

CHAPTER I

INTRODUCTION

A. Background of the Study

Miscommunication is a common problem that happens in the working place. Kushal defines miscommunication as “a ruined form of communication. What is to be communicated, does not get communicated and an obstructed form of the message is transmitted” (Business Communication, 2010). It is possible to happen that what people mean to say is not well communicated to their friends at work which leads to miscommunication problem. It is simply said that the communication is not well-developed. In working fields for example, employees must have good communication with one another because it may create a good working atmosphere. If miscommunication occurs it may damage the working process.

Miscommunication happened during my internship at PT. TOPINDO LUCKY SPORT (TOPGOLF). My main job was to serve customers who visited the store or in other words I worked as a marketing officer of the store. Briefly, PT TOPGOLF is a retail company which sells golfing's equipment such as bags, golf clubs, gloves and many more. With my position as a marketing officer in the store, I had to be ready when the customers asked about the product and I had to

be able to explain the excellence of the products so the customer will put interest to buy. Furthermore, I also did some product re-stock in the storage. In addition, I learnt about how to fix customer's broken golf equipment. Storage re-stock and fixing the golf equipment need accuracy since performing best service is more important than selling the golf equipment. During my internship I faced a problem that is difficulty in handling miscommunication with two workers, namely Nanda with the sales consultant and the shop officer regarding the report of the data re-stock because I misinterpreted the instructions given. The miscommunication disturbed my working productivity.

Because of the problem I faced, I am interested to analyze the miscommunication. I will analyze the causes and the effects and I will find the solutions to solve this problem. I will analyze this problem systematically and thoroughly in the subsequent chapters.

B. Identification of the Problem

The research questions are formulated in the following questions:

1. Why was it difficult for me to handle miscommunication with other workers?
2. How did the problem affect me as a worker at PT. TOPGOLF?
3. How should I handle my miscommunication with other workers?

C. Objectives and Benefits of the Study

The objectives of these final paper are to analyze the causes and the effects of the problem. I would also like to find the best solutions to overcome the problem which I had during my internship at PT. TOPGOLF. The benefits of reading this paper are to help every worker solve a similar problem he/she faces. Additionally, this paper gives information to the staff / workers of PT. TOPGOLF about how to overcome miscommunication with other workers at PT.TOPGOLF. Last but not least, for me as the writer of this paper, I will get the knowledge in overcoming miscommunication with other workers.

D. Description of the Institution

Based on the information from the official site, PT. Topindo Lucky Sport (TOPGOLF) is a company that was established in 2007 by Lucky K.C. His business started as he opened his first golf store at Belleza shopping arcade, Permata Hijau Jakarta Selatan. This company is known for its fine reputation. It has gained some titles as a modern golf retailer, the first golf online store in Indonesia, and also the only store that provides the best fitting equipment that applies simulator technology. Its development never ceased to grow, and PT. TOPGOLF began its expansion by opening more stores in Kelapa Gading, Pluit Village, SCBD, and Senayan. Besides, Bandung became a proof of TOP GOLF's owner hard work in developing his business to a better state in order to fulfill the needs of best-qualified golf equipment in big cities. Located at Jalan Naripan 115, Bandung, this store provides the best golf equipment for those who need them.

PT. TOPGOLF store also offers fitting service for the customers who want to find the right product that would fit for their best performance. By using this service, customers can also repair their broken or unfit equipment.

The mission of PT PT. TOPGOLF is to fulfill customer's satisfaction, whereas the vision is to create the highest productivity by providing the right solution to CSPO(Customer Supplier People Organization).

E. Method of the Study

The data used in this paper was collected during my internship from January 5 until February 2, 2015 at PT. PT. TOPGOLF. The process of collecting the data was done by observation. In addition, I did library research to find theories from the Internet articles and books. The theories are used to analyze the causes, effects, and potential solutions of the problem.

F. Limitation of the Study

The focus of the analysis is on miscommunication I experienced at the workplace. The subject of the study is myself as a marketing officer and the other two workers (sales consultant and shop officer) during my internship at PT. Top Golf. The internship took place from 5 January 2015 until February 2, 2015.

G. Organization of the Term Paper

This term paper starts with the Abstract and it is divided into five parts. The first part is Chapter I. It contains the Introduction, which includes Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the study, Limitation of the Study, and Organization of the Term Paper. The second part is Chapter II, the problem analysis. In this chapter, I discuss the causes and effects of the problem. The third part is Chapter III, which contains the Potential Solutions of the Problem. The fourth part is Chapter IV, which discusses the conclusion. In this chapter, I will explain the best solution that I choose, including the reasons why I choose the solutions. Finally, the paper ends with References and Appendices, containing the first one is the flowchart, the second is the topgolf's product and the third is the company profile.