

**PRESENTATION SKILL TRAINING FOR THE PRODUCT RESELLERS  
ZORAYA IN BANDUNG**

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**ABSTRACT**

*Indonesia has a growing number of Micro, Small and Medium Enterprises or MSMEs. In the city of Bandung there is a Zoraya Community consisting of small and medium entrepreneurs, the which aims to share products and exchange experiences in marketing Reviews their products. Zoraya Community members are included in the home industry entrepreneurs, who have problems in marketing Reviews their products. Marketing through social media or direct marketing or direct selling is Often Reviews their obstacle. This happens when the product exhibition, they are hampered when communicating to consumers in promoting Reviews their products. The right solution to Overcome Reviews These training problems is public speaking, presentation skills through capacity building, mentoring the direct selling process at the product exhibition. The method used in this activity is in the form of presentation skills training as part of public speaking, training in the benefits of presentations skills, public speaking training in basic techniques for presentation skills, and training in writing about the superior products. The results of this activity were the of participants' Increased understanding of how to present products Effectively and systematically. In addition, the Increased confidence of Zoraya Community members after being given training. Suggestions for this activity are expected by the of participants to continue to practice Reviews their skills in the field of presentation skills, so that effective communication is created with consumers and partners in their business fields. training in basic techniques for public speaking, presentation skills, and training in writing about the superior products. The results of this activity were the of participants' Increased understanding of how to present products Effectively and systematically. In addition, the Increased confidence of Zoraya Community members after being given training. Suggestions for this activity are expected by the of participants to continue to practice Reviews their skills in the field of presentation skills, so that effective communication is created with consumers and partners in their business fields. training in basic techniques for public speaking, presentation skills, and training in writing about the superior products. The results of this activity were the of participants' Increased understanding of how to present products Effectively and systematically. In addition, the Increased confidence of Zoraya Community members after being given training. Suggestions for this activity are expected by the of participants to continue to practice Reviews their skills in the field of presentation skills, so that effective communication is*

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*Keywords: Public Speaking, Presentation Skills, Selling Diect.*

### **A. Introduction**

The development of Micro, Small and Medium Enterprises or SMEs in the premises is increasing. Growth of SMEs is known to be the engine driving the economy of the people of Indonesia. Growth of SMEs is a positive thing for a region. This occurs in the area of West Java Province, which has a variety of potential SMEs in every town and district. SMEs drive economic sector in a region and foster economic independence, which supports the welfare of society.

Bandung as the provincial capital of West Java has many activists SMEs and various types of small and medium micro enterprises (SMEs). Zoraya Community is one of the micro small and medium enterprises in the city of Bandung Zoraya is one kind of micro, small and medium enterprises (SMEs)

engaged in fashion. The products it sells, among others hijab, ciput, custom tunic and leggings abluion. Abluion leggings and tunic custom is an excellent product that is owned by Zoraya. Abluion leggings product excellence possessed by Zoraya is using a material absorbing cloth sweat and heat during use. In addition, the abluion Zoraya leggings product has a size ranging from sizes S to XL. Other featured products are custom tunic. Consumers can order their own model of the desired tunic, according to the tastes of each consumer.

In developing its business, Zoraya product marketing through multiple resellers in the city and outside the city of Bandung. Number of resellers that are owned by Zoraya ie 80 people. Resellers who comes from the city of Bandung as much as 20% while those coming from outside the city of

Bandung as much as 80%. Conditions to become a reseller or join a reseller Zoraya is Zoraya product with a minimum purchase of Rp. 500,000.00. Zoraya The resellers are not only selling *direct selling*, but they also sell online. Online media used by the resellers are social media facebook and instagram.

Over time, the partners of Zoraya want to expand their businesses with its superior product respectively. This makes the founder of Zoraya, Mrs. Nuke Lugina Soraya took the initiative to establish a community of small and medium businesses with a variety of products. The purpose of establishing communities joined in Zoraya Community ie for product sharing and exchanging experiences in marketing their products. In addition, to solve the problem together based on the experience of each member Zoraya Community.

These entrepreneurs often have the same problems, namely in marketing their products or direct selling their products during the exhibition. In marketing the product directly or direct selling, good communication skills required to convince a potential buyer. Not just

enough with knowledge of the product being marketed, but the ability to communicate as presentation skills. Presentation Skill is the ability to speak in public with a clear, systematic and effective so that the communicant or the other person can understand the messages we convey. Therefore, it needs presentation skill training so that the participants can find a good presentation techniques, as well as the message of a product can be conveyed to prospective buyers.

## **B. Method of Implementation**

Implementation of PKM activity Presentation Skill Training for the Reseller Products Zoraya held in Bandung Creative Hub, Jalan Laswi No. 5 Bandung. Implementation of these activities requires the allocation of time for 3 (three) weeks, starting from the signing of the contract.

The method used in the implementation of the CRP for Zoraya penjualan Community in improving their products through presentation skill, through the following approach:

### **1. Training**

The method of this briefing include:

- a. Presentation material explanation of the skill as part of public speaking.
- b. Exposure benefit presentations skills.
- c. Exposure Basic techniques for presentation skill of public speaking.
- d. Presentation on creating a script about a superior product.

## 2. Technical guidance

This technical guidance method includes:

- a. Participants are guided and trained to recognize superior products.
- b. Participants are guided and trained to make a script about their products.
- c. Participants are guided and trained in reading out about their products.
- d. Participants are guided and trained to be able to present about their products.

Zoraya Presentation Skill Training for Community use evaluation instruments, namely that the participants were able to create presentations and written materials were able to present or speak in front of the public or members of other Community Zoraya. Supporting equipment used during training is a

wireless microphone, sound system, projector or InFocus and products of each of the participants.

Targets and outcomes of programs based on problems faced by the Community Zoraya partners is to increase the ability of resellers presentation skill Zoraya products and small and medium entrepreneurs in Zoraya Community in Bandung. They are able to make a presentation of their products clearly and systematically at the time of the exhibition of products to prospective buyers. In addition, the program is expected to boost the confidence of the resellers and members of the community Zoraya, when speaking in public. They are given an understanding in addition to a good presentation techniques and systematic, as well as how to speak with confidence when presenting their product to convince the potential buyers of their products.

## **C. Result and Discussion**

### 1. Description of Event

Implementation of the activities carried out on 24 July 2018, from 09.00 to 12.00 pm. Activity Community Services is housed in Bandung Creative Hub, Jl. Laswi No. 5 Bandung. The

event was attended by the participants as many as 8 people, consisting of resellers Zoraya products and is also a member of Zoraya Community.

Participants of resellers Zoraya products consists of 3 people, including *fashion resellers* Hijab and leggings ablution. While the participants of Zoraya Community consists of small and medium entrepreneurs, as many as 5 people. The flagship product of the small and medium entrepreneurs will be: the craft of patchwork, knitted homemade, food, seasoning and garlic spicy instant. Participants bring their products each to be presented in front of the other participants.

Promptly at 09:00 pm Community Services event begins, and guided by Winne Wardiani, SS, M.Sc. as Master of Ceremonies this PKM activity. His expertise is the protocol, public speaking and English. Of course, being a host is still associated with his expertise in the field of Protocol and Public Speaking.



Figure 1: Chairman of the Executive Team Dr. Sutrisno Opens Training

PKM event was opened by the Chairman of the Executive Team, Dr. Sutrisno, M.Sc. His expertise in the field of political communication, of course, closely related to the rhetoric, namely how to address the audience. He explained to the participants PKM, that the ability to speak in public must be trained every moment, especially the ability to speak in public is very helpful process for the direct selling businesses.

After the opening ceremony, the material Presentation Skill then presented by Rini Anisyahrini, S. Sos., M.Ikom. His expertise in the field of Public Speaking and Media Broadcasting Radio can provide knowledge and experience for the participants PKM about good product presentation techniques and how effective and systematic presentation.

The participants were very enthusiastic about the material submitted by him, even the participants requesting additional hours for the material.

Exposure of the material contains about matters related to the presentation. Among others, the presentation structure which includes opening and closing the content or conclusions. Body language and movement, verbal delivery or conductor verbal language. There are three key components of a good presentation: 1. Structure-Introduction, Content and Conclusion 2. Body Language and Movement 3. Verbal Delivery.(Dolan, 2017).

Opening becomes important because it is the first impression that will keep the audience interested in the presentation presenters. Participants are trained to be able to open the presentation with a draw, then the content in which the material to be submitted by each participant associated with each product a trainee. After that the other important thing is the closure or conclusions from the material presented in the presentation. Participants must be able to convey the essence of which is exposed and closed with thanks and regards cover. Traffic

participants in presenting the material, trained also by creating a script or scripts that will be the presentation of the spoken and not the form of Power Point. So as to make this script, the participants are trained to make the structure of the opening.

The main obstacle experienced by each person when speaking in front of the public is nervous or anxiety problems. Therefore, the exposure of the material is public speaking are trained how to overcome anxiety, verbal and non-verbal. Overcoming anxiety there are some things that must be considered. The first thing to do is to be calm and relaxed by technical means breathing and releasing tension in the body, for example to perform movements relaxed hand so that the body can feel relaxed. Every individual has their own way to cope with stress or make your body and himself to be relaxed and calm. In addition to coping with anxiety there are a few things done is the preparation before the presentation, visualizations that you imagine will make a presentation with certain situations and conditions. Exercises to do a presentation, do exercise a presentation in front of a mirror, so that we can see how the

gesture and expression as presentation. Speaker moves in several directions so that the audience does not feel bored with the speaker positions only in one position. This is important in order to keep the attention or the attention of the audience. Eye contact, had to be taken into consideration when speaking in front of an audience. This is so the audience while maintaining the view and concentrate on the speaker. Speakers also keep the flow of the conversation and maintain that the speaker is on the audience's attention. Speaker moves in several directions so that the audience does not feel bored with the speaker positions only in one position. This is important in order to keep the attention or the attention of the audience. Eye contact, had to be taken into consideration when speaking in front of an audience. This is so the audience while maintaining the view and concentrate on the speaker. Speakers also keep the flow of the conversation and maintain that the speaker is on the audience's attention. Speaker moves in several directions so that the audience does not feel bored with the speaker positions only in one position. This is important in order to keep the attention or the attention of the

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Figure 2: Presentation by Resource

Once the material presented by Rini Presentation Skill Anisyahrini, S. Sos., M.Ikom. then simulation by the CRP participants. Due to limited time, the participants were given the opportunity to perform simulations only four (4) people.

The participants are given 10 minutes to present their products and recorded by Tim PKM. After the participants presented their products, then Ms. Rini to review the results of their presentations that have been recorded by video. The participants immediately see and find shortcomings during the presentation of their

products. The shortages and given insert to be more confident in presenting their products.

The participants were very enthusiastic for review when they present the products. In fact they asked for extra hour for this special class of Presentation Skill. The situation would be felt by those businesses, in mempresentaikan their products to prospective buyers or even to resellers.

All the activities of this PKM documented by Vikry Abdullah Rahiem, S.Ikom., M.Ikom. His expertise include Public Opinion and Audio Visual. Of course, in documenting this activity was related to his expertise in the field of audio-visual equipment. The training participants and presenters can be equally reviewing the results presentation skills through video documentation. PKM event ended exactly at 12.00 pm, which ended with lunch together with the participants.



Figure 3: Group photo with the participants PKM Team

## 2. Event Results

Results of PKM activity can be seen from the enthusiasm of the participants PKM very interested and want to know more about the Presentation Skill. When the team PKM perform exposure to the material on presentation skills, the participants really pay attention and listen carefully. Moreover, the participants did not hesitate to ask when there is something they want to ask.

Before exposure to the material on *presentation skill* This begins, of course, the participants do not understand much about presentation skills. Important things about presentation skills unknown to the participants. There are a few things to be asked to the participants at the time before and after the presentation of this skill activities, including:

Before training Presentation Skill:

- a. Participants are not confident when it came his turn to present their products, often they complain about is nervous, embarrassed, fear of being wrong, fear of difficult questions, and so on.
- b. Too long and not systematic in introducing their products to an audience.
- c. Less attracted the attention of prospective buyers when promoting their products, such as promotion of buy one get one, or a percentage discounts, and other promotions.

After training Presentation Skill:

- a. Participants began to increase its understanding of how effective product presentation and systematic.
- b. The participants wanted to try to present their products, this shows that the self-confidence began to emerge so that the shame and nervous that had appeared, now turned into a curious and want to try out, and began to believe that each of them could certainly do a good presentation.
- c. Begin to understand that their products have a high value, so it

must dipresentasikan well in front of potential buyers.

- d. Providing promo products to prospective buyers, as part of the appeal of their product sales.
- e. Some participants like Betty, Mrs. Anna and Mrs. Nuke was able to make a presentation on their activities in the workshop. The third mother informant workshop of their products in activities of SMEs.



Figure 4: Mrs. Nuke Lugina Presentation Skill Training Participants informant training program



Figure 5: Mrs. Nuke Lugina and Mrs. Anna Mardiana a guest speaker on SME training

#### **D. Conclusion**

PKM activity is getting a very good response from the partners, where they are very enthusiastic about the existence of the training Presentation This skill. It was a new experience for them, they even Presentation Skill want them to support to the sales of their products. Suggestions for this activity, the participants continue to train the ability in the field of Presentation Skills, in order to create effective communication with its customers and partners in the field of business.

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