

CHALLENGES IN CULTIVATING EXCELLENT COMMUNICATION SKILLS

Dr. Azlina Kamaruddin

School of Multimedia Technology and Communication, College of Arts and Sciences
Universiti Utara Malaysia (UUM), 06010 UUM, Sintok, Kedah Darul Aman.
Email: lyna@uum.edu.my, Tel: +6013-4628198

Dr. Mariah Muda

Faculty of Communication and Media Studies, Universiti Teknologi MARA (UiTM),
40450 Shah Alam, Selangor Darul Ehsan, Malaysia.
Email: mariahmuda62@yahoo.com, Tel: +6013-3970929

ABSTRACT

Greatest jobs need excellent communicators, individuals who can directly express themselves confidently and clearly, either in verbally or in writing. It's one of the key elements of progress, so it pays to comprehend what's included and there's a whole other world to great correspondence than the self-evident. Almost everyone lays claim to having excellent communication skills, and every job requires them. Having good communication skills in the workplace is all about being able to convey information to people clearly and simply, in a way that means things are understood and get done. It's about transmitting and receiving messages clearly, and being able to read the audience. This study is conducting through qualitative research study by doing in-depth interview with a prominent celebrity in TV3, Ahmad Fedtri Yahya, a Senior Producer in TV3. He shared a lot of his experience regarding his talent and skills as a communicator. He portrayed himself as a very good communicator, in order to be as a role-model for the society. His talent is not limited to the public speaking icon but also in composing song as lyricist, motivator, activist poetry, and book author. This case study provided some challenges of being celebrity in the communication perspective. In addition, this study further contributes by providing comprehensive overview regarding modes of persuasion (ethos, pathos and logos), which need to recognize in terms of using these three modes in his conversation with the audience.

Keywords: excellent communication, communication skills, modes of persuasion, persuasive communication, messages.

INTRODUCTION

The case was about an excellent protagonist, Ahmad Fedtri Yahya, a Senior Producer in TV3. People portray him as a very good communicator, in order to be as a role-model for the society. His talent is not limited to the public speaking icon but also in composing song as lyricist, motivator, activist poetry, and book author. This case study provided some challenges of being celebrity in conjunction to the modes of persuasion (ethos, pathos and logos), which need to be recognize in terms of using these three modes in his conversation with the audience.

Since primary school until tertiary level of education, Ahmad Fedtri Yahya believed that he showed his excellent potential as a good orator by participating in competition representing school and university such as in debate, *pantun*, story-telling, and *pidato*.

Firstly, he impressed those people who can communicate very well because he claimed himself as an introvert person during his childhood. He was a shy boy who always hid himself behind the curtain at home when guests came to the house. However, he believed that he should go on a stage and communicate to overcome a stage fright or "demam panggung". Definitely, he started slowly, interacting with others especially those who have excellent communication skills and beginning to share experience by involving in competition. He highly believes that competition is the best teacher.

Significant contribution of this study include (i) for academic puposes, this study contributed to the literature on the persuasion communication and its relationship with excellent communication skills; and (ii) this study also provided essential information about communication skills practice by the celebrity.

PROBLEM STATEMENT

Confidence plays a huge role in helping students to speak in public or interpersonal. During undergraduate studies, each subject courses require students to present their work in class in order to help them familiarize with idea pitching and open discussion which will help them to build their confidence. However, most students take this for granted or seen it as a simple, unimportant task. Hence, low confidence building has become a threat to them because they cannot seem to 'sell' themselves in front of potential employers (Sani, 2016).

In an article published in The Star Online (Rajaendram, 2016) stated that some graduates are still unable to answer the interview questions in English even when they understood what the question wants. It is more related to the language proficiency problems which need to be consider as barriers in communication. Furthermore, it is the ability to connect with other people and get the ideas across is one of the most crucial aspects employers look among jobseekers. It is even more worrying when those potential employees are aware that they should be able to communicate in English like what have been practiced or taught during education years but when it matters, they fail to deliver the goods.

Gargalianou, Muehlfeld, Urbig, and Van Witteloostuijn (2015) found that there was a low understanding of the use of foreign languages among students. This causes the failure to communicate in front of the public because they feel uncomfortable using the foreign language. Individuals prefer to use native language as it will increase confidence and fluency in speech.

The ability to conduct the public speaking need skills of communication by focusing on ethos, logos and pathos. These three modes of persuasive communication should be completely blend together.

HISTORICAL AND FAMILY BACKGROUND

Ahmad Fedtri Yahya was born on 2nd August 1981 in Pantai Remis, Perak. He holds a Bachelor of Communication (Film and Broadcasting), minor in Islamic Studies at Universiti Sains Malaysia (USM). Currently, he is a Senior Producer on TV3.

Fedtri grew up in a fishermen's family in a small village located in Pantai Remis, Perak. His father, Encik Yahya bin Hasan, was a very enthusiastic and hard-working person raising his children. Her mother's hardship, Mrs. Rajmah Othman, nurtured and educated his siblings to be the catalyst of success and strengthening the spirit to achieve success in life. His mother was a gentle lady, well-mannered and loved by many. December 17, 2009, Mrs. Rajmah has breathed her last at the age of Fedtri 29.

Fedtri, this nine out of ten siblings is constantly striving to develop themselves by completing knowledge requirements and always seize opportunities and opportunities to gain new knowledge while empowering the use of language and communication skills. His active involvement in literary activities despite the fact is that Fedtri is a mainstream science student, beginning as early as childhood and continuing to university-age and up to a career nature.

Ahmad Fedtri Yahya had excellent communication skills, which often resulted in his being chosen to represent the school for storytelling, speech, lectures, *pantun* competition, poetry / poetry declamation, and debate. His tendencies and expertise in language skills were the charm of friends and acquaintances to make him a source of reference. He was often entrusted with the responsibility of being a student leader because of having high self-discipline, trustworthy, competent and committed to the task.

Due to the deep interest in the communications world, Fedtri chose Universiti Sains Malaysia (USM) Penang, to pursue a bachelor's degree. He was a graduate student of Bachelor of Communication (Film & Broadcasting) USM with minor Islamic Studies. He received the USM Vice-Chancellor Gold Medal Award during the 2003 USM Convocation Ceremony.

The husband of Mrs. Nurul Anati Ismail and the father of three cute children (Indah Sutera Jannah, 6 years, Ahmad Willdan Arjuna, 4 years and Indah Rauvda Inaara, 1 year) had the incredible intuitive communication skills to 'rouse' and guide the soul of his wife and children. Fedtri always thinks of creative ideas to honor the wife who have struggled to give birth and nurture their children, he often makes a surprise by giving gifts placed in special places like under the veil and when his wife wakes up. In a spare time, Fedtri with his wife and children will sit together to scan memory through archives in gadgets such as a shared adventure experience. The opportunity to go out with family is fully utilized without interruption.

Apart from that, Fedtri wised in adjusting the intimate language by using specific terms or words that are only understood by the couple and their children. This showed how special they are in his heart. The main principle of family is confidentiality of the household. Although he was one of the media celebrities, he never shared his home secrets with outsiders. Busy is not an excuse for him to stay away from his family. When he was away from a family due to his demands, he often used mediums like WhatsApp to keep in touch with his beloved wife and children.

... Do not leave any room left behind

~ Fedtri

Although not through voice, communication through intermediaries should be present in the form of interesting and entertaining messages. For example, he likes to edit interesting pictures and send them to his wife. If for children, he chooses a humorous application that will make the children laugh. The happiness and happiness of his wife and children is the real happiness of the family institution.

Since his debut in the art world, Fedtri active as a lyricist. He wrote a lot of song lyrics of big names like Noraniza Idris, Nora, Datuk Siti Nurhaliza and many more. Among the achievements: 1. The Creator of the Creative Ethnic Category - The Champion Award for the Song 22- Samudera (Nora) 2. The Best Ethnic Pop Song - AIM 17 - Enjut (Noraniza Idris) 3. The Best Ethnic Pop Song - AIM 18 - The Power of Love (Noraniza Idris / Black) 4. Juara Cipta Patriotik Lagu 2010 5. Tiga Pertandingan Cipta Lagu Irama Malaysia 2010 6. Lirik Terbaik - Anugerah Erti Merdeka. In addition, among his published program was *Malaysia Hari Ini* (MHI), *Jejak Rasul* (Trail Apostles), *Madrasah, Khurafat* (Superstitions), *Dari Masjid ke Masjid* (From the Mosque to the Mosque), and many more documentaries concept of Islamic view and humanity. Now, he is also active as an activist poetry, author, lyricist, and motivator.

14 years' experience with the world of broadcasting opened his mind to continue working in a variety of arenas. The scope of the assignment as a Senior Producer; he was doing research, produce and is involved in planning, scripting, shooting, editing, post-production and other related issues. Before an idea is accepted, there is some process of 'pitching to the marketing/ brand management' whether the idea/ program proposals that their team have got value for sponsors and content TV3.

When my proposal got approved, we will prepare a budget for that particular program and when completed all budgets, it makes the program committee meeting to finalize by the higher authority. Thus, we will start shooting and others. Islamic broadcasting content is under Raudhah.

~Fedtri~

CHALLENGES IN CULTIVATING COMMUNICATION SKILLS

Beautiful language connects us cautiously. The beautiful language originates from the heart of the speaker, exits through his mouth, enters through the ear of the listener, and reaches the heart of the listener. Fedtri said, "When first meeting new people, use a language that increases their degrees. Call them with their title or gentlemen. The women may be sensitive to their well-being, especially for those who are not married. Call them with a sister or a nickname. It's hard to call them as an aunt or aunt". Fedtri believed, "Every time you convey information to another person, whether it was the order take at your local drive through or your supervisor at work, you used communication. Here were some excellent reads on improving your communication skills. Persuasive communication skills, by definition, were slightly more refined applications of the concept of communication. These skills consist of the ability to convey information both efficiently and effectively. A good communicator will have good verbal, non-verbal and written communication skills. What does each of these entail?"

The first factor is the physical factor. Second is a homophile factor or similarity to personal values, educational standards and attitudes. The third is the frequency of interactions with their targets because they are not far from each other. As a strategy to attract his audience, the referee should prepare himself and improve his physical appearance and social appearance by displaying an image of similarity with his or her goals and often interact with them. This also can be considers as the criteria of ethos.

The language used has its effect in persuasive communication. We will feel comfortable with the person speak with us using a positive language. The language used will give a picture of who the speaker is. For example, the name will give an overview of our identity. Languages also state our status. Effective languages attract other people to us. Name was a language that has a profound effect on the identity and identity of an individual. Names did not just reflect the identity, but names form the way people think about us. The name also helps us see and evaluate ourselves. Some cultures were very concerned about name calls in conversations. Language represents a person's status. Often, when a person speaks a positive, orderly, and informative language, we make assumptions; these individuals are highly-educated or highly educated. To enhance the style of speaking, extensive vocabulary should be owned by an individual while ensuring that the vocabulary is used in place.

Furthermore, public speaking can enhance communication skills. This is because the ability to interact verbally is a leader's most important tool as it includes the capability to construct message, transmit the message to others, listen to feedback, process the feedback and continue to communicate (Adnan & Zainol Abidin, 2015). In career life, each employee will be assigned to positions and roles. Thus, leadership qualities or ethos needed to plan, organize, lead and coordinate tasks in order to achieve organizational goals. Likewise, leaders should be confident in making decisions and communicating with the people they are working with whether to create harmonious working environment or to resolve a conflict in the workplace.

Storytelling techniques are also an important skill adapted by Fedtri to attract audiences. The narrative revolves around the story of his experience as his journalist and his adventure epilogue making the audience feel more excited and impressed by his achievements. The 36-year-old man holds the principle of 'every moment of importance' when given the opportunity to deal with audiences. Hence, proper language selection and strong keyword use support the needs of audience categories, such as terms used by adolescents in contrast to the term used by senior citizens. The possession of relevant topical knowledge influences speaker's performance in a way that information and terms used in the speech is a reflection to the speaker's experience (Stolper, Lee, Riche, & Stasko, 2016). The element of expressing emotion and feeling (in persuasion modes it is related to pathos) have to consider as giving the huge impact to comprehend the audiens to be empathy. Proper selection of the term with the category of society demonstrates a high level of sensitivity and fulfills the principle of da'wah that we need to empower the privilege of a group of people and feel them part of their culture. The use of logical and factual media materials is able to reinforce the trust and confidence of the audiences in the issue or so-called logos.

Persuasive communication is one way that people communicate with other people. In addition, the purpose of the interaction is not easily achieved without the existence of rapport among those involved in public speaking (Dickinson & Gubb, 2016). Public speaking is a process that is set between individuals and groups of individuals who convey the message or information directly. It is a two-way communication in courses, conference, debates, commercial activities and others. Communication is a fundamental persuasion in public speaking to invite listeners to think, to create awareness about the topics presented, and subsequently take appropriate action. Communications soliciting is human communication affects listeners to change their attitudes beliefs or values and it is much more related to the persuasion power (Briñol, Petty, Durso, & Rucker, 2017).

Baccarani and Bonfanti (2015) stated that the elements of public speaking are made up from interpersonal communication aspects; they are (i) verbal or oral communication and (ii) non-verbal communication. Under these two aspects, paralinguistic, kinesics and proxemics are three disciplines that address a content of public speaking. The preparation phase before speakers publicly present their speech is built up by five principles of rhetoric formulated by Aristotle. They are the (i) "invention" (*inventio*) stage, a preliminary study of the topic; the scope is highly developed and refined before it is being presented. The next stage is (ii) "arrangement" (*dispositio*) of ideas from general to specific, open up topic area into a new focus to provide arguments and to make the audience think. The third stage is the (iii) "style" (*elocutio*) of presentation where speakers choose the expression, paralanguage and body movements that will fit in between arguments. The fourth stage would be the (iv) "memory"

(*memoria*) which speakers are able to memorize the main points and deliver them without notes. The final stage, “delivery” (*actio or pronuntiatio*) refers to the practice of delivering speech using verbal and nonverbal communication.

The techniques of a good speaker to be able to deliver his or her message effectively by applying the process of a plane ride where first, the “take-off” step is announcing what the speaker wants to deliver. In this short and incisive stage, the speaker will try to connect with the audience by creating a sense of trust and acceptance, and to grab their attention. Second, the “flight” step is delivering effectively on what the speaker wants to discuss about along with statistical data and factual evidence to support their objectives. Lastly, the “landing” process where the speaker recalls what has been said by reinforcing or replaying the key elements before drawing the speech into conclusion.

In another study conducted by Roos (2013) supports the five canons of rhetoric by addressing the art of persuasion; *ethos*, *pathos* and *logos*. The author stated that *pathos* is the emotional appeals shown by the speaker to create shared values with the audience. On the other hand, *logos* are the practice of presenting arguments based on facts, deductive or inductive reasoning and irrefutable conclusions to persuade the audience. Whereas, *ethos* is how the speaker convinces the audience through his or her originality, honesty and credible character to adopt into his or her ideas.

“The modes of persuasion furnished by the spoken word there are three kinds. The first kind depends on the personal character of the speaker; the second on putting the audience into a certain frame of mind; the third on the proof, or apparent proof, provided by the words of the speech itself.”

According to Demirdöğen (2010) the first rhetorical strategy that has been addressed by Aristotle is the speaker’s character. It is important for the speaker to make audience think that he is credible to give a speech. Introduction part plays huge role in *ethos* where speakers impress the audience by explaining the speaker’s experiences, field of expertise and awards they earned from the knowledge on the topic. Besides, speakers’ physical appearance, vocal tone, volume and pauses in giving speech serve as nonverbal communication that will complement *ethos*, thus, creating trust between audience and speaker which will make it easier for the speaker to influence their mind. Next, *pathos* is shared emotions between the speaker and the audience in order to set their mind on the same page as the speaker’s thought. Speakers usually create emotional appeal through storytelling or sharing experience to build up relational empathy. While *logos* is the factual arguments provided by the speaker based on his knowledge on the topic such as logic, data and evidence (Azlina, 2015; Kumar, Pande, & Afreen, 2016). Social anxiety is associated with a distinct pattern of public speaking barriers (Kankam & Boateng, 2017). To portray an effective public speaking may be improved by building public awareness. Barriers in public speaking including language, cultural, life background and psychological barriers. In this circumstances, the individual aim to persuade and convince other people to accept their idea should have skills in interpersonal communication. In addition, excessive persuasion either by the media or to the public would adversely affect the formation of the society itself.

A credible speaker will have tendency to simplify their words and interpret the information. Communication is very wide and we cannot say communication is only way to communicate with one person and another, but also depends on contacts in workplace in the globalization world. We need to deliver our message to the right audiences. Used the right word to the particular circumstances bring a high impact of understanding the public speaking. As a communicator, we have to choose the proper words to create audience understanding in order to gain their awareness.

If you are conversing in English, use proper English. Don't bastardize the language and pepper it with slang. You can only use slang if the people around you speak the same way. But if you're in a group with people of diverse backgrounds and interests, slang is not appropriate. Speak in a manner that is understood by all to avoid possible conflict.
~ Fedtri

Proper style of communication can enhance your relationships, boost self-esteem, and help you achieve lifelong success. On the other hand, continuous use of conversation blunders may hinder you from attaining your goals; so be very careful and aware of every word coming out of your mouth. Fedtri has conducted the entire programme above as a host. What was his formula of being a successful host?

Hosting seems easy because we often see hosting relaxed and comedy. Actually it is very demanding when it comes to hosting and formal protocol. It was undoubtedly the secret of success in this area is a natural talent that is supported by training, engineering and creativity that highlights the talent. It applies to all individuals. As an orator, I must master the ability tone or intonation convincing the barrel of language and mood-appropriate message to be conveyed.
~Fedtri

Fedtri believed that, television is a part of his life so he has to struggle in life. “Every time you convey information to another person, whether it is formal or informal, you still use communication”, he said. On television we have very wide categories of audience, from kids to adult. However, we should have the standard message. For example, he want to tell about the situation of MH370 so he has to play with the so many appropriate terms. Excellent communication skills refer to the situation that can simplify everything and make sure the message is delivered to the audience.

Sometimes in the conversation, there were question and answer session. Fedtri asked people to answer. Even sometimes they do not understand his questions, he need to listen to what they say. If there were barriers in communication, he will keep asking or he will rephrase the sentence to make sure that the discussion gets meaningful. Sometimes people do not get the message and important points, so his task is to use sentence. Source credibility is referring to the quality skills of communicator. We need to

be trained as a good orator. Even though Fedtri has a good voice intonation but without the solid content, it is meaningless. Nowadays people communicate through digital platform especially by using social media to distribute story and news. Television has become less credible and it is not easy job for the celebrity to attract audience in order to keep them in front of the television.

In the conversation, Fedtri told the story about how he tried to gain financial support from some organizations for his programme. He had to use facts and statistical points to assure those who are dealing with him, can understand very well and accepted the ideas. Then, the person will decide and take action as what he suggested.

PERSUASIVE TECHNIQUES IN CULTIVATING EXCELLENT COMMUNICATION SKILLS

This study has been conducted by doing in-depth interview with Ahmad Fedtri Yahya. The discussion below provides some persuasive techniques in communication skills in order to solve challenges in communication field.

Determine the relevant persuasive skills for attracting audien.

Fedtri said, "Every time you convey information to another person, whether it is the order taker at your local drive through or your supervisor at work, you use communication. Here are some excellent reads on improving your communication skills. Persuasive communication skills, by definition, are slightly more refined applications of the concept of communication. These skills consist of the ability to convey information both efficiently and effectively. A good communicator will have good verbal, non-verbal and written communication skills. What does each of these entail?"

Verbal communication consists of delivering information by the use of the spoken word. Fedtri did this as he worked as a reporter, moderator, and facilitator. For instance, if you can give clear and easy to follow directions over the phone, then you are a good verbal communicator. In addition, there is element of rhetoric in his speech. Rhetoric is a language use technique, whether in oral or written form that contains the correct grammar aspects, as well as the use of good language in the presentation of ideas. Rhetoric is a beautiful language of art to attract the audience. Hence, diverse range of languages is needed as a means of influencing listeners or readers. Persuasive rhetoric uses the language of persuasion to influence the thinking and beliefs of others to believe in what is being said.

Non-verbal communication includes the use of body language and facial expressions. Fedtri were masters of this style of communication; because he has been trained to portray emotions or deliver whole messages simply by the way of his hold body and position his facial expressions in front of audience.

Written communication is simply the conveyance of information or instruction by utilizing the written word. This type of information exchange is often the easiest, especially for people who are uncomfortable with face to face encounters. In this case, it was clearly stated that Fedtri used written communication through *Whatsapp* in order to contact his wife and children while he went abroad.

THEORIES

McGuire's 6 step model

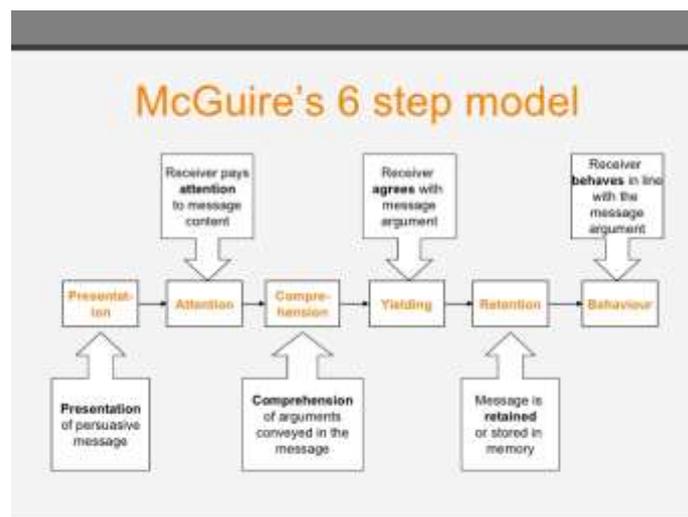


Figure: McGuire's 6 step model
(source: <https://www.slideshare.net/stephan/mkt4025-w6>)

The fundamental purpose of persuasion communication is persuading people, and therefore many researchers have tried to come up with a comprehensive theory to explain the complex process of persuasion. **William J McGuire** was one of the pioneers in trying to understand how mass media messages (including, of course, advertising) persuade people (or people are persuaded by

mass media messages). His communication/persuasion matrix is one of the step-based models of persuasion, i.e. the model assumes that persuasion is the result of successfully transiting through several steps or phases before being persuaded. The model is a matrix of inputs and outputs – applied to persuasion, the inputs are the different aspects of the persuasion/communication attempt, and outputs are the stages of persuasion, each of which can be measured as a measure of how persuasive the communication has been. There are five “inputs” : Source, i.e. the credibility, attraction, trustworthiness etc of the sender Message, i.e. the type, strength, repetition etc of the argument Channel, i.e. type of media and way in which the message is “broadcast” Receiver, i.e. attitude, beliefs, prior knowledge etc of the person receiving the message Context, i.e. environmental factors, noise, clutter etc influencing the message.

Variable-analytic approach - Carl Hovland (1957)

This approach assumes that people change their attitude if given enough prompting or evidence supporting the change. In other words, humans need the motivation to process information that can change their attitude and behavior.

Additionally, this approach emphasizes that the sequence should go through five steps namely attention, comprehension, acceptance, retention and action. The more acceptable step is to focus on finding out which factors have the most impact on receiving and rejecting messages. Some of the reasons for acceptance or rejection include:

i. Source effect

Acceptance depends on credibility and reliability of resources, as well as resource attraction. Examples like the case below: Fedtri was a loving, decisive and kindly producer. He was often a source of reference among colleagues or surrounding communities. His credibility and talent in the field of hosting of the ceremony was admired so often invited to attend certain occasions. The Media Prima trusts his ability and determination to bring the organization’s name to the whole society. He had a good image and reputation.

ii. Message effect

Based on the first and most significant effects (primacy-recency effects) that are important in the first place. The latest effects are often ineffective in the long term but are more effective in the short term. Fedtri

The Social Judgment Theory (1961) by Muzafer Sherif and Carl Hovland.

When a person receives, receives or receives a message, they usually like to make a judgment regardless of the actual message or the result of the interpretation. If any news or communication received is not in line with one's attitude and personality, it usually does not exist and the punishment given is negative.

The Social Justice Theory assumes that the sequence is based on a two-stage process. The first level involves individuals who read or hear messages while evaluating messages according to their perceptions. The second stage is the individual engagement to customize the message with their attitude either accepting or rejecting the message. The advantage of this theory is that it is able to explain the function of individual perceptions in the process of persuading. This means that this theory can explain how a message can affect the acceptance of members of the affected community.

METHODOLOGY

This study conducted by doing in-depth interview and directly asking questions to the protagonist (Ahmad Fedtri Yahya). In this case study, the face to face channel and media play important role to gain data. The researchers have asked questions thoroughly to the protagonist by meeting him personally and if there are some other extra questions, the reseachers asked the protagonist through e-mail or social media. The entire channel used in order to enrich the data has been properly assisting the researchers to do this study.

FINDINGS

The usage of persuasion power.

Information power

Individuals using the influence of information will present facts, data, evidence, testimonies and logical arguments to influence the recipient's mind. Influence of information can result in changes to the behavior and thoughts of the affected person. The strategies used are:

Submit information that has not been or has been known by individuals who have been tried. For example, use the hadith of the Prophet Muhammad or the Qur'anic verses that are authentic and rarely heard. Avoid using the information it already knows.

Beside that, use a logical argument that has never been thought or heard. The more extensive our readings and observations are, the probability that we get this logic argument is high.

In addition, we can use information and arguments in line with their level of thinking and age. For example, to influence a person to implement a development idea, we need to make sure that the individual has a high level of awareness by providing information based on statistical reports showing the effectiveness of the program. Arguments that use this statistical report are usually accepted by highly educated people.

Reference power

People always find the protagonist for seek of asking opinion, sharing knowledge and etc.

An individual is said to have a referral influence when he is someone else's place to tell the problem, share knowledge, and referral sources. Individuals who are in their immediate vicinity are willing to make him a follow-up model or source of inspiration in a matter. When an individual is attracted to individuals who have this self-care charisma, they tend to follow the behavior of individuals who have the influence of this reference. For example, the influence of television celebrities who are displaying the latest fashion outfit will influence teenagers to buy clothes or jewelry as worn by the celebrity.

To mitigate the stated risks, some things need to be emphasized. Experts need to make sure the person dealing or trying to influence likes it, emphasizing the similarities between the specialist and the target when interacting. For example, the initial issues discussed are related to the things they are interested in, the current known issues and so on. The expert should not make the target feel 'in vain' with his expertise, experts should reduce the use of technical terms or bombastic when communicating with them. For example, experts need to use a language style that corresponds to their social / target age. In fact, it is more interesting if the expert can use the dialect / target dialect. This will provide comfort in interacting with both.

Expert power

Fedtri has communication skill expert and he always portray his knowledge by joining public speaking contest, performing arts and persuasive communication skills.

Someone has this influence when the person who is trying to influence is convinced that the person who influenced him has higher knowledge and skills from him. For example, one is considered a gynecologist when he / she has expertise in gynecology, and for those with high level of education in a particular field. Undoubtedly, the influence of expertise can result in changes to the behavior of the general society. However, the influence of expertise does not guarantee someone will continue to succeed in influencing others. This is due to two factors:

Firstly, although his target is confident the expert's advice is correct, he does not necessarily continue to like the expert. This may be due to, the expert is less empathy about the fate that strikes him.

Secondly, sometimes a specialist has too much expertise because it causes his "small" and "stupid" targets when he faces it so he is not interested in meeting him again.

'ETHOS' as a booster for excellent communication skills

There are three modes of persuasion consist of logos, ethos, and pathos. Ethos is an appeal to ethics, and it is a means of convincing someone of the character or credibility of the persuader. Our focus on this case study is about ethos. Ethos is referring to the personality character, the way how he/ she using verbal and non-verbal communication. In this case, Fedtri is well developed his personal anecdotes and success stories until today. His track record is going smoothly and achieve his target to become an excellent persuasive communicator. From the delivery part he used to has a meaningful eye-contact, body language, vocal variety and poise. Entirely, Fedtri has his own personal branding, which people know him as an Islamic icon and language expert. "I was obsessed with language. A simple trust given by others so I became the treasurer on the ground 'good face' and can be trusted to keep the money. While my soul is more likely to lead an organization based on talent and experience.

The most important factor in determining the effectiveness of the initiation effort is the personalities or personalities involved. He should ensure that his character and personality are in line with the culture and life of his target audience. For example, in the context of local community development, development agents not only act as planners and determine the success of an agenda, but also act as a consultant to ensure that people accept the development idea and change their attitude towards the planning.

The target of accepting or rejecting development project planning depends on his attitude towards the referee. This is particularly important because one can only influence the people who love it. A persecutor will not be able to persuade a person who does not like him, though what he says is good and right. Humans easily love an individual who has three main factors in him.

For example, persuasion in the context of social psychology and communication campaigns. Social psychology is the only field that contributes much to the communications campaign theories. Among the undergraduate social psychology scholars are Carl L. Hovland, Kurt Lewin, Nathan and Eleanor Maccoby, Irving Janis and Leon Festinger.

Among the theoretical issues their contributions and subsequent social psychology scholarship are to the understanding and study of communication campaigns related to (a) the credibility of communication resources, (b) persuasiveness techniques that use frightening attraction, (c) the preparation of persuasive arguments, (d) the type of individual personality that is easily influenced, and (e) the retention or retention of change of opinion. The contribution of social psychology into propagation can be said to be comprehensive, ranging from the four components of the communication process, ie sources, messages, media, and recipients.

‘PATHOS’ and ‘LOGOS’

Pathos is an appeal to emotion, and is a way of convincing an audience of an argument by creating an emotional response. **Logos** is an appeal to logic, and is a way of persuading an audience by reason.

Pathos and the influence of the story

The storytelling style has the power to impress the listener's attention. The story is very effective to explain the topic in question. When interest has arisen in the heart of the listener, the speaker or the persuader can submit another story so that the listeners will continue to be interested in hearing his speech. The story is a type of evidence referred to as dramatic evidence. Powerful stories raise emotional experiences to listeners. Therefore, through storytelling it will prompt people to act.

Logos and statistic information

While having a conversation with educated person, Fedtri attempt to use logos element in order to convince and persuade that person to accept his idea. For instance, he told the story about to gain financial support for his programme. He need to use facts and statistical point to assure those who are dealing with him, can understand very well and accepted the ideas. Then, the person will decide and take action as what he suggested.

CONCLUSION

Challenges in communication soft skills are the most foremost criteria in attracting people to listen of what speakers say. Versatile ability of using verbal and non-verbal type of communication appropriately will ensure the high quality of sending messages. Correspondingly, public speaking is another skill that needs to be horn in order to enhance the quality of information transmission.

As sharing some techniques of persuasive communication, Fedtri used combination of three modes of persuasion as discussed later. Logos, ethos, and pathos. All these three modes give a huge impact for the communication process in order to have a rapport with the audience.

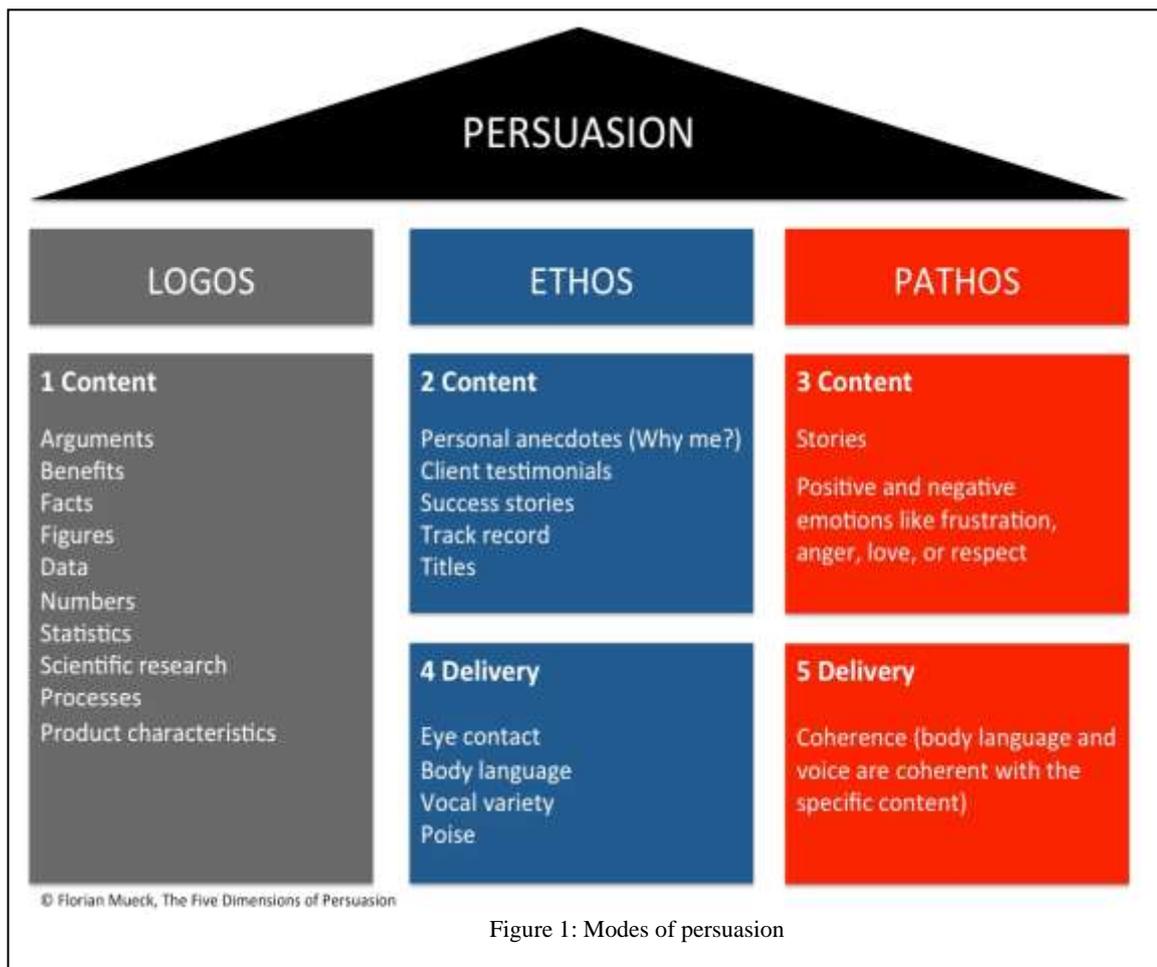


Figure 1: Modes of persuasion

Based on Figure 1, there are three modes of persuasion consist of logos, ethos, and pathos. **Ethos** is an appeal to ethics, and it is a means of convincing someone of the character or credibility of the persuader. **Pathos** is an appeal to emotion, and is a way of convincing an audience of an argument by creating an emotional response. **Logos** is an appeal to logic, and is a way of persuading an audience by reason.

Focus on this case study is about ethos. Ethos is referring to the personality character, the way how Fedtri uses verbal and non-verbal communication. In this case, Fedtri has well developed his personal anecdotes and success stories until today. His track record is going smoothly and has achieved his target to become an excellent persuasive communicator. From the delivery part he used to have a meaningful eye-contact, body language, vocal variety and poise. Entirely, Fedtri has his own personal branding, which people know him as an Islamic icon and language expert. "I was obsessed with language. A simple trust given by others so I became the treasurer on the ground 'good face' and can be trusted to keep the money. While my soul is more likely to lead an organization based on talent and experience".

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