

Abstract

The purpose of this research project is to examine the influence of communication elements which are sender, message, medium, receiver, and feedback upon the communication of task assignment between group leader and frontline workers. Since communication is an important tool that encourages development and changes. Organizations have to find the superlative tools to develop in order to be better and survive in the global business market. Effective communication is one of the best tools that lead organizations to achievements of a win-win strategy. Business will not be able to survive without the communication because when there is work or a problem that comes up and the solution must be created, communication is needed to facilitate the process.

The communication process consists of sender or encoder, message, medium, receiver or decoder and the feedback. Each element in this process confronts some barriers that may obstruct the communication effectiveness, which means that if any of these processes are obstructed such as the message is poor, the receiver will not understand the message and eventually the communication will fail. It will occur only when the receiver has received the information and understands the common meaning with the sender and pursue to complete the task assignment that sender wants.

Mainly, this research focuses on barriers within communication process that obstruct the communication of task assignment. These include sender barriers that