

The Quality of the Presentation Influence the Audience Perceptions

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Abstract : Purpose: This research meant to measure the magnitude of the influence of the quality of the presentation to the targeted audience perception in catching information presentation. Design/Methodology/Approach: This research uses a quantitative research method. The kind of data that uses in this research is the primary data. The population in this research are students the economics faculty of Semarang State University. The sampling techniques uses in this research is purposive sampling. The retrieving data uses questionnaire on 30 respondents. The data analysis uses descriptive analysis. Result: The quality of presentation influential positive against perception of the audience. This proved that the more qualified presentation will increase the perception of the audience. Limitation: Respondents were limited to only 30 people.

Keywords : quality of presentation, presentation, audience, perception, semarang state university

Conference Title : ICCMS 2015 : International Conference on Communication and Media Studies

Conference Location : Istanbul, Türkiye

Conference Dates : July 29-30, 2015