

ABSTRACT

Name : Rachel Gavriela
Study Program : Entrepreneurship
Title : Analysis The Effectiveness of Webinars Through Role of Speaker and The Method of Conveying Message: Observation of the 2020 Business Community Online Conference

In the midst of the COVID-19 pandemic, there's a phenomenon that was previously very rarely seen, now arising namely webinar. When the COVID-19 pandemic entered Indonesia and the other countries, many events were postponed or even canceled. One type of event that can't be held due to the pandemic is seminars and conferences. As a solution, webinars emerged to meet the community's need for interaction and knowledge with the organizers of seminars and conferences. Unfortunately, the exploding existence of webinars is not matched with the ability to convey messages through the webinar. This research was conducted to find out how to deliver presentations effectively in webinars and online conferences. This is also used to find out the role of the speaker to make an effective webinar. Using a qualitative descriptive approach, the data collection process was carried out through observing business conferences and in-dept interview with involved member of organizer of business community in East Java. The results of interviews and observations were transcribed and analyzed, resulting factors that need to be considered in presenting during the webinar. The four factors are interesting, insightful, easy to understand, and relevant. The four factors found from the results of the analysis can be implemented and used as a reference to deliver a good presentation and produce an effective webinar.

Keywords: webinar, online presentation method, communication medium, online event effectiveness