ABSTRACT

This thesis deals with the application of message delivery theory in business presentation. They are the speaker's voice, nonverbal communication, and visual aids. To evaluate the speakers, the writer distributes the evaluation sheet consisting of eight aspects of message delivery. They are 1) Purpose of the talk, 2) Clarity and Pronunciation, 3) Pauses, 4) Eye contact, 5) Gesture, 6) Posture, 7) Audiovisual aids, 8) Audience's interest. Moreover, as the second data, as presentation skill is related to the language used, the writer seeks help from native speaker to evaluate the speakers' speaking skills, using IELTS as the marking scheme. The writer is interested in analyzing the topic because she realizes the importance of business presentation skills.

This is a case study of Star Energy Company, a foreign company where the employees do the presentations in English. The result that the writer gets from the research is the employees of the company still need to improve four aspects of message delivery; Purpose of the Talk, Gesture, Audiovisual Aids, and Audience's Interest. Moreover, in term of the language, they have to develop the fluency and coherence category as it is considered as the lowest. This thesis hopefully brings awareness for Star Energy Company to improve the employees' business presentation skills.
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