



THE EFFECT OF COMMUNICATIONS AT MEDIA PRIMA BERHAD

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ABSTRACT

Regarding on this thesis, it provides an analysis about the effect of communication at Media Prima Berhad. Communication is very important in the organization. Communication problems in the workplace can cost company productivity and money. Without efficient communication, company is unable to exchange information essential to daily operations and create a communication network to carry new product data. Understanding the communication issues at workplace can help to create policies that will address problems and create an efficient communication in the office. Next, there some factors that affect the communication at Media Prima Berhad that needs to be identified. This study reveals that the leadership and virtual team effect the communication at Media Prima Berhad. The research methodology that the researcher has made is by using the random sampling. The researcher uses the quantitative method in order to achieve the findings. The questionnaires have been distributes to the 100 respondents. The finding results based on the cronbach's alpha that shows the statements in the questionnaires is valid to achieve the dependent variable.

KEYWORDS: COMMUNICATION; LEADERSHIP; VIRTUAL TEAMS

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