

# The Role of Lobbying and Negotiation Process are Public Relation Consultant in Property Businesses

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**Abstract:- One form of communication to work together with other parties is lobbying and negotiation. This study aims to examine the negotiation and lobbying strategies carried out by negotiators. This study uses a qualitative approach using primary data in the form of interviews and secondary data such as journals, the internet and books. Data analysis uses Miles and Huberman. The results of the study explain that the negotiation strategy carried out by approaching both parties by knowing the character of both parties conducting the negotiation. Lobbying and negotiation will provide benefits to both parties or a win-win solution. The technique used in negotiation is compromising by providing time and an agenda so that negotiation and lobbying are carried out mutually beneficially.**

**Keywords:- Role, Lobbying And Negotiation Process and Property.**

## I. INTRODUCTION

In line with the increasingly rapid development of this era, many economists are developing the property business because it is a profitable investment. Apart from that, due to the increasing population growth, many people are looking for a place to do business or a place to live. Property is something related to land, residences, types of offices and types of buildings for commercial trade. In the world of property, there are various types of property businesses such as housing, apartments, hotels, shophouses, villas and so on. In the past, the property business was only used by native people, but nowadays many foreigners also run the property business to invest in Indonesia. Property is a business option that definitely provides guaranteed profits to investors. This is because this business serves the provision of primary or basic human needs where the population is increasing every year. (Astuti *et al.*, 2015).

The development of the property business is increasing every year with the number of buildings, both housing, apartments and other buildings, whose prices are according to market segments and developments in their respective regions. (Ati dan Pujaning, 2015). One of the reasons for the ever-increasing growth of the property business is not only the human need for housing, but also the many alternatives and ease of property ownership. Nowadays, quite a few people have property in every region in Indonesia and not just one or two houses, but also have other property assets such as land, shophouses, villas and so

on for future investment. Currently the home property business is experiencing development. Moreover, several surveys state that there are still many Indonesian people who do not have a place to live. This situation must be utilized as a business opportunity and the most realistic opportunity that can be utilized to buy and sell houses or other property. (Ati dan Pujaning, 2015).

Property business is a profitable business for both parties, the seller and the buyer. This is because property is a basic human need for business and residence which is usually widely advertised either through word of mouth or social media (Chandrawathani *et al.*, 2018). Apart from that, the value of property investment can gain profits very quickly because the price increases every year following market prices and developments around the location or region. Property prices are the value of a property business which can experience increases and decreases. There are quite a few factors that influence property prices, the most influential of which is location. Property location is the main key to whether a property can develop to a higher value or vice versa. Therefore, of course location is the main consideration before deciding to buy a property. (Tazkiya *et al.*, 2021).

In running a property business, apart from the presence of sellers and buyers in transactions, it is not uncommon to find a negotiator who plays a role in influencing the sale and purchase of the property. (Rimbano, 2017). In everyday life, without realizing it, we experience buying and selling transaction activities by negotiating, such as borrowing money between customers and bank employees, haggling over products or lowering prices. Not only negotiations, there are also activities where someone influences their goals for cooperation. This is referred to as lobbying. Lobbying and negotiation apparently have an important and indispensable role in the business world. Among the public, they are certainly familiar with the word business. At this time business is still growing because many people are doing business. The definition of business is an activity carried out by individuals or organizations by selling products or services to consumers to obtain income to complete the survival of business actors and also to fulfill the needs of society (Faradilla, 2021).

A negotiator is a person whose job is to help sellers market their merchandise and help buyers find the desired property according to the criteria that have been explained. (Maulidatul and Aslikhah, 2019). A negotiator not only

brings sellers and buyers together, but also becomes an advisor for prospective buyers who are still unsure and undecided in determining what kind of property would be suitable, providing input and considerations so that buyers make the right choice. What a negotiator needs to have is to provide accurate information about the prospective buyer's property product. Negotiation work is work that requires the art, skills and knowledge of communication in listening, persuading sellers and buyers to become one unit to produce an agreement in negotiations.

Hartman states that negotiation is a communication process between two parties who have the same problem and try to reach an agreement that meets the desires of both parties in accordance with their goals and assessments (Tazkiya *et al.*, 2021) while the person who negotiates is called a negotiator. This negotiation aims to find a win-win solution so that all parties benefit mutually and no party is harmed. Lobbying and negotiating, not only the company can benefit but the negotiator can also benefit, even if the negotiator is very skilled in communicating when lobbying and negotiating, the benefits can be greater. Negotiation is part of communication. Communication is a situation where someone who gives a message is called a communicator and who receives a message is called a communicator (Nurcahyo *et al.*, 2018). When lobbying and negotiating, there are still several obstacles, such as situations where the business company we are negotiating with does not intend to discuss the problems we raise. Not only that, there are also obstacles that are found, namely selfishness or the desire to win yourself which comes from one party or another involved and there is excessive anxiety that if you fail to negotiate then you will lose your business or go bankrupt (Nur'azkiya *et al.*, 2016). And because there are also broken and inappropriate conversations when negotiating, this is also a challenge. Negotiations can go badly because the negotiator provides information that the potential client may not need.

The language used by a negotiator must be straightforward and meaningful which can lighten the atmosphere in negotiations. A negotiator in a property agent must also have special criteria in marketing a product from his office collaboration with external parties. In a property product, negotiators and sellers must prioritize the legality of the property, the initial principles of land or other property that can be proposed for cooperation, namely: the land or other property has a certificate (SHM, SHGB, IMB, PBB), the certificate is not being mortgaged, A residential location can be built if the land (not in the green zone), is free from disputes, the price is reasonable and suitable for the market and surrounding area.

Based on buying and selling transactions, all three parties, including sellers, buyers and negotiators, have rights and obligations when the transaction is successful. Things that need to be considered in buying and selling transactions are: sales and buyer's taxes, notary fees, land and building tax (PBB), intermediary commissions, and other costs that must always be reminded of in buying and selling

transactions. So that the process and transactions are safe and have legal force so that there are no problems behind it.

In the process of buying and selling property, of course it will not be far from haggling over the price between the seller and the buyer. In this bargaining process, negotiations begin. Negotiation is a way to overcome and resolve differences so that a mutual agreement can be reached. In other words, negotiation is an activity carried out to reach a situation that is acceptable to both parties. Negotiation is necessary when the interests of a person or group depend on the actions of another person or group who has these interests and must be achieved through good cooperation.

Lobbying and negotiation activities are actually inseparable from everyday life. As long as humans communicate, that's where we lobby and negotiate without realizing it. Even in resolving differences, dialogue and deliberation are needed. This method is very important to do so that in the future there are no problems because one party feels disadvantaged or one party is not happy which will have a bad impact. A good negotiator should build an important basic framework for the negotiations that will be carried out, so that they can successfully carry out their duties well. (Krisnayana, 2016).

Negotiation is a way to determine decisions with various parties that are acceptable to both parties so that they can agree on what action to take next. The end of a negotiation is an agreement that has been mutually agreed upon. Negotiations also have the potential for conflict from the beginning to the end of the discussion. There needs to be a special strategy in reaching agreement in negotiations. In general, negotiations are carried out face to face, using spoken language, gestures or body language or facial expressions which can also indirectly influence the negotiation process. (Suyani *et al.*, 2019).

In this research, the lobbying and negotiations that occur in the property business carried out by sellers, buyers and negotiators are important material to research. In the negotiation process, conflicts will arise and hinder the agreement. Researchers try to observe and examine how the lobbying and negotiation strategies carried out by negotiators can run well and create an agreement in the negotiations.

In this preparation, research was carried out at property companies which are property agents who are competent and experienced in their field. Property companies provide many choices of both primary and secondary products that are different from other property agents. The products offered are more than a thousand listings which can be used as a reference for property choices. The prices offered vary from middle to low to high prices, all of which prioritize safe and complete quality and legality. Therefore, lobbying and negotiations are needed to resolve various problems, so that they do not lead to conflict, division or even war. Lobbying, negotiation and diplomacy activities are not solely to resolve a problem. In a broader sense, lobbying and negotiations need to be carried out to reach a mutual

agreement. In order to achieve lobbying goals as expected, reliable techniques, strategies and lobbying are needed. Likewise with reliable negotiations. The aims of research is to describe the strategies used by negotiators in negotiations with sellers and buyers in the property business that can reach a mutual agreement for both parties.

## II. METHOD

This research method is qualitative, namely a method that emphasizes the paradigm of understanding problems in social life based on holistic, complex and detailed conditions of reality or natural settings. According to Denzin and Lincoln (2011), qualitative research is research that uses a scientific background with the aim of interpreting phenomena that occur and is carried out using various existing methods. According to Richie (2013), qualitative research is an effort to present the social world and its perspectives on the world in terms of concepts, behavior, perceptions, issues about the humans being studied. The analytical descriptive research method aims to collect detailed actual information that describes existing symptoms, identifies problems or provides applicable conditions and practices, makes evaluation comparisons, determines what other people have done in facing the same problem and learns from their experiences. to create plans and decisions for the future. Data analysis is a continuation of research that is used to search, organize and formulate conclusions systematically from the results of interviews, observations and documentation. According to Milles and Huberman, quantitative data analysis consists of four stages, namely data collection, data reduction, data presentation, and data verification.

## III. RESULT AND DISCUSSION

Maybe everyone knows the term lobby, but not everyone knows the background or history of lobbying, let alone explaining the definition of lobbying. In various literature, the term lobby means a terrace or porch or front room in a building or hotel which is used as a place for guests to sit. This place is suitable as a place to hold initial meetings, discussions and approaches between the parties holding the meeting. Along with the development and increase in meeting activities in buildings or hotels, the term lobby or meeting in the lobby is interpreted as an approach. In other words, lobbying is an initial approach that leads to a goal that benefits either one or both parties.

According to Webster's dictionary, lobbying means carrying out activities aimed at influencing public servants and especially legislative members in making regulations. According to the Advanced English-Indonesian Dictionary, lobbying or lobbying means a person or group that seeks to influence members. Based on the several definitions of lobbying above, a conclusion can be drawn, that lobbying is an informal communication activity carried out to achieve certain goals, or as an initial communication activity to influence decisions, before negotiations or diplomacy are carried out. According to Wibowo (2007) there are several characteristics lobbying includes the following:

- Official or informal can be carried out outside officially agreed forums or negotiations.
- The form can vary in the form of a chat that starts with a greeting, or with a letter.
- The time and place can be anytime and anywhere as long as reasonable conditions or the atmosphere permits. The time chosen or used can support and create a pleasant atmosphere, so that people can relax.
- The actors or actors or parties carrying out lobbying can be varied and anyone, namely interested parties, and can be executive or government parties, legislative parties, business circles, NGO activists, community leaders or ORMAS, or other parties related to the object of lobbying. If necessary, they can involving a third party as an intermediary.
- The approach can be one-way, the lobbying party must actively approach the party being lobbied. Lobbyists are expected not to be passive or wait for other parties so that they appear less attentive.

According to Partao (2006), there are several lobbying strategies and techniques, including the following:

- Get to know the target object, so you know the ins and outs of the target object.
- Information preparation, what material will be presented must be prepared completely.
- Self-preparation, everything must be prepared both mentally and confidently so as not to be nervous when lobbying.
- Try to attract the listener's attention when sending a message so that they pay close attention to the message they receive.
- Make sure you send the message clearly, so that it can be received clearly and understood.
- Close the conversation and lobby by giving a pleasant impression and if there is a continuation they remain enthusiastic.

A part from its individual function, lobbying has an organizational function. In this case, the function of lobbying is to protect the interests of organizations that open communication to decision-making parties. Meanwhile, the purpose of lobbying is an activity (communication) carried out to influence (convince) another person or party, so that the other person or party agrees and shares our agenda. In this context, there are three types of lobbying, namely:

- Traditional lobbying is one that uses lobbyists to approach decision makers.
- Grassroots lobbies are those that use the public to influence decision making.
- Lobby political action committees are committees formed by large companies so that their representatives can sit in parliament or the government.

The first strategy that can be done is to regulate our facial expressions. Views from the start are the most important because views from the start can quickly stick in the hearts of the lobby. Initial understanding can be understood as a kind attitude, a generous smile, and receiving it well. Show a sweet smile at every opportunity,

so that when lobbying the party you can build a good relationship. Then you become a person who can convince someone to make friends and accept other people to work together who they think can be trusted (Evelina, 2004).

Furthermore, by having an honest nature so that you can be trusted by those who are lobbying. If you make a promise, it must be kept so as not to disappoint others. Making choices and decisions must be the best for yourself in order to do it well. The third is to make people admire you. When discussing with him, start talking about his identity, his hobbies, his work. Create communications that amaze the desires of lobby targets. You will make him excited. His desires can be known through the people closest to him or find out through social media (Evelina, 2004). Fourth, praise him for his achievements, make him happier to be around you so that he wants to work together with you (Evelina, 2004).

#### ➤ *Strategy of Negotiation in Property Business*

Negotiation in the literal sense is negotiation or solving problems. Negotiation is mutual communication designed to achieve common goals. Below are definitions of negotiation from various sources. According to Robbins (2018), negotiation is the process of exchanging goods or services between two or more parties, and each party attempts to agree on a price level that is appropriate for the exchange process. In business communication, negotiation is a process in which two or more parties who have the same or conflicting interests meet and talk to reach an agreement.

According to Suyani et al., (2019), the definition of negotiation is the process of exchanging goods and services between two or more parties, and each party attempts to agree on a price level that is appropriate for the exchange process. Furthermore, Hariwijaya (2010) stated that the definition of negotiation in business communication is a process in which two or more parties who have the same or conflicting interests meet and talk to reach an agreement. Negotiation is a daily communication activity, which is often not realized by negotiators. For example, when a mother negotiates the price of meat at the market with a meat trader. So what the mother has done is a negotiation activity. When a father persuades his child to study, the child will be given an ice cream gift. In this case the father has carried out negotiations. Almost every moment of human life is colored by negotiation activities. It's just that many people don't realize that they have been negotiating. The objectives of the negotiations are as follows:

- *Make A Deal*

The purpose of negotiation is to make an agreement or obtain agreement with the other party. Whoever gets approval will get the price according to his wishes, while those who give approval must be willing to agree to a price that is not approved.

- *Build Long-Term Relationships*

After carrying out the first negotiations and getting an agreement, that is the starting point for the relationship. Without negotiation at the first level, a relationship will never begin. Therefore, the continuation of the first relationship is the building of a sustainable relationship.

- *Make More Deals*

Making more agreements after the first and second objectives have been agreed upon will make the negotiations run better and more optimally. Negotiators must be able to read gaps and opportunities in the negotiation process.

Negotiations are needed as an effort to support individual, organizational and state activities in achieving individual, organizational and state goals. Understanding how to apply negotiation strategies, understanding the goal approach model and negotiation principles as well as recognizing negotiation capital and characteristics is very necessary. Negotiation in general is a process in which two or more parties try to resolve their conflicting interests, so that there is an effort to resolve the conflict. In negotiations there are several elements that must be fulfilled, namely:

- Negotiation is a process of interaction between two or more parties who are involved together in an end result but use arguments and persuasion, then end their differences to reach a mutually acceptable solution.
- There is interaction between people, especially direct verbal communication, although sometimes written elements are important. The progress of negotiation results is greatly influenced by human attitudes and emotions, not only by the arguments of each party, self-esteem, humor, anger and fear of competition are important elements in negotiations.

In conducting negotiations, we need to choose the right strategy, so that we get the results we want. This negotiation strategy must be determined before the negotiation process is carried out. There are several types of negotiation strategies that we can choose (Zakaria and Purwanto, 2014), namely:

- *Win-win (win-win strategy)*

This strategy is chosen if the disputing parties want the resolution of the problem to be taken to ultimately benefit both parties. This strategy is also known as integrative negotiation.

- *Win-lose (win-lose strategy)*

This strategy was chosen because the disputing parties want to get the maximum results from the resolution of the problem taken. With this strategy, disputing parties compete with each other to get the results they want.

- *Lose-lose (lose-lose strategy)*

This strategy is usually chosen as a result of failure to choose the right strategy in negotiating. As a result, the disputing parties ultimately do not get the expected results at all.



- *Lose-win (lose-win strategy)*

This strategy is chosen when one party deliberately gives in to gain benefits from their defeat

To carry out negotiation strategies, tactics are needed in the process. This tactic is unlimited and can be explored as needed and carried out to support the established strategy. Lasmahadi (2005) mentions several tactics in a negotiation, namely:

- *Make an Agenda*

To give the disputing parties time to deal with each issue in sequence and encourage them to reach an agreement on the entire negotiation package.

- *Make a Deadline*

This tactic is used when one of the negotiating parties wants to speed up the negotiation process by giving their opponent a deadline to immediately make a decision.

- *Bluffing*

A classic tactic that negotiators often use to deceive their opponents by distorting existing reality and building a false picture.

- *The Art of Concessions*

This tactic is used by always asking for concessions from the negotiating opponent which will be fulfilled.

In the lobbying and negotiation process to reach an agreement, there must be bargaining between the two parties concerned to bring the agreement closer so that there is common ground. There are three things why negotiators must be familiar with bargaining, including:

- Negotiators face situations of interdependence, to be successful in these situations they need to understand how it works;
- Karena of many people who use bargaining strategies and tactics exclusively,
- All negotiators need to understand what the effects are; and every negotiation potentially requires distributive bargaining skills while at the "claiming value" stage.

In building effective communication, you must first have integrity, integrity is daily behavior and actions. Integrity expresses the consistency between words and facts. Honesty is needed to improve good communication when negotiating. If you want to negotiate, you must have the ability to research the target who will receive the message, write the message, determine the media. The way to research targets is to first understand who is the target, for example consumers or potential buyers of products/services (Utami, 2017). Collecting feedback with the aim of assessing the success of the information conveyed to the communicant. Incorporating feedback can be implemented by conducting market research or consumer research. Both can help entrepreneurs or business people to recognize who their consumers are, so they can contribute to subsequent marketing strategies.

A good negotiator must listen to the conversation well because the person we are talking to will immediately understand our desires and seriousness if we can listen to other people's conversations with concentration and pay close attention.

#### IV. CONCLUSIONS AND RECOMMENDATIONS

Based on the discussion regarding various steps, methods and techniques for lobbying and negotiation in business, the author can conclude that in a business activity, lobbying techniques are useful for the smooth running of business because lobbying can achieve business contracts, facilitate business implementation, can gain access to business activities and so on. Lobbying is informal but you still have to prepare yourself by making arguments and understanding the mindset of the party you are lobbying for. In the lobbying process, effective and communicative communication is needed so that the lobby can understand the purpose of our discussion. Lobbying can be effective by paying attention to the situation that will occur, choosing the right lobbying goals or targets, and mastering effective strategies in order to form cooperation (building good relationships with business partners so that they can reach a mutual agreement through negotiation). To successfully negotiate in business, during the negotiation process we must listen carefully to every discussion, make our appearance look polite and neat, control our body language such as eye gaze and body posture that is not agitated. And also previously we have practiced and mastered the skills in effective negotiation techniques, the right strategy by convincing ourselves so that we are ready to negotiate with business partners, partners and other parties because we have been well prepared to negotiate. As has been discussed from the start, the aim of negotiations is to obtain mutual agreement between the two parties or also known as win-win.

Therefore, to be able to reach a mutual agreement, there needs to be a strong relationship between the two parties negotiating in business. Work together with each other by finding solutions together in discussions, and try to get someone who can accept arguments, don't be selfish. Effective communication also influences the success of negotiations in business because with good communication patterns and being able to respect differences of opinion, conversations between negotiating parties can understand each other's messages and can understand the goals conveyed.

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