

# CHAPTER I

## INTRODUCTION

### A. Background of The Study

The topic that will be analyzed in this term paper is “How To Handle Poor Coordination among the Marketing team members at PT. Monex Investindo Futures”. I choose this topic because based on my apprenticeship experience at PT. Monex Investindo Futures. Futures company is a company that trades stock index and foreign exchange.

Nowadays in our country, there are so many futures company that recruit financial consultant to work in a small team as marketing staff to offer business opportunity to the people that are interested in investing their money and become customers of the company. In this situation all the marketing staff will be divided into several teams that have to support the company in finding prospective clients. I realized that working in a team is not as simple as I thought. To work in a group that consists of many differences such as different ideas, characteristic, and also different working style is difficult. In building an effective and efficient team we have to tolerate all the

...differences among each member of the team. Allyn Bradford's Effective Teamwork states that "Team skills are quite different from those of competing individuals. They involve cooperation, mutual support and accountability to the team. These skills are needed in families for members to support and encourage each other" (par 23). During my apprenticeship at PT. Monex

Investindo Futures I found a poor coordination in the marketing team due to the differences which affect the team's performance.

In a team there should be a good coordination to make the members of the team work effectively. A good coordination is supported by communication among the marketing staff and between the team leader and marketing staff. For example, when the marketing staff are prospecting a client, the team leader and the marketing staffs need to inform each other the names of the client they are prospecting in order to avoid misunderstanding and team conflicts. This kind of matter often occurs and leads the marketing staff to unhealthy competition that makes the marketing team's performance ineffective.

## B. Identification of The Problem

Based on the background that I have explained above, the problem that will be analyzed is about the poor coordination in a marketing team members at PT. Monex Investindo Futures :

- What causes the poor coordination among marketing team members at PT. Monex Investindo Futures?
- Why does the communication become an important factor to build an effective teamwork?
- What should be done to create a vertical and horizontal communication among the members of the team and between the team members and their leader?

## C. Objectives and Benefits of the Study

By the end of the term-paper writing, I would like to find out how important it is to communicate effectively in a team and how communication is prominent to make an effective teamwork.

The Benefits of the Study are :

1. For PT. Monex Investindo Futures, they can improve the performance of their marketing staff by working together in a harmonious team to bring success to the company.
2. For the term-paper readers, this term-paper will help them to know and realize how important it is to communicate in a teamwork.
3. For me, this term-paper can help me to improve my knowledge about the importance of communication in a teamwork and also in business.

#### D. Description of the Institution

PT. Monex Investindo Futures is part of Ravindo Group, a group that has connection of investment with the manufacturing, mining, property, and international trading. PT. Monex Investindo Futures is established to become a specialist in foreign exchange transaction, stock index (market indicator which shows the price of the common stock that is being traded in the stock exchange), Gold/KIE, and Options. They have good integrity and legality under BAPPEBTI supervision and also a member of BBJ (Bursa Berjangka Jakarta) and KBI (Kliring Berjangka Indonesia). PT. Monex Investindo Futures was first established in Bandung in 2004 at JL. Ir.H.Djuanda 70, Bandung – 40132, and it has many partners in the big cities in Indonesia. In

2007 PT. Monex Investindo Futures got an award of appreciation as a number one futures company in Indonesia. Moreover, PT. Monex Investindo Futures is the biggest futures company in Indonesia and has a good management.

#### E. Method of the Study

I write this term paper by doing my apprenticeship, bring the data from my daily journal, and collect the all the data from library research and internet sources to supporting the theories related to my statement.

#### F. Limitation of the Study

In writing this term paper, I realize that there are a lot of problems among the marketing team members at PT. Monex Investindo Futures. Due to this situation I will try to find out why communication become an important factor in a team, and also how communication helps the coordination in a team. I also will analyze the causes and effects, and also the solution to make the members of a marketing teamwork cooperate effectively.

#### G. Organization of the Term Paper

This Term Paper begins with the Abstract. The Abstract is followed by the Declaration of Originality and Acknowledgements. The next part is Table of Contents. It is followed by the introduction chapter, which contains the Background of the Study that shows my reason for choosing the topic; Statement of the Problem that shows the problem which is analyzed; Objectives and Benefits of the Study; Description of the Institution; Limitations of the Study; and Organization of the Term Paper. The second chapter is Problem Analysis which explains the causes and the effects of the problem including theories that are used to support my analysis. The third chapter is Potential Solution. This chapter shows the potential solutions which can be used to solve the problem. The last chapter is Conclusion which explains the best solution to the problem. The final part is the Bibliography. It shows the sources from books and internet which are used to support my analysis of the problem.