



PUBLIC RELATIONS COMMUNICATION STRATEGY PT. ANTAM IN LOBBY AND NEGOTIATION

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Abstract

In the daily activities of a PR, communication is important how the message to be conveyed can be communicated properly and correctly. Public Relations also works to get rid of all the negative issues that exist related to the workplace and has the power to dismiss these issues based on the existing reality and then spread them back to the public through public media. One of the companies that also conducts the lobbying and negotiation process is ANTAM. PT. ANTAM OWN is one of the largest State-Owned Enterprises (BUMN) resulting from the merger of several national mining companies that produce various mining commodities. The theory used in this study is the theory of Boundary Spanning. This research approach uses descriptive qualitative. In this study, researchers used this method to describe the communication strategy used by PR PT. ANTAM in lobbying and negotiating by conducting in-depth interviews. Researchers conducted interviews by providing prepared questions. Interviews were conducted through the Zoom Meeting application. Data collection was carried out based on in-depth interviews involving informants related to the roles and positions of individuals at PT. ANTAM in carrying out lobbying and negotiation strategies in solving problems faced by the company PT. ANTAM. The result of this research is PR PT. ANTAM in overcoming the problems experienced is by developing and implementing communication strategies so that business conditions must develop in accordance with current conditions. ANTAM's PR continues to provide education to the public, and in the face of public distrust from negative news, the program is carried out as before, namely mitigation is carried out to get rid of bad issues regarding ANTAM.



Keywords:

Public Relations, Communication Strategy, Lobbying, Negotiation.

INTRODUCTION

In the daily activities of a Public Relations Communication is an important thing how the message to be conveyed can be communicated properly and correctly. In everyday communication without us realizing it, there are circumstances that require us to campaign and negotiate with others, not only for ourselves but also with those we are talking to. Sometimes activities avoided because of lobbying can reduce the validity of a negotiation. In fact, lobbying activities and negotiations are closely related, with effective lobbying negotiations will definitely produce results (Ardianto et al, 2020). Public relations campaigns that are used to influence or change public opinion and campaigns that are usually carried out to visit marketing from other parties. This campaign is basically just an information delivery activity that seeks to influence attitudes. (Novena & Meisyaroh, 2020)

With the role of Public Relations, in creating a bond with the public, the public becomes a representative representing an institution, organization, or company to maintain and create a harmonious relationship and mutual understanding between the company and the community. (Lela & Rustiana, 2018). According to Ikhsan & Mandalia (2015) lobbying is an informal approach which means getting full help or support from other parties. Negotiation is a formal approach that is intended to get hold of a path or meeting point between one idea and another that encourages a understanding.

The most important thing that must be prepared by a Public Relations when they want to lobby and negotiate is that they must first read who the target lobby is and know the techniques in lobbying and negotiating. By first reading our target lobby, we can feel, reflect and believe in the target we want to lobby. Lukman et al, (2021) explained that "to build partnerships, negotiations can be started by preparing what you want to negotiate, focusing on what you want to achieve, and influencing others to get the desired results." Settings may be the handle to complete the contrast together. each side there is reasonable to convince the other side to adjust their initial position. There is no point in initiating arrangements if the other party has certainty that the other party's position cannot be completely changed.

Public Relations uses various techniques to make it easier for them to do their job and achieve the goals they have set. (Hasanah, 2019). There are three techniques, namely communication, lobbying and negotiation. These three techniques help PR maximize assignments and performance. The communication technique used by PR is how to focus the communication intensively and personally with external parties, namely clients from the organization or organization where PR works. Regarding the lobbying technique itself, PR professionals must be able to persuade and attract support from external parties (clients) or related parties so that the PR goals themselves can be achieved and in the end can reach a mutual agreement with both. dissent. questions or problems to get positive results after negotiations (IkhsanI & Mandalia, 2015). What distinguishes between negotiation and lobbying techniques is that negotiation itself is a form of formal settlement, while lobbying is less formal.

Seduction with emotional persuasion can change a person's logical thinking. Seduction is an effective way to change other people's minds, so that the negotiation process runs smoothly (Laras, 2020). Public Relations strategic planning consists of all kinds of relationship preparation activities, both internal and external, between agencies and the community, which aims to achieve mutual trust and understanding which is very important to create a positive image of the company or organization where he works (Pranabella & Puspasari, 2021). Apart from these activities, Public Relations also works to get rid of all the negative issues that exist related to the place of work and has the power to dismiss these issues based on the existing reality and then spread them back to the public through public media. The PR cycle must focus on the vision and mission with the aim that the ideal goals can be fulfilled.

Company PT. ANTAM (Persero) Tbk was established in 1986. PT. ANTAM OWN is one of the largest State-Owned Enterprises (BUMN) resulting from the merger of several national mining companies that produce these commodities. Antam's strategy includes various activities including

exploration, mining, processing and marketing of various nickel, silver, bauxite, gold and coal ores which will later produce gold bullion. This company is engaged in mining and going public. with mining and openness to the world. An organization can open itself to the world assuming a portion of its share is accessible for purchase by the average person. In addition, ANTAM is a state-owned company, with 65% of the companies owned by the state and 35% owned by the public. ANTAM itself has long-standing clients in Europe and Asia. In 1997, ANTAM went public with 35% of its shares and was listed on the Indonesia Stock Exchange. In addition, ANTAM also listed its shares in Australia in 1999 with an unknown fee-free element, whose status was elevated to the ASX list in 2002.

Boundary spanning theory is an important feature of open systems. (Rachmat Kriyantono, 2014) An open system is the embodiment of the interaction between the organization and the environment, and to carry out environmental monitoring, it knows what is happening, to interpret problems that have the potential to affect the organization's activities, and to help management to deal with problems through management problem activities. The function of boundary spanning is environmental monitoring activities, and it can also work effectively when public relations provides a two-way communication channel as opposed to the public, and in the sense of public relations it can be useful to reduce control events that are not covered by existing communication channels.

Antam is a company with positive values that have been well communicated in the past. Because communication is needed in companies, organizations, etc. As we all know, a good company is one that has good relations with other companies. The communication process is not only the responsibility of the individual employee, but is also important to the success of a company. Communication requires careful and precise planning to succeed. For this reason, an appropriate communication strategy is needed so that messages can be conveyed effectively as an open dialogue space between the public and the Company (Nabila & Santoso, 2021). Therefore organizational communication is very important for the progress of items, good relationships with clients, and in general the improvement of business processes occurs. Antam can create interesting correspondence by framing solid connections and making thoughts and progress for buyers or clients and strengthen cooperation.

With Antam continuing to communicate in real terms with the aim that the main goals of the organization can be achieved with ideal goals, more specifically what is expected in general. Until now, it seemed that precious metal had become an item that many people chased because they remembered metal. His Majesty, has a very high speculative price in the long run and is considered useful and good for certain people. Therefore, Antam's precious metals are in great demand and in demand by the wider community. Importantly, the marketing communication program that is used as a business for the progress of the company, in this case Antam, naturally includes all creative and unique company activities in order to be able to attract consumers and build product brands. This means that the Marketing Communication Strategy implies that the company must continue to push to continuously make adequate things to support its presence. Where the marketing communication strategy is a creative step to achieve marketing goals, of course, to achieve customer satisfaction.

In relation to defining the problem, PT. Of course, ANTAM also has almost the same problems as other companies. Especially during a pandemic like now. Company PT. ANTAM first prepares materials that will be used in the lobbying and negotiation cycle. Including identifying who will be faced, to supporting information that will persuade the wider community. According to the resource persons who are public relations from PT. ANTAM, the parts that are quite affected are in terms of operations and sales, especially with the PPKM and/or PSBB. The problem that ever happened to PT. ANTAM, namely, the queue due to negative information which was then exhaled that ANTAM of precious metals had not accepted the purchase of gold by bag. Finally, rush customers all come for by bag. That's because the information did not arrive. It's not that Antam didn't buy by bag, it's just that there were restrictions at that time and required PT. ANTAM was closed for a few days based on a DKI provincial government regulation that at that time everything

was in semi-lockdown. All commercial and office activities were turned off, right, but the arrests were different. When someone mistranslates as if ANTAM is really closing when it isn't, ANTAM continues to try to lobby and negotiate by persuading that the by bag will still be carried out. Had a rush, then it was also mitigated and did a live streaming on social media, it was explained that Antam was still doing by bag in accordance with regulations, in accordance with OJK policy, ANTAM was still doing by bag, only doing it with restrictions in accordance with health protocols. The strategy used by PR PT. ANTAM in lobbying and negotiating to eliminate negative news and restore trust from the public is the main reason for researchers to conduct research.

LITERATURE REVIEW

Previous research has been conducted by (Lubis, 2018) , This study found that lobbying and negotiation is the initial process carried out by PT Bintang Putra Alexander in establishing or establishing relationships with other companies, in the context of this research, PT Angkasa Pura II. The lobbying and negotiation conducted by PT Bintang Putra Alexander is one of the ways for Public Relations to align the meaning between what is the intention of PT Bintang Putra Alexander and what is the need of PT Angkasa Pura II, so that the two companies can establish cooperation.

(Khuswutun, 2019) conducted a study on the lobbying and negotiation of Nahdlatul Ulama in school day policy conflicts, which discussed the lobbying and negotiation process between Nahdlatul Ulama (NU) and the government over the five-day school rule regulated in Permendikbud no. Schools, and finally up to Presidential Decree Number 87 of 2017 concerning Strengthening Personal Education. (PPK). NU is a five-day school because it is an educational institution that supports the noble values of the Indonesian nation and at the same time is considered to destroy the existence of Madrasahiyah (Madrin) which has been considered a moral breaker. The general results of the study indicate that the general findings of the study indicate that NU made various efforts to cancel its five-day school commitment, including discussions with Muhammadiyah, lobbying and negotiations with President Joko Widodo. In the process, NU used a stronger strategy of pressure and negotiation than Muhammadiyah, which in turn resulted in better outcomes for NU, including the amendment of the five-day school rule set out in Perpres 87/2017 and NU's success in promoting Madin. Its existence is supported by government funds to support the Character Education Program.

(Rafi, 2019) conducted another study that discussed the role of public relations in the dissemination of Medcom.id online media. The findings are interpreted by researchers through interviews with internal sources. And the results of the study show that based on information from informants it can be said that companies need to cooperate with the government in order to be successful. In addition to the purpose of promoting exchange, business also needs government legitimacy. Ensure that every activity or program created by the company has its own value. Cooperation between the company and the government can also be seen as a legitimacy factor for the company, because it shows the legitimacy of the company. Based on this theory, the lobbying technique is carried out by a special public relations department like medcom.id. In lobbying and negotiation, the party asking for something usually takes into account the internal needs of the potential partner. However, the ultimate goal of lobbying and negotiations is an amicable settlement established by both sides.

Another similar study by (Sefanya & Bathesta, 2020), which examined the communication strategies that PR agency Golin uses in dynamic relationships with digital startup clients Gilkor. This research uses the theory of communication strategy and the concept of client-adviser relationship, using qualitative methods and a case study approach. Data was collected through in-depth interviews with structured questions from associate consultant Golin, marketing and business development Gilkor, and public relations and journalism experts. The collaboration between Golin and Gilkor is a project-based collaboration. Gilkor contacted Golin for advice on how to conduct his communications and media relations activities. The first agreed media event was a press conference on January 24, 2018 at Indonesia Internet Retail Expo 2018. Seek

acceptance and motivate clients to act according to counsellor's instructions. However, several recommendations were given, including appointing consultants to conduct industry analysis and training to increase media engagement before implementing a communications strategy.

RESEARCH METHODS

This research approach uses descriptive qualitative. The qualitative research approach chosen is oriented towards the way people experience and understand their individual social reality. (Mohajan, 2018). Qualitative methods are used to answer questions about experience, meaning, and perspective. Most of the time, from an informant's point of view. Qualitative data usually cannot be quantified or measured (Hammarberg, et al, 2016). In this study, researchers used this method to describe the communication strategy used by PR PT. ANTAM in lobbying and negotiating by conducting in-depth interviews. Researchers conducted interviews by providing prepared questions. The interview was carried out through the Zoom Meeting application.

The data collected is based on in-depth interviews or in-depth interviews involving informants related to the roles and positions of individuals in PT. ANTAM when conducting lobbying and negotiating strategies in solving problems faced by the company PT. ANTAM. The interview was conducted with PT. ANTAM's PR practitioner, Gemi Sesariana as the Manager of PT. ANTAM (Persero) Tbk. AC, CSR, external relations. The relevant parties involved in the lobbying and negotiation process are Public Relations consultants, Marketing communication PT. ANTAM Ruthmaya Napitupulu., and Aprilandi Hidayat Setia as from the work unit under the Corporate Secretary.

RESULTS AND DISCUSSION

With the Covid-19 pandemic, the PR function has become the main frontliner, including educating stakeholders and the public in order to facilitate service to customers. so that PR here becomes part of the communication media. The public plays an important role in supporting the success of every company, both internally and externally. The goals of a company will only be achieved if there is support from every public (Soyusiawaty & Fajri, 2016). For example, the use of social media to communicate something. It is not impossible that a company has never experienced a problem, both big and small problems. As is the case, the problems experienced by PT. ANTAM. What PR PT. ANTAM in overcoming the problems experienced is to evolve and implement communication strategies so that business conditions must develop in accordance with the latest conditions.

Problems that often occur, for example, dissatisfaction. PR PT. ANTAM said that there had been a queue because there was negative information which was then exhaled that Antam precious metals had not accepted the purchase of gold by bag. Finally, rush customers all come for by bag. That's because the information did not arrive. It's not that Antam didn't buy by bag, it's just that there were restrictions at that time and required PT. ANTAM was closed for several days based on a DKI provincial government regulation that at that time everything was semi-locked. "All commercial and office activities are shut down, but the arrests are different. When someone mistranslates as if Antam is really closing when it isn't, by bag is still being carried out. Had a rush then mitigated. and doing live streaming on social media, it is explained that Antam continues to do by bag in accordance with regulations, in accordance with OJK policy, Antam continues to do by bag, but only does so with restrictions in accordance with health protocols," said Pak Gemi. - The part that is quite affected is from the operational and sales side, especially with the PPKM and/or PSBB.

As an example of another thing from one of the cases that happened, namely the case of Antam's precious metal product, the dinar dirham, which is actually a collectible item, not a medium of exchange, not currency. "There are several groups that use it as currency, some of the dinars and dirhams themselves were bought at Antam." Mr. Gemi said. Then because of this, PR Antam had to re-educate about what dinar and dirham products are. An explanation was given that the dinar and dirham are not currencies because Antam is still subject to the laws and

regulations in which the only currency is rupiah which is used as a medium of exchange in Indonesia. If there is anything that then the feedback becomes negative for Antam, of course, it will immediately be revitalized and then any takeout will be taken which is a misperception.

Tabel 1. Lobbying and Negotiation Activities of PT. ANTAM

NO.	PR strategy of PT. ANTAM	Lobbying and Negotiation Activities
1.	Mitigation	Monitoring news
2.	Using mainstream mass media (print media, television media, and public service announcements)	To convey information, persuade and educate the public.
3.	PR is at the forefront	Educate and dismiss circulating issues
4.	Consultants	To brand the program and to gain awareness,

This is in accordance with the *boundary spanning* theory, where the PR method of PT. ANTAM in the face of distrust from the public from negative news so that the program that is being carried out can run as before, as well as monitoring the news, especially negative news to Antam. The negative news will be evaluated after being evaluated and then suggestions for solutions will be sought to restore the trust of the public.

Therefore, the PR function will be at the forefront, especially when the company is in an unfavorable comitindition. PR must understand very well what issues are circulating about the company and then about the condition of the company and the communication strategy used when lobbying or negotiating with outside parties. In fact, PR speaks by data not by opinion. However, the role of PR, even though it is not in crisis, must be at the forefront when it comes to dealing with stakeholders and shareholders because Antam is a company and shareholders by the public are on the stock exchange. In the communication strategy used, the media used to disseminate information and programs that are being run by PT Antam are, by using mainstream mass media such as print media and television media and then through public service announcements, to convey information, persuade and educate the public. So that advertorials are broadcast on television and in print media, there is a classification of mass media according to the target market and can support what we convey. In determining television stations to broadcast Antam's advertorials, it is necessary to take into account its market segment. PT Antam needs media whose target market can encourage projects to be implemented in the future. In television media also not all segments can be entered as well as print media, precisely in media media that have business segments.

At this time, PT. Antam itself uses social media which is often used by people to educate, convey Antam's programs and products. For example, PT. Antam has a YouTube channel, Instagram, then does a live stream when launching a product, highlighting the program being implemented. In the future PT. Antam must look for innovations regarding suitable media. Talking about media means building a company's brand image, don't let the wrong choice of media make the brand image collapse. PR PT Antam prepares a plan first before resolving the initial problems that arise so that they do not cause other problems. PR PT. ANTAM By evaluating the work results, problems that arise can be solved easily to the root. Therefore, PT Antam's PR is always careful not to create another problem when solving the first problem. The expertise used in this situation is improvement, which is a must-have and requires practice to get used to working. Do not let you do not have the expertise to solve problems without creating new problems. Experiment with the best ways to solve the problem. One example is bringing in consultants to brand the program to gain awareness.

CONCLUSIONS

Based on research and discussion, it appears that in defining the problem, PT. ANTAM itself has almost the same problems as other companies. Especially during the current COVID-19 pandemic. If there are problems faced by PT. ANTAM, especially the problems that arise between the company and the public as well as with other parties, of course there are related parties who will step down to overcome the existing problems by conducting a lobbying process and negotiating with related parties.

Before carrying out the process of lobbying and negotiating PR PT. Antam ensures that it has a plan before resolving the initial problem so that it does not cause further problems. He would bring these materials into the negotiation process later. The existence of PR is of course the main frontliner, including educating stakeholders and the public in order to facilitate service to customers. so that PR here becomes part of the communication media. In the communication strategy used by Mr. Gemi Sesariana as PR PT. ANTAM in the face of distrust from the public from negative news, one of which is by evolving and implementing communication strategies so that business conditions must continue to develop in accordance with current conditions.

As for the attitude of distrust from the public from negative news, so that the program carried out will run as before, namely mitigation which works in the work unit under the corporate secretary to monitor news, especially negative news to Antam. For media matters, PT Antam is using to disseminate information and programs that are currently being run by PT Antam, namely, by utilizing mainstream mass media such as print media and television media and then through public service announcements, to convey information, and to persuade and educate the public. Therefore, PR PT Antam always thinks about every action and steps taken are careful not to create another problem when solving the first problem. The expertise used in this situation is of course expertise in improvement, so that when carrying out continuous improvements it does not cause new problems and reduce the risks that will occur.

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