

**ABSTRAK**

Judul : Perubahan Perilaku Siswa Al-Fityan *School* Tangerang Terhadap Kemampuan Berbicara Sejak Pandemi Covid-19  
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Program Studi : Hubungan Masyarakat

Kemampuan berbicara siswa sangatlah penting bagi siswa untuk menumbuhkan rasa percaya diri mereka saat berbicara di depan banyak orang. Siswa SMA Al-Fityan *School* Tangerang mengalami perubahan perilaku dalam kemampuan berbicaranya sejak pandemi covid-19. Penelitian ini bertujuan untuk mengetahui perubahan perilaku yang terjadi pada siswa Al-Fityan *School* Tangerang sejak pandemi covid-19. Metode penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus. Pemilihan subjek penelitian dilakukan dengan teknik *purposive sampling* yaitu berjumlah lima siswa. Pengumpulan data dilakukan menggunakan wawancara, observasi, dan dokumentasi. Uji keabsahan data dilakukan dengan menggunakan metode triangulasi. Hasil penelitian menunjukkan bahwa adanya perubahan perilaku siswa SMA Al-Fityan *School* Tangerang terhadap kemampuan berbicara yaitu siswa menjadi kurang percaya diri saat berbicara di depan kelas atau di depan banyak orang. Adanya perubahan tersebut, berbagai upaya dilakukan oleh guru dan siswa itu sendiri untuk meningkatkan kembali kemampuan berbicara dan kembali percaya diri lagi. Adapun faktor yang menyebabkan kemampuan berbicara siswa menurun dan kurang percaya diri.

Kata kunci : Perubahan Perilaku, Kemampuan Berbicara

**ABSTRACT**

*Title : Changes in the Behavior of Al-Fityan School Tangerang Students towards Speaking Ability Since the Covid-19 Pandemic*  
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*Students' speaking ability is very important for students to grow their confidence when speaking in front of many people. Al-Fityan School Tangerang High School students have experienced a change in behavior in their speaking ability since the co-19 pandemic. This study aims to determine the behavior changes that have occurred in Al-Fityan School Tangerang students since the co-19 pandemic. This research method uses a qualitative approach to the type of case study research. The selection of research subjects was carried out using a purposive sampling technique, namely five students. Data collection was carried out using interviews, observation, and documentation. Data validity test was carried out using the triangulation method. The results showed that there was a change in the behavior of SMA Al-Fityan School Tangerang students towards their speaking ability, namely students became less confident when speaking in front of the class or in front of many people. With these changes, various efforts were made by the teacher and the students themselves to improve their speaking skills and regain their confidence again. The factors that cause students' speaking ability to decrease and lack of confidence.*

*Keywords : Behavior Change, Speaking Ability*