

## CHAPTER IV

### CONCLUSION

As we know a good coordination in a team is a very important factor for the marketing team of PT. Monex Investindo Futures, because there are so many marketing teams at PT Monex Investindo Futures that work to reach a goal for the company. The success and failure in providing a good teamwork often determines the success or failure of the company. The image and the success of the company also depends on how the team can work with a good collaboration to provide customers with good service and information. To build a good coordination among the marketing team members at PT. Monex Investindo Futures I choose an open communication and creating an effective leadership for the solution.

From the previous chapter I explain that an open communication and an effective leadership are needed for team coordination. Like Stott and Walker's statement that "Many conflicts arise from misunderstanding between two or more people. Conflicts emerge when a person misunderstands what is expected. This usually comes through a lack of adequate communication" (310). As my experience in my apprenticeship before, I see that open communication is really

necessary for the team coordination by the help of the leader, because with an open communication information would be delivered clearly to each member.

After I analyze about the needs of open communication and an effective leadership for the success of the team coordination, so the solution of the problem to my analysis are the first and second solution that are about the necessity to put an open communication to each teamwork at a company and an effective leadership. In my opinion an effective communication depends on the openness and honesty among the marketing staffs, and on the other side an open communication is a method to know each team member's characteristics by the help of the leader, because people can work effectively in a good coordination if they know each other. So, all the marketing team members could reach all their goals.