

SUMMARY

“Communication network strategy between up line and down line inside small group network marketing; case study Freedom FaithNet Global (FFG)”

The network marketing is a marketing strategy of 20th century who's practiced by some organization and company to push their product to the consumer at the right time in a right place. Network marketing has also the concept of empowering individual members who integrate on it, so for that some individual invest on it in the purpose to be financially free. Also to make a network prosperous; team works have to be practices in a group network.

This study we use groupthink theory to analyze and refer on how communications coexist between an up-line and down-line in network marketing. In actuality, the functioning of communication network is exceptionally complex, often unpredictable, sometimes uncontrollable, and frequently chaotic. Instead of it, communication will be analyze because in the ongoing dynamics of organization communication, networks seldom operate in the straightforward, rational, predictable manner, one might infer from a description of possible types of networks and directions of message flow.

Distance generally increases the likelihood of message loss, distortion, and the likelihood of distrust and suspicion. In any organization, messages are being sent simultaneously in a variety of directions. In such circumstances, breaks in the network, distortion, contradiction, and confusion inevitably occur, they are more the rule than the exception. And as in other communication situations, the messages who circulate inside a network between the up-line and the down-line have to be analyze.

On this thesis, the first part focalized on the proposal where we have the introduction on the study, followed by the literature revue where some essential revue based on communication study are used as references on the study. On this part we also have the methodology who explains and show us the way how we investigate on the study to got the appropriate result that's will lead us to the answer of our problematic.

The second part of this thesis will show us the results and analysis of research, where we have to bring up and explain some data we got from our investigation. On this part, we will lay-down and describe the result of the research. Also make some analyses on the raw data to make details on it, and made it easy to read, understandable and clearer. This part also brings us to the data gathering where we use observation and interview to obtain it. The result of that part of research lead us to some information on our study, especially about our research question, research objective and saw us what is going on inside the organization on terms of communication strategy.

On the last part of this thesis, we have the discussion part that developed the analysis of the data we collected and proposition who sustain our study. This part, we provide on it a full, fair, and detailed account of the implication of the data, we will test each research questions one by one using the analysis result we obtain previously like those from the literatures review. There are several forms for providing interpretation of research results in that last part. One of that ways is to simply interpret the results for each research question.