



The Role of *Public Speaking* Skills in Improving the Performance of Hajj Guides

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Abstract

This study explores the crucial role of public speaking skills in enhancing the effectiveness of Hajj guidance. As part of 21st-century competencies, public speaking not only facilitates communication but also serves as a strategic tool for delivering religious messages in a compelling and meaningful manner. In the context of Hajj guidance, strong public speaking skills help build confidence, reinforce authority, and prevent miscommunication. Through a literature review, this article examines key components of public speaking such as interpersonal communication, credibility of hajj pilgrimage guide as a speaker, content mastery, and the application of public communication psychology. The findings suggest that well-developed public speaking skills can improve communication effectiveness, support spiritual development, and contribute to a smooth and solemn Hajj experience.

Keywords: *Public speaking, Hajj pilgrimage guide, religious communication, public communication*

INTRODUCTION

In a global era that demands mastery of various competencies in the 21st century, communication skills are one of the fundamental aspects that must be possessed by a resource person. Effective communication is not only important in an academic context, but it also plays a huge role in their future social and professional lives. One of the most crucial forms of communication skills is *public speaking*. *Public speaking* is not just the ability to convey a message, but it is also a means to build confidence, convey ideas logically, and establish positive relationships with the audience.

In the context of the Hajj pilgrimage, *public speaking* skills have a very significant role, especially for Hajj guides. The supervisor's job is not only to convey religious information, but also to ensure that the entire series of worship can be carried out correctly and with full understanding. This requires the ability to speak clearly, convincingly, and to touch the hearts of the pilgrims. Thus, *public speaking* is an important

Submitted: 25-03-2025 Approved: 29-04-2025. Published: 30-04-2025

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ISSN: Print 2722-1504 | ONLINE 2721-1002

<https://ejournal.uika-bogor.ac.id/index.php/jpg/index>

provision so that the guidance process runs effectively, communicatively, and not boringly.

The Hajj pilgrimage supervisor is responsible for conveying technical and spiritual information appropriately, so that the skills of the Hajj pilgrimage *Public Speaking* It is very necessary to avoid misunderstandings that can affect the validity of worship. The inability to communicate in public can lead to disinformation, which in the context of Hajj can have serious impacts. Therefore, a supervisor needs to have high confidence, mastery of vocal techniques, and the ability to compile material that is concise and easy to understand. These skills also increase authority and help the supervisor control situations, especially in crowded or emergency conditions (Rahmayanti et al., 2024)

Skills *Public Speaking* It is an important part of 21st century proficiency because it not only supports the learning process, but also enhances the ability to speak in front of a wide audience. For Hajj guides, this becomes very relevant because they often have to speak in front of tens or even hundreds of pilgrims with different backgrounds. The ability to convey messages in a straightforward, touching, and inspiring manner is the key to success in a complex and dynamic worship guidance process (Kuntoro et al., 2022).

Confidence is a central aspect of ability *Public Speaking*, especially for Hajj guides who must convey directions, answer questions, and provide spiritual motivation. The worship process that is both technical and emotional requires the presence of a calm supervisor who is able to master the situation. Research shows that high self-confidence significantly reduces nervousness and improves the effectiveness of communication in public. In a dynamic worship atmosphere, a confident guide is better able to calm the congregation and maintain order. In addition, mastery of the material is an important factor in supporting the confidence of the Hajj guide. The results of a survey in one of the studies stated that 96% of respondents stated that mastery of material is very decisive for success *Public Speaking*. A supervisor who deeply understands the hajj fiqh, manasik procedures, and field situations in the holy land, will appear more stable and trusted by the pilgrims. Thus, *Public Speaking* Not only a means of communication, but also an instrument of da'wah and strategic service in the Hajj pilgrimage (Syahdiah et al., 2021).

In conclusion, *public speaking skills* are very important to master in this modern era because they support effective communication in various areas of life, including in the context of the hajj. *Public speaking* not only conveys information, but also builds confidence, structures ideas logically, and fosters positive relationships with audiences. Proper training, such as vocal techniques, facial expressions, and the use of *storytelling*, can help develop these abilities significantly. Therefore, *public speaking skills* need to be honed continuously in order to be able to support achievement, professionalism, and effectiveness in the role of hajj guides and other public roles.

METHOD

Literature study can be said to be a research method that is carried out by collecting, evaluating, and analyzing the results of previous research that are relevant to a certain topic. In the academic world, the study of literature plays an important role as a basis for building and developing knowledge. Through this process, researchers can understand

the extent to which a topic has been studied, find patterns, and avoid duplication of research. Literature studies are also the foundation in formulating sharp and in-depth research questions (Snyder, 2019).

The research method in this article is to use the research method of literature study or literature research or literature study. Literature research method, which is a method of collecting data by understanding and studying theories from various publications related to this research. The literature study method is a series of activities related to the collection of library materials, reading and recording methods, and the management of research materials. The steps taken in this literature review are to begin by collecting reference texts related to *public speaking*, then also looking for references related to the application of *public speaking* in improving the performance of hajj guides. After finding a suitable reference, then record the important things contained in the reference. Next, begin to compile a study based on the important things in the reference to be assembled into a study. (Adlini et al., 2022)

From a good and systematic literature study, researchers can get many benefits such as compiling a conceptual framework, formulating a new research agenda, and finding gaps or gaps in the literature that can be further researched. The study also makes a tangible contribution to the development of theory and practice in various fields, including business and management. In other words, literature study is not only a supporting part of research, but can be a separate research method that is able to produce high-value scientific contributions.

RESULTS AND DISCUSSION

Communication during Hajj and Umrah

Communication during the Hajj and Umrah journey is a crucial element that determines the quality of pilgrims' worship. Not only conveying technical information, communication in this context also includes the process of conveying Islamic values, forming spiritual understanding, and fostering deep religious attitudes. A supervisor is required to have the ability to deliver guidance in a way that is easy to understand by worshippers who come from various different social, cultural, and educational backgrounds. Communication must be clear, effective, and can create deep meaning for the worshippers.

In addition to being informative, communication in Hajj and Umrah also has a transcendental dimension and da'wah. This means that the communication process is not only aimed at conveying orders and procedures, but also connecting the congregation with spiritual values. The supervisor must be able to insert Islamic moral, ethical, and spiritual messages in every opportunity of interaction with the congregation. Therefore, the mastery of fiqh alone is not enough; a supervisor needs to have interpersonal communication skills, leadership, and even foreign language skills such as Arabic and English to bridge the needs of pilgrims in the holy land.

Communicative competence is the main requirement for the success of worship guidance. Lack of mastery in delivering manasik material or inability to explain conditions in the field can cause confusion and even violation of sharia by the

congregation. Therefore, the supervisor needs to understand the principles of Islamic communication: conveying correct and responsible information, using polite and easy-to-understand language, and building relationships that reflect Islamic morals.

Furthermore, communication in the context of Hajj and Umrah must also pay attention to Islamic service values. Travel agencies and hajj organizers are urged not to just view pilgrims as business consumers, but as people who are carrying out holy worship. The concept of transcendental communication must be implemented, which is a communication approach that prioritizes honesty, sincerity, and moral responsibility as part of service to God's guests (Ridwan & Ramlan, 2022).

Thus, communication during the Hajj and Umrah journey is not a purely technical activity, but an integral part of Islamic worship guidance and da'wah. Effective communication contributes greatly to improving the quality of worship for pilgrims, strengthening their faith, and making this journey a truly meaningful spiritual experience. Therefore, communication training for Hajj and Umrah guides is an urgent need that must continue to be developed.

Components in Public Speaking

In *public speaking*, there are several important components that must be considered so that the communication conveyed can be effectively received by the audience. First and foremost is the speaker. A speaker must have a good command of the language and high confidence. It is not enough to just convey the content of the message, but it must also be able to understand the background, needs, and interests of the audience. The success of communication depends on the speaker's ability to adapt his or her speaking style to the characteristics of the listener. Ethics in speaking is also an important highlight, because the message conveyed can have a big impact on *the audience*.

Next is *the audience* itself. *Audiences* are a complementary element in the public communication process. Without an audience, no public speaking process takes place. Therefore, the speaker must adapt the material and the way of delivery to the social background, culture, level of education, and audience beliefs. Ignoring this element can cause the message to not be conveyed properly or even lead to misunderstandings.

Another component that is no less important is the message. Messages are not only made up of words, but also include attitudes, body language, tone of voice, and emotions being conveyed. An effective message should be structured logically and easily understood by the audience. Delivery can be strengthened with concrete examples, personal stories, or visual media. In order for the message to be well absorbed, the speaker also needs to ensure that the message structure is structured in a logical order and according to the listener's level of understanding.

The process of delivering messages requires the right communication channels, which can be face-to-face communication, electronic media, or the internet. However, direct communication is considered the most effective because it provides space for the expression of emotions and direct feedback. In addition, the setting or environment where communication takes place also affects the effectiveness of delivery. Factors such

as lighting, noise, room atmosphere, and audience mood must be considered by the speaker in order to adjust the communication style used.

Finally, the delivery (*Delivery*) is an aspect that greatly determines the success of public speaking. The way you speak, intonation, eye contact, and the use of body language will greatly affect the audience's perception of the message. Various forms of delivery such as *Impromptu* (spontaneous), *extemporaneous* (Not to be outdone) *Manuscript* (read the script), or *memorized* (memorization) has its own advantages and disadvantages. In addition, public speaking also faces various threats such as monotony, anxiety, and errors in assessing the audience. All of this must be anticipated so that the message conveyed really reaches and has an impact (Bilgin, 2022).

The Application of Public Speaking as a Hajj Guidance

In the context of hajj guidance, the application of *public speaking* is a very vital skill. Supervisors are not only required to be able to speak in front of the congregation, but also must be able to convey important messages effectively and touch the psychological side of the congregation. Therefore, mastery of the psychology of mass communication is an integral part of public speaking as a supervisor. By understanding how the masses respond to information, the supervisor can adjust the way of delivery, choose simple language, arrange a flowing conversation, and use intonation and facial expressions that are in accordance with the atmosphere of the congregation.

Good public speaking also requires the supervisor to build credibility in front of the congregation. This credibility is shown through honesty, exemplary, and the ability to convey material with conviction and warmth. In addition, the supervisor must also be able to respond actively to the dynamics of the congregation, observe the reactions of the congregation, give time for questions and answers, and respond with empathy to the anxiety or confusion they experience during the worship process. The success of *public speaking* in Hajj guidance is not only measured by the pilgrims' understanding of the material, but also by the extent to which the pilgrims are able to change their attitudes and behaviors for the better in accordance with the message conveyed.

The characteristics of a good Hajj guide include several important aspects. A supervisor must have high communication skills, namely being able to convey messages clearly, firmly, and not confusingly. He must also have empathy and openness to the condition of the pilgrims, and be able to adjust the communication approach based on the diverse backgrounds of the pilgrims. Another character that is urgently needed is peace of mind and emotional maturity. In the face of emergency or panic situations, a calm guide will be able to be a calmer as well as a guide for the pilgrims.

In addition, a good supervisor must also have a high dedication and enthusiasm for learning. It is not only oriented to technical implementation, but also pays attention to the spiritual and emotional aspects of the pilgrims. The ideal mentor is a charismatic, dynamic, warm, and proactive person. He is able to be an example in behavior, maintain good social relationships, and show sincerity in serving. With the right characteristics and public speaking skills, the supervisor will be able to manage the hajj guidance process

effectively, so that the purpose of guidance can be achieved and the implementation of the hajj takes place smoothly and solemnly (Faudia, 2020).

CONCLUSION

Public speaking *skills* are a crucial aspect that must be possessed by a Hajj supervisor. The supervisor not only conveys technical and religious information, but also forms an atmosphere that is communicative, inspiring, and full of spiritual meaning. The success of guidance is greatly influenced by the ability to build confidence, compose logical and touching messages, and respond appropriately to the condition of the pilgrims. With mastery of the main components *of public speaking* and an understanding of mass psychology, the supervisor can manage the worship process effectively, so that pilgrims are able to carry out the hajj smoothly, correctly, and solemnly.

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