delivery, and visual appearance in accordance with protocol standards. Therefore, Public Speaking competence has become an essential aspect to be examined in the implementation of formal MC duties within the West Java Provincial Government.

This study aims to analyze the Public Speaking activities of the Protocol Division of the West Java Provincial Government in conducting formal Master of Ceremony duties based on the verbal, vocal, and visual elements of Albert Mehrabian's 3V Model. This study employed a qualitative approach using a descriptive method. Data were collected through in-depth interviews, observation digital, and documentation, and were analyzed descriptively.

The findings indicate that the Public Speaking activities of formal MCs in the Protocol Division of the West Java Provincial Government are implemented through three main elements. (1) The verbal element is reflected in the use of standard Indonesian, systematic language, and expressions that comply with official protocol guidelines. (2) The vocal element is demonstrated through appropriate intonation, articulation, speech rate, voice volume, and fluency, enabling the MC to create a formal yet communicative atmosphere throughout the event. Meanwhile, (3) the visual element is represented by an upright Posture, controlled gestures, professional facial expressions, effective eye contact, and an appearance that conforms to official protocol standards, thereby supporting effective message delivery to the audience.

In conclusion, the integrated application of verbal, vocal, and visual elements contributes to the effectiveness of communication performed by formal MCs in the Protocol Division of the West Java Provincial Government during official events. These three elements play a significant role in ensuring the smooth execution of ceremonial proceedings, enhancing message clarity, maintaining the dignity of formal occasions, and strengthening the professionalism of formal MCs as representatives of public communication within the West Java Provincial Government.

Keywords: *Public Speaking, formal Master of Ceremony, government protocol, 3V Model, West Java Provincial Government.*