

Hypno Public Speaking Training as a Strategy to Strengthen the Communication Capacity of Muhammadiyah Student Association Cadres in the Society 5.0 Era

Fais Wahidatul Arifatin¹, Naajihah Mafruudloh ², Teguh Hadi Wibowo³

^{1,2} language and education, Universitas Muhammadiyah Lamongan

Email: arifatin1992@gmail.com

³ PAI, Universitas Muhammadiyah Lamongan

Artikel info

Abstrak. Transformasi masyarakat pada era Society 5.0 menuntut generasi muda untuk memiliki kompetensi komunikasi yang adaptif, persuasif, dan berorientasi pada penguatan karakter kepemimpinan. Namun, kader Ikatan Pelajar Muhammadiyah (IPM) masih menghadapi berbagai kendala dalam komunikasi publik, seperti rendahnya kepercayaan diri, kecemasan berbicara di depan umum, dan keterbatasan penguasaan teknik public speaking. Kegiatan pengabdian kepada masyarakat ini bertujuan untuk meningkatkan kapasitas komunikasi kader IPM melalui pelatihan hypno public speaking sebagai pendekatan inovatif yang mengintegrasikan teknik komunikasi publik dan penguatan psikologis. Metode pelaksanaan menggunakan pendekatan participatory action research dengan tahapan analisis kebutuhan, persiapan, pelaksanaan pelatihan, pendampingan praktik, dan evaluasi. Kegiatan dilaksanakan di lingkungan Pimpinan Cabang IPM Solokuro dengan melibatkan 67 peserta. Materi pelatihan meliputi dasar-dasar public speaking, dakwah digital, teknik relaksasi, penguasaan audiens, dan hypno public speaking. Hasil kegiatan menunjukkan adanya peningkatan kemampuan komunikasi peserta yang terlihat dari hasil pre-test dan post-test, peningkatan kepercayaan diri, kemampuan mengendalikan intonasi suara, penguasaan panggung, serta keberanian dalam menyampaikan gagasan di depan publik. Selain itu, hasil evaluasi kepuasan menunjukkan bahwa peserta memberikan respons positif terhadap pelaksanaan pelatihan. Dengan demikian, pelatihan hypno public speaking dapat menjadi model penguatan kapasitas komunikasi yang efektif bagi kader organisasi pelajar di era Society 5.0.

Abstract. The transformation of society in the Society 5.0 era requires young generations to possess adaptive, persuasive, and leadership-oriented communication competencies. However, cadres of Ikatan Pelajar Muhammadiyah (IPM) still encounter various obstacles in public communication, including

low self-confidence, anxiety in public speaking, and limited mastery of effective public speaking techniques. This community service program aimed to enhance the communication capacity of IPM cadres through hypno public speaking training as an innovative approach integrating public communication techniques with psychological reinforcement. The program employed a participatory action research approach consisting of needs analysis, preparation, training implementation, mentoring, and evaluation stages. The activity was conducted at the branch level of IPM Solokuro involving 67 participants. Training materials included the fundamentals of public speaking, digital da'wah, relaxation techniques, audience management, and hypno public speaking practices. The findings indicated improvements in participants' communication abilities as reflected in the pre-test and post-test results, increased self-confidence, better vocal intonation control, improved stage mastery, and greater courage in expressing ideas publicly. In addition, the satisfaction evaluation demonstrated positive participant responses toward the implementation of the training. Therefore, hypno public speaking training can be considered an effective model for strengthening the communication capacity of student organization cadres in the Society 5.0 era.

Keywords:

Hypno public speaking; Public Communication; capacity strengthening.

Corresponden author:

Email: arifatin1992@gmail.com



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INTRODUCTION

The rapid development of digital technology in the Society 5.0 era has significantly transformed patterns of social communication, including in education, youth organizations, and da'wah activities. The concept of Society 5.0 emphasizes human-centered technological innovation aimed at creating harmony between technological advancement and social well-being. In this context, young people are required not only to master digital literacy but also to possess effective communication skills in order to convey ideas successfully in both public and digital spaces (Kholik et al., 2024). Communication skills have become one of the essential competencies that students must develop to face the challenges of the twenty-first century. Public speaking is no longer considered merely an additional skill but rather a fundamental competence for building social relationships, leadership, and collaboration. Individuals with strong communication abilities tend to be more capable of expressing ideas clearly, influencing others positively, and increasing social participation within organizations and communities (Nugrahani & Kustantinah, 2017).

In the digital era, public communication has also undergone substantial transformation. Da'wah, education, and information dissemination are no longer limited to face-to-face interactions but are increasingly conducted through social media and digital platforms. Digital media have become inseparable from the lives of young people because they provide fast, broad, and interactive channels

for sharing information. Therefore, youth and student organizations must adapt to these communication changes in order to remain relevant to contemporary developments (Siswanto et al., 2024).

From the perspective of Islamic da'wah, digital technology provides significant opportunities for young people to disseminate Islamic values creatively and communicatively. Digital da'wah functions not only as a medium for spreading religious messages but also as a means of character building, strengthening digital literacy, and fostering positive communication culture among students. The utilization of digital platforms such as Instagram, TikTok, YouTube, and podcasts enables da'wah messages to be delivered in more engaging and accessible ways for younger audiences (Fadhlain et al., 2025). However, the effectiveness of digital da'wah is strongly influenced by the communicator's communication competence. Even well-structured messages may fail to achieve their intended impact if they are not delivered through appropriate communication techniques. Public speaking skills therefore play a crucial role in creating persuasive, inspiring, and understandable da'wah communication (Mustafa, 2025). Consequently, young people involved in student organizations need to develop strong speaking abilities for both direct communication and digital-based communication.

Previous studies have demonstrated that public communication skills are closely related to self-confidence and leadership effectiveness among students. Research conducted by Kholik et al. (2024) revealed that public speaking training significantly improved youth communication abilities and active participation in social organizations. Similarly, Siswanto et al. (2024) found that public speaking training helped students enhance their confidence and ability to express opinions in organizational forums (Siswanto et al., 2024). Studies on digital da'wah have also shown that young people possess substantial potential as social media-based da'wah agents when equipped with adequate communication skills. The use of digital media in da'wah is considered effective because it enables wider audience reach and increases youth engagement in religious and social activities. Nevertheless, one of the major challenges frequently encountered is students' limited public speaking competence, lack of self-confidence, and anxiety when speaking in front of audiences (Arifatin, 2023).

Public speaking anxiety is a common obstacle experienced by students. This condition can negatively affect message delivery, reduce concentration, and hinder emotional control during public performances. Individuals experiencing public speaking anxiety often display symptoms such as nervousness, unstable voice control, difficulty concentrating, and fear of making mistakes while speaking before an audience (Irawan et al., 2025). Within student organizations, inadequate communication skills may weaken organizational regeneration and leadership processes. Ikatan Pelajar Muhammadiyah (IPM), as a Muhammadiyah student organization, plays a strategic role in shaping critical, communicative, and adaptive young generations. IPM cadres are expected to become effective communicators in various organizational activities, including discussion forums, da'wah programs, student advocacy, and social engagement activities (Arifatin et al., 2023).

Based on preliminary observations conducted together with the board members of Pimpinan Cabang IPM Solokuro, it was found that many cadres still experienced difficulties in expressing ideas orally and lacked confidence when speaking in public forums. Several participants also admitted experiencing nervousness, difficulty controlling vocal intonation, and limited ability to communicate persuasively in front of audiences. These findings indicate that IPM cadres require communication training that focuses not only on technical speaking skills but also on psychological strengthening. One of the approaches considered effective in addressing these challenges is hypno public speaking. This method integrates public speaking techniques with psychological reinforcement through positive suggestion and relaxation exercises. Hypno public speaking aims to help participants reduce anxiety, build positive mindsets, improve self-confidence, and strengthen mental readiness before speaking in public.

The hypno public speaking approach is highly relevant for student organization training because it not only enhances technical speaking competence but also supports participants in developing emotional control and mental preparedness. Positive suggestion techniques applied during training sessions can help participants build self-confidence and become more prepared to communicate effectively both in public speaking contexts and digital da'wah activities. Therefore, hypno public speaking training can serve as a strategic approach to strengthening the communication capacity of Ikatan Pelajar Muhammadiyah cadres in the Society 5.0 era. Through this program, participants are expected to improve their public speaking abilities, enhance self-confidence, and develop adaptive communication skills suitable for digital da'wah practices. Based on the issues described above, this community service program aims to improve the communication capacity of IPM cadres through hypno public speaking training. Specifically, this program seeks to enhance participants' self-confidence, develop public communication skills, and strengthen the digital da'wah competence of student organization members.

Data and Methodology

This community service program employed a participatory action research (PAR) approach emphasizing the active involvement of participants throughout all stages of the activity (Arifatin et al., 2025). This approach was selected because it encourages collaborative and participatory learning processes between the facilitators and participants. The program was conducted at the Muhammadiyah Educational Hall in Solokuro Village in January 2026 and involved 67 cadres from the Branch Leadership of Ikatan Pelajar Muhammadiyah (PC IPM) Solokuro representing 16 branches across Solokuro District.

The implementation consisted of three major stages: preparation, implementation, and evaluation. During the preparation stage, the service team conducted a needs analysis through observation and brief interviews with organizational partners to identify participants' communication skills and self-confidence levels (Indah et al., 2025). The initial phase of the activity involved a needs analysis through observation and brief interviews with partners to map the needs and levels of self-confidence and public speaking skills of IPM Solokuro Branch cadres. Subsequently, materials and evaluation instruments were developed in the form of pre- and post-tests. The second phase involved implementing face-to-face training through interactive lectures, discussions, public speaking simulations, relaxation exercises, and providing positive suggestions as part of hypnotic public speaking techniques (Zailani et al., 2025). In addition, a focus group discussion (FGD) was organized with IPM administrators to design training activities suitable for participants' needs. The implementation stage was carried out through face-to-face training sessions designed in the form of interactive lectures, discussions, public speaking simulations, communication practices, relaxation exercises, and positive suggestion activities as part of hypno public speaking techniques. The training materials consisted of three primary sessions: the fundamentals of public speaking, digital da'wah, and hypno public speaking techniques. During the practical sessions, participants were required to deliver speeches before the audience with direct guidance and feedback from facilitators.

The evaluation stage involved administering pre-tests and post-tests to measure participants' understanding of public speaking and hypno public speaking concepts. Evaluation was also conducted through direct observation of participants' performance during speaking practices and through participant satisfaction questionnaires to examine responses toward the training implementation. Quantitative data were analyzed using descriptive percentage analysis, while qualitative data were analyzed through data reduction, categorization, and interpretation to obtain a comprehensive understanding of the effectiveness of hypno public speaking training.

Results and Discussion

The hypno public speaking training program was implemented systematically from the preparation stage to the final evaluation stage. During the initial phase, the community service team collaborated with the administrators of PC IPM Solokuro to conduct a needs analysis through observation and group discussions. The findings revealed that most cadres experienced difficulties speaking in public, lacked self-confidence, and had limited understanding of effective public communication techniques.

The implementation stage was conducted interactively by actively involving all participants throughout the activities. The program began with a pre-test to identify participants' initial understanding of public speaking concepts. Subsequently, participants received training materials concerning the fundamentals of public communication, including vocal techniques, stage mastery, eye contact, body language, and systematic message organization.



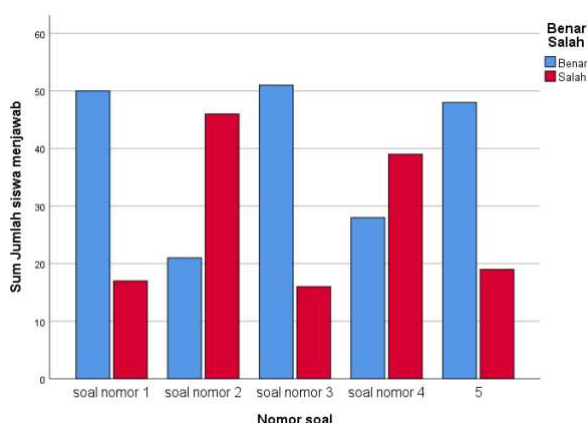
Figure 1: Team Provides Materials in Hypno Public Speaking Training

In the following session, participants were introduced to digital da'wah concepts as a form of organizational communication adaptation in the digital era. This material emphasized the importance of utilizing digital media as an effective platform for da'wah and information dissemination among young generations. The core session of the training focused on hypno public speaking practices implemented through relaxation techniques, positive affirmations, mental reinforcement, and public speaking simulations. Participants were trained to manage fear and anxiety while speaking before audiences. Through positive suggestion approaches, participants were encouraged to develop self-confidence and positive thinking patterns before delivering speeches publicly.



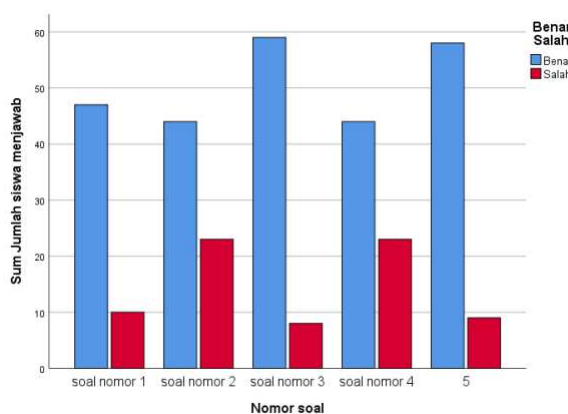
Figure 2: hypno public speaking coach delivered the materials and practice

Throughout the program, participants demonstrated high enthusiasm and active engagement. This was reflected in their participation during discussions, simulations, and public speaking practices. Participants gradually showed increased confidence in expressing opinions and interacting with audiences. The final stage was the evaluation stage, which involved administering a post-test at the end of the session, which had the same questions as the initial test. The pre- and post-test results showed significant differences. The questions in the pre- and post-tests concerned general knowledge about public speaking. After the training session, the post-test results showed an increase in scores. Furthermore, there was an improvement in self-control, eye contact, and vocal intonation control.



Grafic 1. The result of pre test

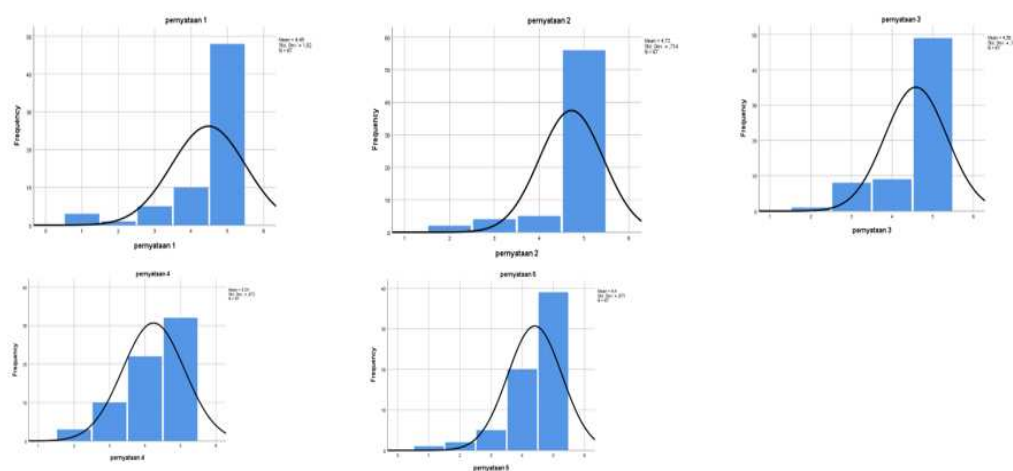
As seen in the bar chart in the image, there were five questions answered by the hypnosis public speaking training participants at the beginning of the event before receiving the material. Correct answers are marked in blue, while red indicates incorrect answers. For the second and fourth questions, out of 67 participants, more did not know the answers or answered incorrectly than those who answered correctly.



Grafic 2. The result of post test

From the bar chart image seen from the post-test results, it confirms that the number of participants who answered correctly is more than those who answered incorrectly, it is clear that the blue color in each question number is higher than the red color. This means that there is a significant increase in the cognitive knowledge of IPM cadres in understanding hypno public speaking.

In addition to providing pre-tests and post-tests, participants were also asked to fill out a satisfaction questionnaire in the implementation of this training. To see the results of participant satisfaction in receiving the material, it can be seen from the results of quantitative descriptive data processing using SPSS below.



Grafic 3. The result of audiences' satisfactions

The number of hypnosis public speaking training participants who were active from beginning to end was 67 participants. As seen in the diagram, 67 participants participated in answering the first to the last statement. The graph in the diagram shows that the average response was very satisfactory and satisfactory in the presentation and delivery of the public speaking training material.

The evaluation results indicated improvements in participants' understanding after attending the training sessions. Based on the post-test findings, the number of participants answering questions correctly increased compared to the pre-test results. These findings suggest that the training effectively improved participants' cognitive understanding of public speaking and hypno public speaking techniques. In addition to cognitive improvement, positive changes were also identified in participants' communication skills and attitudes. Participants demonstrated better vocal intonation control, improved eye contact with audiences, enhanced emotional control, and more structured message delivery. Facilitators' observations also indicated that participants became more confident while performing in front of audiences.

Statements	1	2	3	4	5
The training material was easy to understand.					
The facilitator delivered the material clearly.					
The hypnosis public speaking practice helped boost self-confidence.					
The training time was appropriate.					
I feel more confident preaching on digital media after participating in this training.					

The participant satisfaction questionnaire revealed that most participants considered the training materials easy to understand and clearly delivered by facilitators. Participants also stated that hypno public speaking practices helped improve their self-confidence and provided valuable experiences in public communication. These findings indicate that hypno public speaking is an effective strategy for strengthening the communication capacity of student organization cadres. This approach not only improves technical public speaking skills but also assists participants in developing mental preparedness and emotional control during public performances. Nevertheless, several challenges

were encountered during the implementation process, including limited training duration and differences in participants' mental readiness levels. However, these challenges were addressed through intensive mentoring and independent practice assignments following the training sessions.

Conclusion

The hypno public speaking training program proved effective in improving the communication capacity of Ikatan Pelajar Muhammadiyah cadres in the Society 5.0 era. The program positively contributed to enhancing participants' self-confidence, public speaking abilities, audience management skills, and mental readiness in public communication contexts. Evaluation findings demonstrated improvements in participants' knowledge and communication skills after participating in the training activities. In addition, participants expressed positive responses toward the program and acknowledged that hypno public speaking techniques helped reduce nervousness during public performances. This program may serve as an innovative communication capacity-building model for student and youth organizations. Future programs are recommended to be conducted continuously with longer training durations, more intensive practical sessions, and broader participant involvement in order to maximize the impact of the activities.

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