

BASIC TRAINING OF LOBBY AND NEGOTIATION TECHNIQUES IN EVENT IMPLEMENTATION FOR ZILLENIAL ACTION LEARNERS

Dini Tri Juliani¹, Zulfanida Nurul Sadiyyah², Fauzan Nugraha Sofyan³

^{1,2,3}Communication Studies Program, Faculty of Communication and Design,
Universitas Informatika dan Bisnis Indonesia

¹dinitrijuliani@gmail.com, ²zulfanidanurul@unibi.ac.id, ³fauzannugraha@gmail.com

ABSTRACT

Lobbying and negotiation are one way to reach an agreement that benefits both parties in relationships with customers or business partners. Good negotiating skills can lead to mutual benefits and maintain long-term business relationships. Lobby and negotiation are also necessary in addressing conflict that may arise in a business context. The research method used in this program is descriptive analysis. The results of this community service program implementation can be seen from two indicators, namely the achievement of the outcomes target and the improvement of the participants' skills measured through material exposure and also simulation that output in the form of application of activity. Basic training in lobbying and negotiation techniques played an important role in improving participants' knowledge and ability to approach interpersonal communication and public speaking capabilities.

Keywords: lobby and negotiation; business communication; community service

INTRODUCTION

Lobbying and negotiation are two very important components of modern business communication. They play a major role in helping companies achieve their strategic goals, maintain stakeholder relationships, and overcome challenges in a complex and dynamic business environment. This background will discuss why lobbying and negotiation are key to success in business communication, and how they are interrelated and influence each other. Lobbying and negotiation are ways to reach agreements that benefit

both parties in relationships with customers and business partners. In lobbying and negotiation techniques, the party asking for something usually considers its potential partners internally (Wijaya & Safitri, 2022). The ability to negotiate well can result in mutual benefits and maintain long-term business relationships. Lobbying and negotiation are also necessary in overcoming conflicts that may arise in a business context.

Therefore, to achieve sustainable success and growth in an increasingly complex and competitive business

world, individuals need to master lobbying and negotiation techniques in the business world. In conducting lobbying and negotiations must use strategies, techniques and tactics (Hulu et al., 2023). These skills help individuals adapt, maintain good relationships, and capitalize on opportunities that arise in a dynamic business environment. Moreover, they play an important role in minimizing risks and maximizing outcomes for businesses and the individuals within them.

With this background, it is very important to conduct seminars and training on how to perform lobby and negotiation techniques in business communication. So that through this activity the Zillennial Action learners can master the skills of lobby and negotiation techniques that can help individuals face business changes and challenges, maintain strong relationships, take advantage of opportunities, manage conflicts, and achieve profitable results. This will be an asset for individuals when conducting effective communication in the dynamic and competitive business world.

Zillennial Action's learners are demographically residents of Bandung City aged 17 to 30. The approach to learners is based on the principles of impact sourcing, which aims to provide employment opportunities for individuals from disadvantaged backgrounds. Given that education is key to unlocking opportunities and creating a more just and equitable society. Zillennial Action works closely with impact partners to ensure that the Zillennial Action program meets the needs of both the learners and the companies that employ them. So, this training on lobbying and negotiation techniques is expected to create individuals who can communicate effectively to compete in the world of business and the creative industry.

Therefore, the Communication Science Study Program, Faculty of Communication and Design, Universitas Informatika dan Bisnis Indonesia in collaboration with Zillennial Action held training activities to improve the basic skills of lobby and negotiation techniques within the scope of business communication.

IMPLEMENTATION METHOD

The implementation method used in this activity program is a descriptive analysis approach. Through this approach, Zillennial Action students will get an explanation of how to communicate intelligently in cyberspace, especially regarding internet ethics and literacy around social media. According to Sugiyono descriptive analysis is analyzing data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations (Sugiyono, 2015). The data is analyzed inductively, then collecting relevant data in the field and then drawing a conclusion (Moleong, 2019).

RESULT AND DISCUSSION

Lobbying and negotiation in business communication have a very important role in building strong relationships and reaching mutual agreements between the parties involved (Saing et al., 2023). The results of the implementation of the Community Service program can be seen from two indicators, namely the achievement of the output target and the improvement of participants skills

as measured through material exposure and simulations that produce output in the form of activity application.



Figure 1. Basic Training Process

Common Indicators

1. There is a culture of training implementation and productivity orientation among trainees and the implementation team of Universitas Informatika dan Bisnis Indonesia.
2. There was progress from the participants in terms of the implementation of lobbying and negotiation after the training activities made by UNIBI.
3. An alternative understanding of action for participants to implement their new knowledge related to lobbying and negotiation techniques in the implementation of events.



Figure 2. Discussion Special Indicators

1. The success rate of the Community Service, they can share their knowledge and implement it themselves.
2. Motivation and interest of trainees to implement lobby and negotiation skills in building relationships with event organizers.

From the Community Service activities through the success indicators above, the resulting output is assessed based on the realization of training with the achievement of material exposure and also simulations that issue output in the form of application of activities when participants can understand and practice lobby and negotiation techniques in carrying out events and provide skill development for students, especially how to lobby and negotiate with event organizers.

CONCLUSION

Basic training on lobby and negotiation techniques plays an important role in increasing the knowledge and ability of participants in approaching interpersonal communication, and public speaking skills, between EO and event organizers. The implementation of this Community Service, it is also expected to improve the ability of students to produce win-win solutions between EO and event organizers. This basic training can increase the knowledge and skills of Zillennial Action students in building interpersonal relationships, and public speaking.

After the implementation of this Community Service, it is hoped that future programs will have other themes that also have many benefits for both Zillennial Action students and other students. In addition, research and learning breakthroughs can also be made that can be related to Community Service and in the implementation of events.

REFERENCES

- Hulu, R. D. L., Habib, M. F., Tia, R. S., Husna, F. M., & Suhairi. (2023). Pentingnya Teknik Lobi Dan Negosiasi Dalam Komunikasi Bisnis. *Jebiman: Jurnal Ekonomi, Bisnis, Manajemen Dan Akuntansi*, 1(5), 567–574.
- Moleong, L. J. (2019). *Metodologi Penelitian Kualitatif* (Edisi Revi). Pt Remaja Rosdakarya.
- Saing, C. N., Nasution, N., Hasibuan, N., Nazara, B. S., & Suhairi, S. (2023). Lobi Dan Negosiasi Dalam Komunikasi Bisnis Membangun Hubungan Yang Kuat Mencapai Kesepakatan Bersama. *Jurnal Pendidikan Tambusai*, 7(2), 14035–14039.
- Sugiyono. (2015). *Metode Penelitian & Pengembangan Research And Development*. Alfabeta.
- Wijaya, L., & Safitri, D. (2022). Public Relations Communication Strategy Pt. Antam In Lobby And Negotiation. *Jurnal Komunikasi Dan Bisnis*, 10(1), 1(10), 16–23. <https://doi.org/10.46806/Jkb.V10i1.840>