

ABSTRACT

Public speaking is a crucial soft skill for young people in the era of globalization, filled with challenges and opportunities. This skill will be invaluable not only in the workplace but also in school, college, and even in the professional world. However, many young people have yet to master public speaking skills due to a lack of awareness of its importance. This study aims to identify the causes of obstacles facing young people in mastering public speaking skills, how young people overcome challenges, and what they can do to overcome difficulties in public speaking. Furthermore, good public speaking skills can enhance networking, negotiation, and leadership. Public speaking also plays a crucial role in self-development, such as fostering leadership, critical thinking, and problem-solving. This study used a qualitative descriptive method. Data were collected through interviews with a psychologist and young people, observations by documenting specific events, and literature review. Based on the collected data and through a descriptive analysis process, the results of the study serve as a reference for designing background designs that can influence the appeal of storyboards. Aspects such as character, consistency, and creativity can influence audience appeal. In conclusion, the background design for a storyboard featuring a public speaking theme must be tailored to the target audience to ensure it's easily understood.

Key words: ability, public speaking, talking, young generation.