CONTENTS

INSIDE PAGE COVER.....i
MASTER'S DEGREE REQUIREMENTS PAGE...……ii
THESIS WRITING APPROVAL PAGE…….iii
SETTING PAGE OF THESIS EXAMINERS COMMITTEE……...iv
STATEMENT NOT DOING PLAGIARISM PAGE……..…..v
PREFACE……....vi
SUMMARY……....vii
ABSTRACT……...viii
ABSTRAK.....ix
CONTENTS……..x
CHAPTER I INTRODUCTION.....1
1.1. Background.....1
1.2. Research question.....10
1.3. Research objectives.....10
1.4. Research contribution.....10

CHAPTER II LITERATURE REVIEW.....13
2.1. Previous research.....13
2.2. Communication among group members improvement.....15
2.2.1. Small group interaction patterns.....17
2.2.2. Types of communication in a network.....18
2.2.3. Why network marketing.....19
2.2.4. A models of perfomance for NMOs.....20
2.3. Theoretical review.....21
2.3.1. Groupthink Theory.....21
2.3.2. Assumptions of groupthink.....23

CHAPTER III RESEARCH METHODOLOGY.....25
3.1. Research approach.....25
3.1.1. Case study as a research strategy.....26
3.1.2. Describing issues.....26
3.1.3. Sampling design.....27
3.2. Data collection procedure.....27
3.2.1. Information sources.....29
3.2.2. Protocol interview guide.....30
3.3. Technique analysis.....32
3.4. Conceptualization.....33
3.5. Research procedure.....34

CHAPTER IV RESULT AND ANALYSIS OF RESEARCH.....36
4.1. Result and analysis data.....36
4.1.1.Observation 36

4.1.1.1. Describing observation research data.....37
4.1.1.2. Analyzing observation research data.....39
4.1.2. Field interview.....45
4.1.2.1. Describing interview research data.....45
4.1.3. Interview data analysis.....53

CHAPTER V DISCUSSION.....57
5.1. Group style communication.....58
5.1.1. Patterns.....58
5.1.2. Flow.....59
5.2. Communication frequency.....60
5.3. Communication interaction process.....61
5.3.1. Cohesiveness.....62
5.4. Cultural influences on group decision making.....64
5.4.1. Climate.....64
5.4.2. Desicion making.....65

CHAPTER VI CONCLUSION.....68

REFERENCE