



Lobbying and Negotiation Communication Strategy at Film The Negotiation

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Abstract

Globalization's huge expansion of information technology has become a crucial component in the Indonesian people's desire for Hallyu. Hallyu is linked with the realm of entertainment, including music, theater, cinema, and a variety of programs beautifully packaged to promote Korean culture. The growth of South Korean films may also be witnessed in how overseas viewers can appreciate them. The Negotiation, for example, is able to reach the Indonesian market and is available on the local video-on-demand streaming program, Vidio. There are a variety of lobbying and negotiation strategies which can be linked to The Negotiation. Five scenes and dialogues with messages related to communication techniques and business negotiations were selected and analyzed using the semiotic theory of Ferdinand De Saussure's model. A qualitative approach is used in this research procedure. This qualitative research adheres to the symbolic interactionism paradigm, which views human activity as the construction of meaning.

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INTRODUCTION

Korean culture has evolved swiftly and spread over the globe during the last two decades. People from all areas of life often acknowledge its reality, giving birth to the "Korean wave" or Hallyu phenomena. This phenomenon is common in Indonesia, and its influence is noticed in daily life, particularly among millennials. Globalization's huge expansion of information technology has become a crucial component in the Indonesian people's desire for Hallyu. Hallyu is linked with the realm of entertainment, including music, theater, cinema, and a variety of programs beautifully packaged to promote Korean culture. The international popularity of South Korean films started in the 1990s when the final vestiges of the authoritarian military dictatorship vanished. Restrictions were relaxed, and large South Korean corporations started to invest in the film business.

The growth of South Korean films may also be witnessed in how overseas viewers can appreciate them. *The Negotiation*, for example, is able to reach the Indonesian market and is available on the local video-on-demand streaming program, Vidio. (2018) (Bae Hyo-joo). *The Negotiation* is a South Korean film directed by Lee Jong Seok and starring Kim Hyun Bin and Son Ye Jin, released in 2018. As of September 2018, the film had been released in over 22 countries. The film will be released on September 20 in North America, on October 4 in Singapore, Malaysia, and Brunei, in early October in Hong Kong and Macau, on October 19 in Vietnam and Taiwan, and on October 24 in Indonesia (Yujin Kim, 2018). The film is now available on VOD and digital download as of October 17, 2018. The film has 1,967,750 watchers and made \$12.8 million as of February 28, 2023. (Hyeop-sang, 2018). According to the film's title, this film depicts the process of lobbying and negotiating that happens between individuals.

Lobbying is the process of persuading other people or organizations to support a cause that one believes in. Lobbying is a broad word for particular interests or aims in politics, industry, and non-profits. Meeting with persons in positions of power or influence to exchange information or express views, or offer financial or material help to individuals or groups as an inducement to work toward a shared objective, are all examples of lobbying operations. Negotiation is the process through which parties with conflicting interests strive to achieve an agreement in order to resolve a disagreement. Conflicts develop when each side has distinct interests and is adamant about pursuing those goals. (Inayaturrehman, Reza, 2022). Communication is something that must be learned in order for the lobbying and negotiating process to function smoothly and without misconceptions.

The film, *The Negotiation*, depicts how a conflict of interest between a police negotiator inspector and hostage takers seeking to meet their respective demands was addressed via negotiation. This video recounts every aspect of the negotiations that took place in order to

achieve an agreement. Like how the negotiations in this film occur several times due to the need for an evaluation of the previous negotiations and a new strategy for future negotiations, such as the first negotiation at 15.32 minutes, then the second negotiation at 29.32 minutes, the third negotiation at 47.23 minutes, and so on until the final negotiation process where there is a detailed strategy preparation at every interval between negotiations. 2021 (Liputan6.com)

As a result, the author chose to examine the lobbying and negotiating strategy in The Negotiation.

LITERATURE REVIEW LOBBY

According to the Big Indonesian Dictionary, lobbying is an activity that involves making an informal or unofficial approach, while lobbying is a form of political participation that involves individual or group efforts to become a liaison for government officials or political leaders, and the goal of lobbying is to influence a decision that can benefit multiple parties at the same time. (East, 2018; East, 2018) (East, 2018)

In the words of Tarsis Tarmudji, lobbying is "a type of encouragement that is carried out with the objective of influencing others to acquire what one feels is valuable," and this is Tarsis Tarmudji's definition of lobbying. Lobbying is a strategy that interested parties use in order to garner support from other parties who are perceived to have influence or power in an attempt to accomplish the aims that are intended to be accomplished via this strategy. (Zainal, 2017)

Lobbying is defined as the practice of engaging in actions with the intention of influencing the decisions of government officials, particularly lawmakers, regarding the formulation of legislation, according to Webster's dictionary.

Lobbying is a kind of political involvement that comprises individual or group attempts to contact government officials or political leaders in order to influence choices or problems that are to be addressed. Lobbying is a more casual method than lobbying, which is a form of political engagement. (Ramadhani, 2(Bae Hyo-joo, 2018; Creswell & David Creswell, n.d.; Hyeop-sang, 2018; Isma & Utami, 2017; Liputan6.com, 2021; Roy J. Lewicki, 2010; Suci Ramadhani, 2022; *Teknik Lobi Dan Negosiasi*, n.d.; Thomson et al, 2010; Yujin Kim, 2018)022).

According to AB Susanto in 2010, the concept of lobbying is as follows: Since lobbying is a procedure that is carried out with the purpose of influencing different parties who are the target so that a subject becomes a positive and good perception of lobbyists, it is believed that lobbying would generate a favorable influence in terms of successfully attaining objectives. This lobbying activity is carried out because its importance cannot be overstated when compared to the acquisition of professional skills. (East, 2018).

The purpose of the Lobby is to serve the purpose of protecting the interests of economic organizations and institutions by initiating conversations, fostering relationships with other

organizations, collecting data, and drafting reports for legislators that represent the organization's stance on significant issues. There are many different aspects of lobbying, including its informal nature and a wide variety of forms, the wide range of players involved, the availability of third parties to serve as mediators, and the lobby side's adaptability with regard to location and time. Recording may be done in a variety of methods, some of which are legal, some of which are unlawful, some of which are overt, and some of which are indirect. For instance, attempting to bribe someone might be a secret, covert, and lawful activity all at the same time. (Gustina, 2017)

The Strategy of Lobby

There are a variety of lobbying strategies, such as brainstorming, conditioning, networking, institutional building, cognitive issues, five breakthrough approaches, power manipulation, costs and benefits, and futuristic or anticipatory approaches; however, power manipulation is the strategy that is the most prevalent and has the greatest impact. According to), in order to successfully negotiate, you need to choose the appropriate approach in order to get the desired outcome. A win-win arrangement (Gustina, Z. A. 2017).

This is a method in which both sides receive results that benefit both of them, because the atmosphere created during the discussions gives the idea that no party loses but both gain the best and fairest advantage. There are three forms of success with this strategy: 1. Strategic communication becomes easier because the purpose is to support partners rather than to defeat them. A win-win solution has an endless benefit in strategic communication since the debate will be more refined and following discussions will be more open and honest. Both partners will experience feelings of excitement and contentment. Nothing is more valuable than one's mood when working alone, with others, or in a group.

The win-lose strategy is a strategy that seeks victory in order to defeat other parties who benefit themselves while harming others. This method is not advised because it will result in long-term conflict for both sides. The lose-lose approach is a method that is harmful to both sides since negotiations do not employ common sense or a cool head, just venting anger and emotions that are felt, and thus do not solve the problem. Lobbying and negotiation methods are vitally needed to carry out conversations and negotiations in order for negotiators to reach an agreement.

NEGOTIATION

The origin of the term "negotiation" may be traced back to the English word "negotiation," which implies the process of coming to an agreement between two parties by way of bargaining and discussing where the name "negotiation" originates from. Robbins defines negotiation as "the method of communication between two or more persons with the objective of achieving an

agreement on a cooperation that is carried out," and this interaction may take place between any number of people. Communication that is carried out with the intention of persuading the counterparty to believe in the desires of the negotiator is what constitutes negotiation. (Ramadhani, 2022).

Negotiation explains that negotiation is a process that takes place between two or more people that initially have different opinions and continue to have various thoughts until they ultimately come to an agreement. An alternative definition of negotiation describes it as an interactive process carried out with the goal of reaching an agreement. The procedure calls for the participation of at least two persons who come from diverse perspectives but are committed to working together to find a solution. (Maulana, 2015). According to Hartman, negotiation is a process of communication in which both sides have their own objectives and points of view in order to get to an agreement that satisfies both parties with regard to the same matter. (Nugroho, 2022). The most important aspects of negotiation are as follows, in no particular order: (Gustina, 2017).

- 1) Communicate with people at all times in their respective capacities, whether as representatives of firms or organizations, other individuals, or groups.
- 2) The act of trading products, which might take the form of either purchasing or selling.
- 3) Talk about upcoming events or anything that hasn't taken place yet but is on our wish list but hasn't yet taken place.
- 4) The result of the negotiation is an agreement between the two parties, however, an agreement might take many forms, such as the two sides agreeing to disagree with one another.
- 5) Virtually exclusively face to face, using verbal emotions, physical gestures, and facial expressions.
- 6) From the very beginning to the very conclusion of the trial, there were potential dangers or disputes.
- 7) Addressing and resolving disagreements or differences in interests may be accomplished most effectively via discussion or negotiation.

The Strategy of Negotiation

Prior to the conclusion of the negotiation process, a decision is made on the negotiating approach. There is a selection of different approaches to negotiating that one may pick from. The first kind of approach is known as a win-win strategy, and it is used when the disputing parties desire to find a solution to an issue that will eventually be accepted for the benefit of both of the conflicting parties. This tactic is based on the idea that one should "ask without pressure" and "give without pressure." This tactic prioritizes getting along with one another and staying out of fights wherever possible. The second method is known as the win-lose strategy, and it is also

known as competitive negotiation. This technique is adopted when the disputing parties desire to acquire the best possible outcome from the process of settling the issue. The disputants will engage in healthy competition with one another in order to achieve the outcomes they want. In a Win-Lose negotiation, the goal is to emerge completely victorious from the encounter. This method often results in contention. (Ramadhani, 2022)

When it comes to negotiating, the third approach is the lose-lose strategy, also known as passive negotiations. This strategy is often adopted as a consequence of an inability to pick the appropriate strategy. The opposing parties did not get the outcomes that they had hoped for as a consequence of the conflict. This tactic is counterproductive for both sides since it will just result in each side walking away with their own emotions. This tactic will be successful in solving the issue, but it will also draw out the fight. The fourth tactic is known as the win-lose strategy (suitable bargaining), and it is used when one side intentionally adds a disadvantageous advantage to take advantage of their triumph. (Ramadhani, 2022)

Several studies on negotiation communication strategies have been conducted, including research published in a journal entitled *Analysis of Communication Techniques and Business Negotiation in Drama Start-Ups* by Rifqi Agianto, Anggi Setiawati, and Ricky Firmansyah, which concluded that there are several negotiation strategies carried out based on the style of the characters in the cut scenes, namely competitive negotiation and collaborative negotiation. The outcome of this theatrical discussion is a win-lose situation since one side wins and the other party is obliged to accept the deal that was presented. In order to persuade the person called to negotiate to comply with the request he is presenting, the negotiator employs a solid communication technique while resolving negotiation challenges. (Agianto, Firmansyah, & Ricky, 2021)

Women's Negotiations in the Documentary Film *Tanah Mama Karya Asridha Elisabeth* (Tzvetan Todorov's Narrative Analysis), conducted by Nanik Nurhidayah, concluded that negotiations are carried out using an inductive negotiation communication style where the negotiator shows weaknesses in his argument, the negotiator pushes the opponent to do something by pulling the opponent into a certain position. The negotiation process takes place when there is bargaining power, and it requires negotiating skills from diverse sides in order to develop a common understanding. (Nurhidayat, 2019)

Isna Hanif Azizah completed the study, titled *Study of Communication and Negotiation Strategies in The Negotiation Film*, in 2022. According to the findings of this research, negotiations are not always easy. In order to establish an agreement during talks, one of the sides must give up. A lose-lose approach, a win-lose strategy, and a win-win strategy are all shown in the film "The Negotiation." This research employs a qualitative technique in conjunction with Ferdinand De Saussure's semiotic analysis, namely the signifier and the signified. In this study, the

objectives are communication and negotiation strategies in a case, and the research topic is the film *The Negotiation*. (Azizah, 2022)

Hardhanti Laras and Dini Maryani Sunarya wrote the study titled *Lobbying and Negotiating Techniques in Building Good Relations with Clients at PT. Wijaya Karya Beton Tbk*. According to the findings of this research, communication is highly crucial in lobbying and negotiating actions in order to establish the same emotion with consumers and decrease discrepancies. Customers may be persuaded if PT Wijaya Karya Beton Tbk's ethos, logo, and pathos are used. If they are better able to convince closer to discovering aims, partial ideas connected to PT Wijaya Karya Beton Tbk's performance might attempt lobbying techniques and cognitive problem approach talks. The goal of this study is to discover how lobbying and negotiating methods are used at PT Wijaya Karya Beton Tbk to develop excellent relationships with clients so that clients may establish positive collaboration. The theory of Persuasion was applied in this investigation. (Laras, 2020)

RESEARCH METHODS

A qualitative approach is used in this research procedure. The conclusions of a piece of research conducted using a qualitative method are not produced via the use of statistical processes or any other kind of computation. Research that takes a qualitative approach is defined as follows by Creswell (2018, page 41): "Qualitative research is a technique for examining and understanding the meaning people or groups attach to a social or human situation." The process of research involves the emergence of questions and processes, data is generally gathered in the environments in which the participants are located, data analysis inductively evolves from specific examples to overarching themes, and the researcher interprets the meaning of the data. For the purposes of this investigation, research materials take the form of lobbying and negotiating communication methods.

This qualitative research adheres to the symbolic interactionism paradigm, which views human activity as the construction of meaning (Babbie, 2014). This research examines how the exchanges in *The Negotiation* film might be construed as a specific lobbying and negotiation communication approach. In this particular instance, researchers will make use of observations to view first-hand observations of how the communication and negotiating strategies shown in *The Negotiation* video are presented by watching the film itself. In this research, the primary data source is the video film *The Negotiation*, while secondary data include textual materials such as books, articles, and online data sources that enable the collection of pertinent data.

Content analysis methods were used. Content analysis is a method for collecting data that evaluates the information and symbols included in written documents and other types of communication mediums. The content analysis enables us to discover and record previously

unknown characteristics of a vast number of texts. In this research, content analysis was used to examine how the interactions in The Negotiation film might be regarded as a lobbying and negotiating communication technique.

Narrative description is a technique that presents a profile, type classification, or an explanation of processes to answer questions such as who, when, where, and how via the use of words or facts. This research employs a narrative description approach because it describes in depth how the interaction in "The Negotiation" might be viewed as a specific lobbying and negotiation communication technique. The subject of this study is the film The Negotiation, and the object of this research is the practice of negotiation as shown in the film's storyline. Semiotics, often known as "sign science" and frequently related to content analysis, is the study of symbols and their meanings (Babbie, 2014). According to Babbie, no symbol has any intrinsic significance. Meanings exist in our thoughts. Therefore, a certain symbol implies something to a specific individual. Nonetheless, agreement on the meanings associated with certain signals elevates semiotics to the level of a social science.

The researcher will employ Ferdinand De Saussure's semiotic analysis in the form of signifiers (signs originating from cut scenes and dialogues) and signifieds (the meaning of signs), which will then be applied to communication and negotiation techniques in The Negotiation film. The analysis outcomes will be arranged afterwards as a message meaning or information that will offer results and conclusions. The author will examine how the interactions in The Negotiation film might be regarded as a lobbying and negotiating communication technique.

RESULTS AND DISCUSSION

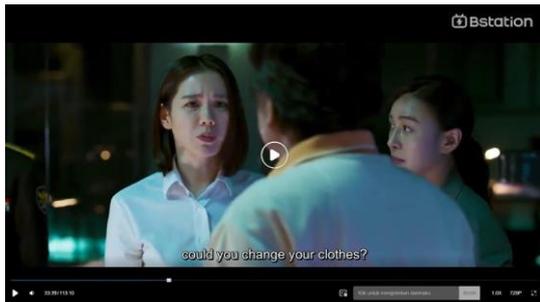
To explain the problem identification above, five scenes and dialogues with messages related to communication techniques and business negotiations were selected and analyzed using the semiotic theory of Ferdinand De Saussure's model; the research results can be explained as follows:

SIGNIFIER	SIGNIFIED
 <p data-bbox="427 1899 584 1921">Source: Bstation</p>	<p data-bbox="842 1563 1380 1637">Inspector Ha Chae Yoon offers negotiating using Raport, which is a method of communicating between the negotiator and the abductor.</p>



Source: Bstation

Inspector Ha is tasked with initially negotiating with Min Tae Gu. However, the call is disconnected after a few minutes because Inspector Ha is not informed of the full extent of his situation. In addition, Min Tae Gu acted impolitely. Finally, knowing the outcome, Inspector Ha can take the initiative in the negotiations and counter Min Tae Gu's impoliteness. Inspector Ha investigates Min Tae Gu in detail once the initial negotiating procedure is completed.



Source: Bstation

The second round of negotiation starts. By introducing a third party, Daehan Daily CEO Yoon Dong Hoon, whom Min Tae Gu asked to come. In this scene, Inspector Ha proposes Yoon Dong Hoon to change out of his golf clothes into a more formal suit. This was done in order to "level the playing field" with Min Tae Gu.



Source: Bstation

BIN members took over the third negotiation. BIN is more informed of what is going on, making it easier to negotiate. BIN, on the other hand, is direct and offers a no-nonsense answer. Finally, Min Tae Gu requested another round of negotiations with Ha Chae Yoon.

Source: Movie Screenshots

- 2) The above cut scene depicts Inspector Ha bargaining with Min Tae Gu. During the negotiations, Min Tae Gu requests that Inspector Ha reveal the truth and do anything he desires. Min Tae Gu, on the other hand, behaves impolitely by asking and insisting that Inspector Ha be asked inappropriate questions. The call then terminates after a few minutes because inspector Ha believes something is wrong because he is not completely apprised of the situation. After the initial negotiation phase is done, Inspector Ha conducts a thorough investigation into Min Tae Gu. Inspector Ha did this to make it easier to deal with Min Tae Gu. The film footage shows a lose-lose negotiating technique (inactive negotiation), in which both parties fail to negotiate. Neither party received the desired negotiation outcome.
- 3) In this still cut, Min Tae-gu requests a meeting with Daehan Daily CEO Yoon Dong Hoon. Inspector Ha is given one hour to locate the CEO of Daehan Daily and convince him to meet

with Min Tae-Gu. Min Tae Gu's queries continued to encircle CEO Yoon Dong Hoon. CEO Yoon Dong Hoon was discovered lying during one of the queries. The untruth shattered the previously established discussions. Captain Jung was eventually killed by Min Tae-Gu.

In this situation, the negotiating technique is the lose-lose type (inactive negotiation), in which both parties fail to negotiate. Neither party received the desired negotiation outcome. This was evident when Inspector Ha was discovered to be lying, which resulted in Captain Jung's death.

- 4) In this segment, BIN members Choi Chun-Jung and Park Kyong-Mook request that MinTae-Gu release black spies dispatched by the National Intelligence Agency (BIN), according to Lee Analysis of Communication and Negotiation Techniques on the film. Min Tae Gu's past actions will be forgotten by the Negotiation Sang Mook and the National Intelligence Agency (BIN). Then Min Tae-Gu stated that he did not want to just let go. Then there was a bargaining session between them. As National Intelligence Agency (BIN) agents, Choi Chun-Jung and Park Kyong-Mook made an offer to Min Tae-Gu: if Min Tae-Gu agrees to release agent Lee Sang-Mook, stop selling weapons, and hand over all information to the National Intelligence Agency (BIN), the National Intelligence Agency (BIN) will forget Min Tae Gu's previous actions. The National Intelligence Agency (BIN) made the offer in order to avert a worse crisis. Min Tae-Gu eventually won the discussions. The National Intelligence Service (BIN) operatives communicated firmly during these conversations, yet they were unable to suppress their emotions.

BIN's negotiation technique with Min Tae Gu is a sort of win-lose strategy (competition negotiation); this negotiation strategy is used when both sides seek to maximize their profit from fixing the problem. BIN and Min Tae-Gu compete with one another. BIN members wanted Min Tae Gu to accept his offer, but Min Tae-Gu did not immediately accept BIN members' offer. Min Tae- Gu remains steadfast in his refusal to just release Lee Sang Mook and the hostages.

CONCLUSIONS

According to the results of the research, the movie "The Negotiation" incorporates a variety of different approaches to lobbying and going through negotiations. All of the messages that pertain to corporate communication and negotiating methods are studied via the prism of Ferdinand De Saussure's semiotic theory model, which is contained inside the book. The text contains five instances and dialogues that exemplify these messages. The topic of investigation is addressed in this essay through the application of a qualitative research approach. For the purpose of this investigation, the symbolic interactionism paradigm was utilized. This paradigm views human conduct as the establishment of significance.

A competitive strategy is utilized by BIN in their negotiation with Min Tae Gu, which is a win-lose approach to the negotiation process. The use of this strategy occurs when both parties are interested in maximizing their earnings through the resolution of the issue. In a fiercely tough contest, BIN and Min Tae-Gu are taking part. Min Tae-Gu did not swiftly accept the offer that was offered by the members of BIN, despite the fact that the members of BIN desire Min Tae-Gu to acknowledge their request. It is Min Tae-Gu's unwavering determination to not let Lee Sang Mook and the other hostages go free.

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