

## **PUBLIC SPEAKING 5.0: EFFECTIVE COMMUNICATION TRAINING FOR GEN Z IN THE COMPETITIVE DIGITAL WORKPLACE**

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### **Abstract**

Public Speaking 5.0 Training is an activity aimed at improving effective communication skills in Gen Z in facing the increasingly dynamic digital workplace competition. This activity was held on Wednesday, April 7, 2026, at the Study Room (Aula). Gen Z is known as a generation close to technology, but not all have the courage and skills to speak in public in a structured, confident, and persuasive manner. This training equips participants with a basic understanding of public speaking, message-building techniques, body language usage, nervousness management, and the ability to convey ideas interestingly, both in person and through digital media. The activity method is carried out through material delivery, interactive discussions, presentation simulations, speaking practice, and providing direct feedback to participants. Through this activity, participants are expected to be able to increase self-confidence, think more critically, and build a positive personal branding. Public speaking skills are an important competency because today's workplace demands not only mastery of technology, but also communication, collaboration, and adaptation skills. Thus, this training is expected to shape Gen Z who are communicative, creative, professional, and ready to compete in the era of digital transformation.

**Keywords:** *Public Speaking 5.0, Effective Communication, Gen Z, Digital Workplace*

### **INTRODUCTION**

The development of digital technology has brought about major changes in the way people learn, work, communicate, and build careers. Today's workplace no longer solely assesses individuals based on their technical skills, academic grades, or diplomas, but also on their ability to adapt, think critically, collaborate, and convey ideas clearly and convincingly. This presents a significant challenge for the younger generation, especially Gen Z, as they grew up amidst technological advances, social media, artificial intelligence, and the rapid flow of information. Gen Z is known as a generation close to the digital world, but this proximity to technology does not necessarily translate into strong direct communication skills. Many students are active on social media, accustomed to writing comments, creating content, or following digital trends, yet still feel nervous when asked to speak in front of a class, write an opinion, participate in a job interview, or explain their ideas in a structured manner to others.

Public speaking skills are becoming an essential skill for Gen Z in the era of digital transformation. Public speaking isn't just about speaking in front of a crowd, but also about how to organize one's thoughts, manage self-confidence, use body language, regulate vocal intonation, and convey messages in a way that's easy to understand (Damuh & Kadar, 2023; Shofiani et al., 2024). In the context of the digital workplace, this skill is increasingly needed because many professional activities are conducted through presentations, online discussions, virtual interviews, team meetings, product promotions, customer service, and digital content creation. In other words, public speaking is no longer limited to formal stages, but is present in various modern communication spaces, both in person and through digital platforms (Wijiastuti et al., 2025; Deha, 2025).

The need for communication skills also aligns with changing job market demands. The World Economic Forum's Future of Jobs Report 2025 explains that approximately 39 percent of workers' core skills are expected to change by 2030. The report also emphasizes the importance of skills such as analytical thinking, resilience, flexibility, leadership, social influence, empathy, active listening, and lifelong learning in the future workplace. This data shows that the competition for human resources is determined not only by who masters technology, but also by who can manage human skills that cannot be easily replaced by machines. One of these human skills is the ability to

communicate effectively, convincingly, and responsibly. For students of SMK PAB 8 Sampali, public speaking training is highly relevant because vocational school students are prepared to enter the workforce, industry, and entrepreneurship. Vocational school graduates are expected not only to possess vocational skills but also to demonstrate a professional attitude when dealing with teachers, peers, industry partners, customers, and potential employers. According to data from the Central Statistics Agency (BPS), Indonesia's Open Unemployment Rate was 4.76 percent in February 2025. In an increasingly competitive job market, young graduates need to possess added value, not just as job seekers but also as individuals who are ready to compete, confident, and able to effectively demonstrate their potential. Therefore, public speaking training can be a strategic step in building student readiness for the future.

Public Speaking 5.0 is a training concept tailored to the communication needs of the younger generation in the digital age. The term "5.0" in this training illustrates that speaking skills are not sufficient simply through conventional methods; they need to be developed in more creative, adaptive, and relevant ways to the digital world. Students need to learn how to speak confidently, express opinions politely, create engaging presentations, use digital media to support communication, and understand the ethics of delivering messages. This is crucial because in the digital age, messages can easily be disseminated, judged, and even impact self-image. Mistakes in expressing opinions can lead to misunderstandings, while good communication can open up opportunities for relationships, collaboration, and self-development (Ledoh et al., 2024; Himmah, 2026).

Furthermore, this training is crucial for helping students overcome barriers that often arise in communication. Many students have good ideas but hesitate to express them due to fear of making mistakes, being laughed at, lacking self-confidence, or being unfamiliar with speaking systematically. These barriers need to be overcome through appropriate practice, a supportive learning environment, and enjoyable training methods. Public speaking can be practiced in stages, starting with self-introductions, brief opinions, group presentations, storytelling, answering questions, and even conducting job interview simulations. With consistent practice, students will understand that speaking is not merely a talent, but a skill that can be learned and developed.

A UNICEF study on future skills in Indonesia also confirmed that adolescents need a combination of basic skills, technical skills, digital skills, and skills applicable across fields. The study identified communication, creativity, social skills, and public speaking as among the skills adolescents consider essential for their future. These findings reinforce the point that public speaking training is not a ceremonial extravaganza, but rather an integral part of strengthening 21st-century competencies. Especially for vocational high school students, speaking skills can support many real-world needs, such as assignment presentations, fieldwork practices, competency exams, job interviews, business promotions, and interactions in professional settings.

The "Public Speaking 5.0: Effective Communication Training for Gen Z in the Competitive Digital Work World" training is crucial for all students of SMK PAB 8 Sampali because public speaking is no longer just an additional skill, but has become a primary requirement in facing the modern work world. In the era of digital transformation, a person is not enough to only have technical skills according to their major, but must also be able to convey ideas, explain ideas, communicate confidently, and build a professional impression in front of others. The current world of work is increasingly competitive, so vocational school graduates need to be equipped with strong communication skills to be able to compete, both during job interviews, assignment presentations, industrial work practices, and when interacting with customers, superiors, and colleagues.

This urgency is further strengthened by the World Economic Forum report emphasizing that human-based skills such as communication, leadership, the ability to influence, speaking, writing, empathy, and active listening remain important differentiators amidst the development of technology and artificial intelligence. In fact, nearly six out of ten workers are expected to need retraining or skill upgrading by 2030. For Gen Z, public speaking is also closely linked to digital personal branding. They live in the midst of social media, digital content, and online communication spaces, so the ability to convey messages clearly, politely, engagingly, and convincingly is crucial. Therefore, this training is relevant to helping students of SMK PAB 8 Sampali become a more confident, communicative, adaptive generation, and ready to face the human resource competition in the digital workplace era.

Through the "Public Speaking 5.0: Effective Communication Training for Gen Z in the Competitive Digital Workplace," all students of SMK PAB 8 Sampali are expected to gain a practical, enjoyable, and beneficial learning experience. This training not only aims to empower participants to speak confidently but also helps them understand how to convey messages clearly, confidently, politely, and contextually. This activity can also provide a space for students to recognize their potential, build courage, and improve their preparedness for the increasingly competitive world of work. With strong public speaking skills, Gen Z will not only become technology users but also become active, creative, adaptive, and competitive young communicators in the face of changing times.

## **LITERATURE REVIEW**

### **Public Speaking 5.0**

Public Speaking 5.0 is the ability to convey ideas clearly, engagingly, and humanely using advances in digital technology (Pramusiwi et al., 2025; Ilma et al., 2026). This concept requires not only the ability to speak in front of a crowd, but also the ability to understand the audience, choose the right communication medium, and build an emotional connection through the message. Public Speaking 5.0 can be defined as speaking skills that are no longer limited to podiums, classrooms, seminars, or face-to-face forums, but also take place across various digital platforms (Zahra et al., 2025; Prabowo et al., 2025). A speaker in this era needs to be able to deliver in live presentations, webinars, short videos, podcasts, live streaming, and even virtual forums. The same message can require different delivery styles, depending on the medium and the characteristics of the audience.

### **Effective Communication**

Effective communication is the process of conveying a message from one person to another in a clear manner, so that it can be understood as intended by the sender. In communication, success is determined not only by whether someone speaks or writes, but also by whether the recipient truly understands the message (Prabowo et al., 2025; Sinurat et al., 2026). Effective communication can also be defined as a person's ability to convey thoughts, feelings, or information in a way that fosters positive relationships with others. In everyday life, communication isn't just about speaking; it's also about respecting the other person, listening attentively, and responding politely. Effective communication is communication that is delivered while taking into account the situation, conditions, and character of the person being communicated (Lestari et al., 2025; Damayanti et al., 2024). This means that the way a person speaks needs to be tailored to who they are speaking to, where the communication is taking place, and the purpose of the communication.

### **Gen Z**

Generation Z is the generation group born after the Millennial generation and before Generation Alpha. Many institutions use slightly different year boundaries, but the Pew Research Center refers to Gen Z as those born from 1997 onwards, while Britannica often places it in the range of around 1997 to 2012. This means that Gen Z is the generation currently mostly in the age range of students, college students, fresh graduates, and young workers. They grew up in a time of rapid technological change, so their ways of thinking, learning, and communicating are different from previous generations (Effendi, 2026; Khoir & Zulkarnain, 2025). Gen Z grew up when technology was a normal part of learning, entertainment, friendships, and even work. As a result, they tend to be quick to find information, are accustomed to multitasking, and are more comfortable with visual and digital communication (Cahyani et al., 2025; Wulandar & Chaerowati, 2024).

### **Digital Workplace**

A digital workplace is a work environment that utilizes digital technology to help employees complete their daily tasks (Attaran et al., 2019; Cavicchioli et al., 2025). In this sense, the workplace is not just a physical office, but also a digital workspace containing applications, devices, data, communication systems, and collaboration platforms. A digital workplace can also be defined as a modern way of working that allows individuals to work more flexibly, whether from the office, home, or other locations. The primary focus is no longer "where someone works," but rather how work can continue to run effectively through technological support. A digital workplace can be understood as a shift in work culture from a rigid system to a more open, adaptive, and digital-based one (Qeytasi et al., 2025; Gyamerah et al., 2026). This means that organizations not only provide technological tools but also foster new work habits, such as rapid communication, data-driven decision-making, cross-team collaboration, and consistent use of digital platforms.

## **METHOD**

The community service method in the "Public Speaking 5.0: Effective Communication Training for Gen Z in the Digital Workplace Competition" activity was implemented through a participatory training approach and direct practice. This activity was aimed at all students of SMK PAB 8 Sampali as an effort to improve their public speaking skills, self-confidence, and communication readiness in facing the digital work world. The first stage was carried out through activity preparation, namely compiling training materials that were appropriate to the character of Gen Z, such as techniques for opening conversations, regulating voice intonation, establishing eye contact, composing clear messages, and using appropriate body language. The second stage was the implementation of the training, which

was held on Wednesday, April 7, 2026, from 09.00 until finished. At this stage, the presenter provided a simple explanation of the importance of public speaking in the era of digital transformation, especially because communication skills are one of the important soft skills in human resource competition. The third stage was simulation and practice, namely participants were given the opportunity to speak in front of their peers through self-introductions, short opinions, or simple presentations. Through this practice, participants not only listened to theory, but also experienced the process of public speaking directly. The fourth stage is mentoring and evaluation, where the presenter provides feedback on participants' speaking skills, including vocal clarity, body language, courage, and how they convey ideas. The evaluation is conducted in a relaxed manner to ensure participants don't feel pressured but still understand areas for improvement. With this approach, the community service activity is expected to provide a fun, relevant, and beneficial learning experience for Gen Z, helping them become more confident, communicative, adaptable, and ready to compete in the digital workforce.

## **RESULTS AND DISCUSSION**

### **1. Preparation for Community Service Training**

Preparations for the community service activity titled "Public Speaking 5.0: Effective Communication Training for Gen Z in the Competitive Digital Work World" were carried out in a well-planned manner to ensure the training was effective and aligned with the participants' needs. The preparation phase began with identifying the participants' needs, particularly those of Generation Z, who are facing communication challenges in the digital era. Gen Z is known to be familiar with technology, social media, and digital-based communication, but not all of them possess the ability to speak in public with confidence, structure, and persuasiveness. Therefore, this training was designed to help participants understand the importance of public speaking as a key skill in the modern workplace.

The next step in preparation was the development of training materials. The materials were designed to be simple, applicable, and relevant to the participants' needs. Key topics included basic public speaking concepts, confidence-building techniques, effective message structure, body language use, voice control, and speaking strategies in both formal and digital forums. Furthermore, the materials were linked to the needs of the workplace, such as presentations during job interviews, pitching ideas, communicating in meetings, and building personal branding through speaking skills.

The implementation team also prepared a training method that included more than just lectures and hands-on practice. This is crucial because public speaking isn't simply understood theoretically; it must be honed through practical experience. Participants were encouraged to participate in simulations, short exercises, discussions, and simple evaluations. With this preparation, the training was expected to be more than just a material delivery activity, but also a learning environment that encouraged participants to be bold in speaking, expressing their opinions, and gradually improving their communication skills.

### **2. Relevance for Community Service Training Participants**

This public speaking training is highly relevant to participants, especially because the target group is Gen Z, who are living in an era of digital transformation and increasingly fierce competition for human resources. In today's workplace, academic or technical skills alone are not enough. Strong communication skills are also required to convey ideas, work in teams, present ideas, and build professional relationships. Public speaking is a crucial skill that can help participants better prepare for the digital workplace. For Gen Z, public speaking skills are also closely related to building self-confidence. Many participants possess excellent ideas, creativity, and thinking skills, but still feel hesitant when it comes to expressing them in front of others. Fear of being wrong, fear of being judged, or a lack of confidence often become barriers to communication. Through this training, participants gain an understanding that public speaking is not just a natural talent, but a skill that can be learned and practiced gradually.

This training is also relevant to Gen Z's communication habits, which often occur in the digital space. Nowadays, communication is not only done in person, but also through online presentations, video conferences, social media content, webinars, and even online job interviews. Therefore, participants need to understand how to convey messages clearly, engagingly, and professionally, both in physical and virtual settings. Furthermore, this training supports participants in building their personal branding. Gen Z members who are good at speaking will more easily demonstrate their potential, whether in educational settings, organizations, or the workplace. Therefore, this community service activity is relevant because it provides practical skills that participants can immediately use to improve their personal qualities and competitiveness in the digital era.

### **3. Results of Community Service Training Activities**

The results of the community service activities indicate that the public speaking training had a positive impact on the participants' understanding and communication skills. Throughout the training, participants enthusiastically participated in each session, from the presentation of the material and the discussions to the speaking practice sessions. At the beginning of the training, some participants appeared to lack confidence, spoke softly, were reluctant to face the audience, and were unable to structure their messages in an organized manner. However, after participating in the training and hands-on practice, participants began to show changes in their speaking style, their confidence in speaking, and their ability to convey their ideas. One important outcome of this activity was the participants' increased awareness that public speaking is not just the ability to speak at length in front of an audience, but also the ability to convey a message clearly, concisely, and in accordance with the communication objective. Participants began to understand the importance of an engaging opening, structured message content, and a strong closing. Furthermore, participants gained an understanding of the importance of body language, eye contact, facial expressions, intonation, and mastery of the atmosphere.

During the practice session, participants were given the opportunity to practice speaking in front of others. This activity was crucial because it allowed them to directly apply the material they had learned. Through these exercises, participants learned to manage nervousness, improve body posture, regulate their speech tempo, and deliver messages with greater confidence. Simple evaluations provided by the presenter and fellow participants also helped them identify their strengths and areas for improvement. Overall, the training successfully created an active and enjoyable learning environment. Participants not only received material but also participated directly in the learning process. The results demonstrated that public speaking training can be an effective tool for improving Gen Z's readiness to face the communication demands of the digital workplace.



**Figure 1. Activity Documentation (1)**



Figure 2. Training Material Flyer

#### 4. Supporting and Inhibiting Factors for Community Service Training

The implementation of this community service activity was supported by several factors that contributed to its successful implementation. The main supporting factor was the participants' enthusiasm for the training. Participants demonstrated interest in the public speaking topic because they recognized the importance of communication skills in academic life, organizations, and the workplace. Participants' active participation in asking questions, discussing, and practicing speaking skills was an indicator that the training material met their needs. Another supporting factor was the relevant and easy-to-understand training material. The material was presented in simple language, provided examples relevant to the participants' lives, and linked to real-life situations such as job interviews, assignment presentations, organizational communication, and conveying ideas in digital media. The training method, which combined theory and practice, also contributed to the program's strengths. Participants not only listened to explanations but were also given the opportunity to try, make mistakes, and improve their speaking skills.

However, this activity also faced several inhibiting factors. One obstacle that emerged was shyness and a lack of confidence among some participants. Some participants took longer to gain the courage to speak in front of an audience. This is understandable, as public speaking is often related to mental preparation and speaking experience. Furthermore, the limited time for the training was also a challenge, as public speaking skills should ideally be practiced continuously, not just in a single session. Another obstacle was the differences in participants' initial abilities. Some were quite experienced in public speaking, while others were still very beginners. This required the presenters to adapt their approach to ensure everyone could participate comfortably. Despite these challenges, the training was effective because participants demonstrated a willingness to learn and improve. With participant support, appropriate materials, and hands-on practice, this training provided tangible benefits for developing Gen Z's communication skills.

#### CONCLUSION

Public speaking is one of the essential skills that Gen Z needs to face the changing times. In the digital era, competition in the workplace demands not only academic or technical skills but also the ability to communicate clearly, confidently, and convincingly. Public speaking helps Gen Z convey ideas, opinions, concepts, and solutions in a more structured manner, enabling them to appear better prepared in educational, organizational, and professional settings. Public speaking training also serves as a means to build self-confidence, reduce nervousness, and hone critical thinking skills when speaking in front of others. The concept of Public Speaking 5.0 demonstrates that

communication is no longer limited to the stage or classroom, but also evolves through digital media such as online presentations, webinars, creative videos, and social platforms. Therefore, Gen Z needs to be able to adapt their communication style to various situations, both in person and virtually. With effective communication training, Gen Z is expected to become a more adaptive, creative, and competitive generation. They are not only able to speak, but also able to influence, inspire, and build good relationships with others. Thus, public speaking can be an important tool for Gen Z to improve their quality of life and strengthen their competitiveness in facing the ever-changing digital workplace.

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