



Strategies to Empower Bachelor of Psychology's Communication Soft Skill

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Abstract

Excellent communication skills are necessary to improve the competence of every person with bachelor of psychology degree. A bachelor of psychology should have good capability in hard skills and soft skills. Among the soft skill capabilities is good communication skills. A person who has a degree in psychology must have excellent communication skills to be a competent and professional psychologist, and also to be able to provide an appropriate consultation to his/her clients. The fact that there are a lot of undergraduate psychology candidates who lack the communication skills become a major problem in this paper. One of the strategies to improve the communication skills of the students as prospective undergraduate students of psychology is to ask them to participate in radio broadcast. Through radio broadcasts, a psychology degree candidate is required to communicate well and give consultations or advise to the listeners. Apparently, this activity is able to improve the communication skills of the psychology degree candidates. The purpose of this study is to reveal one of the strategies to empower the communication skill of bachelor of psychology candidates. This research was conducted qualitatively by using observation and interview methods to the students who join the radio broadcasts. There are differences in communication skills in students who often do and never did a radio broadcast. Students who often join the radio broadcasts are more confident when communicating in front of people and more creative in giving spontaneous explanations.

Keywords : *communication, radio broadcast, soft skill*