

## Lobbying and negotiation practices as messages and forms of political communication in the Indonesian government

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Article Info	ABSTRACT
<b>Keywords:</b> Lobbying, Negotiation, Political Communication	The practice of lobbying and negotiation by government officials has become commonplace in various countries in the world, but in reality the practice of lobbying and negotiation is often seen as the worst thing involving conflict in politics. In fact, lobbying or interest representation is closely related to politicians or administrative authorities who usually target certain groups. Meanwhile, negotiation is defined as an approach to managing conflict in interpersonal or group settings, which is intended to reduce differences between incompatibilities and end with an agreement. The researcher used descriptive analysis as a research method, using a qualitative approach, and the results explained that, in politics, lobbying and negotiation are needed to carry out negotiations to reach an agreement between the negotiators. To reach an agreement and win goals in negotiations, of course political communicators need a strategy, which can be done through a distributive approach. In political communication, political lobbying and negotiation rhetoric should be carried out face to face and door to door, because both require a more personal space so that the goal of persuasion is more possible so that dialogue and compromise can occur. Lobbying and negotiations carried out by political communicators target stakeholders. For this reason, the political communicator's skills in interacting with the general public are an important focus, because the lobbying and negotiation process is considered complete if the desired agreement has been achieved.
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### INTRODUCTION

Lobbying and negotiation are two crucial aspects in various domains of life, including in the world of business, politics, diplomacy, law and other organizations (Ardianto et al., 2020). These two processes are effective methods for achieving goals in a wise and diplomatic manner, as well as creating mutually beneficial agreements for all parties involved (Fitri, 2019). According to Hasanah (2019), in an increasingly complex and globally connected era like now, the interests and problems faced by individuals, companies and countries often involve many stakeholders with diverse perspectives. Therefore, the ability to interact with various parties effectively is important in achieving success and achieving goals.

In the journal Madiistriyatno, (2021) argues that the practice of lobbying and negotiation by government officials has become commonplace in various countries in the

world, including Indonesia. In this era of globalization, success in the world of lobbying and negotiation does not only depend on technical expertise alone, but is also greatly influenced by the communication skills possessed by the actors in it. The term lobbying is often identified with politicians or administrative authorities who usually target certain groups, where lobbying practices aim to gain a definite and almost measurable influence on certain political decisions. Meanwhile, negotiation is a structured process to clarify what is at the heart of the conflict or disputed issue and try to find an agreement, until a resolution is reached (Milal, 2004).

If the lobby discusses content that is likely to be sensitive, then confidentiality and discretion are important (Province, 2019). Lobbying can be said to be successful if the initial planning is detailed enough and the person doing the lobbying must have in-depth knowledge of the political arena. Meanwhile, negotiation is also often associated as an approach to managing conflict in interpersonal, group, organizational, community and international settings. This process is intended to reduce differences between incompatibilities and end with an agreement. Negotiations can be found in many social settings such as buyer-seller transactions, business transactions, labor management, marital relationships, hostage situations and so on. The communicative approach to negotiation focuses on interactive elements in the negotiation process such as symbols, messages, and language used to formulate plans, frame problems, and persuade others in the process of reaching an agreement (Ramadhani et al., 2022).

So far we have assumed that lobbying has negative associations both in the media and in the general public. Lobbying is often misunderstood as one-sided representation of business interests to other people. Apart from that, lobbying is considered unprofitable, completely secretive, or even associated with acts of corruption and nepotism. Therefore, lobbying is often avoided because it is considered capable of reducing the legitimacy of negotiations, even though what actually happens between lobbying and negotiations is certainly related, because through effective lobbying, negotiations can be ensured to run successfully. Lobbying or negotiation is considered the most effective way to overcome and resolve conflicts of interest. By developing negotiation skills, each party can obtain what it needs without having to use extreme methods such as war, coercion, or confiscation (Ramadhani & Manafe, 2022).

Rosdiani et al, (2021) said that lobbying and negotiations are really needed in everyday life, both in formal and non-formal situations, including in political communication processes, and should be done face to face or door to door, this is because the activities This requires a more personal space so that the goal of persuasion is deeper, thus allowing dialogue and compromise. Political communication involves elites both as communicators and communicants and political communication from political parties has a lot to do with elites, both political elites and social elites (including religious elites). So, to support effective political communication, it is necessary to recognize the characteristics of elites first, to facilitate the introduction of effective negotiation formulations where effective negotiations must pay attention to the characteristics of the opponent, the opponent's resources, and the environment that supports successful negotiations (Situmeang, 2016).

Basically, lobbying is closely related to a communication activity carried out by individuals or groups with the aim of persuading individuals, leaders of institutions, leaders of other organizations who have important positions, governments or heads of state. The practice of lobbying and negotiation is a common thing to find in the world of Indonesian politics. Lobbying in the context of political communication can also be interpreted as a "spear" or tool used to influence and shape perceptions, support and agreements between political parties that have the potential to form coalitions. Through political lobbying, political parties can attempt to influence the perceptions and opinions of other parties regarding their ideology, policies or vision. Political lobbying allows political parties to negotiate to reach an agreement on the policies that will be implemented in a coalition agreement.

The results of Syiam's research (2019) argue that we can find the most obvious examples of political lobbying ahead of the 2024 elections, which are increasingly occurring, especially in building political party coalitions facing the 2024 presidential election. Political party officials continue to carry out lobbying approaches to seek the best opportunity, especially so that the figure proposed can become a presidential or vice presidential candidate and win the election. Lobbying in building good communication is an important key in various areas of life, especially in the world of politics. This process usually lies in the individual's ability to open effective dialogue channels and understand the views and interests of other people (Zainal, 2017).

In the world of politics, lobbying and negotiation will always be part of a country's political and legislative system, to fulfill its political interests. In this case, political actors or political communicators with their political opponents have an interest in politics, so political negotiation and lobbying or bargaining is needed for the sake of reach a mutual agreement. However, the process of lobbying and negotiating certainly does not always run smoothly, there may be noise or interference from parties who feel disadvantaged. For this reason, the political communicator's skills in eliminating distractions here are a very important focus, because the lobbying and negotiation process is considered complete if the desired agreement has been achieved. So, based on the description and explanation of the background that has been presented above, the researcher is interested in researching further about the practice of lobbying and negotiation as a form of political communication in the Indonesian government.

## METHOD

Researchers used descriptive analysis as a research method, using a qualitative approach. According to Sugiyono (2010), descriptive analysis is intended as a way to summarize a situation that was ongoing at the time the research was conducted. Meanwhile, Moleong (2004) defines qualitative research as "a research process that produces descriptive data in the form of written or spoken words from people and observable behavior". A qualitative strategy was chosen with the understanding that this research is intended to collect actual data and to explore the research problem in order to obtain the expected results. The use

of qualitative research is considered very relevant in public administration studies, especially research that attempts to evaluate and understand society.

## RESULTS AND DISCUSSION

### The Relationship between Negotiations and Political Communication

Negotiation is a technical device, a practical explanation of communication while also reflecting the character of communication itself. As stated by Susanti Adi Nugroho (2009: 21), negotiation is a bargaining process to reach an agreement with another party through a process of interaction, dynamic communication with the aim of finding a resolution or way out of the problems being faced by both parties. . According to Marjorie Corman Aaron in her writing about negotiations in the Harvard Review, in conducting negotiations, a good negotiator must build an important basic framework for the negotiations he will carry out in order to successfully carry out his duties. We can encounter negotiations in the world of business, non-profit organizations and branches of government, legal processes, between countries and in personal situations such as marriage, divorce, parenting and everyday life.

In practice, negotiation is the most effective way to overcome and resolve conflicts or differences of interest. By developing effective negotiation skills, each party can get what it needs without having to resort to extreme methods, such as war, coercion, or seizure. In other words, negotiation is an activity carried out to achieve 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 also has these interests, which must be achieved through cooperation. Negotiation is a meeting between two parties with the aim of reaching agreement on the main issues including (1) Important in the view of both parties (2) Can cause conflict between the two parties (3) Requires cooperation from both parties to achieve it (4) Our success is influenced by the power or authority of other parties (5) Not having a better choice to solve the problems we face or get something we want.

In practice, political activities cannot avoid negotiation activities, because building understanding and good relations with other parties is sometimes done through negotiation activities. In this era of electoral democracy, we can conclude that the bargaining power exercised by members of parliament in political negotiations only relies on obtaining votes and distributing power. Negotiation (politics) is communication to convince the opponent to fulfill the wishes of the communicator (negotiator). An effective strategy to convince opponents that their mission is rational and in the interests of all is to stand on the basis of political communication and recognize the opponent's condition. Therefore, there is a need for "packaging" for the message to be conveyed and the target must also be clear. Packaging here means how the negotiator's political policy can be conveyed to the opponent with the required content, medium, credibility and public trust.

However, basically this negotiation process is not necessary when, first, agreement or agreement is not the goal that the parties want to achieve, then one or both parties intend to harm or destroy the other party. One party has limited power or no power at all. to represent his group in negotiations. In negotiations, there are several possibilities that can occur, such as (1) Both parties are in a losing position (lose-lose solution); (2) There is a

party who wins and at the same time there is a party who loses. This situation is called a win-lose solution; (3) Both parties benefit equally (tie) but their goals and interests are limited (limited win-win solution); (4) Both parties share goals and interests, so this solution is usually called a win-win solution.

Negotiation is used in the process of making various public policies, such as policies regarding the rules and procedures for holding general elections. General elections are an arena that accommodates competition or contestation between political actors to gain power, political participation of the people to determine the liberalization of civil and political rights of citizens. In a democratic political system, holding free and fair elections for members of the legislature and chief executive at the national and local levels is one of the important elements of democracy.

The urgency of elections in a democratic political system is based on at least four arguments. First, general elections are a procedure and mechanism for delegating part of the people's sovereignty to state administrators, both those who sit in the legislative and executive institutions at the central and regional levels. They act on behalf of the people and are accountable to the people. Second, general elections are a procedure and mechanism for transferring differences in aspirations and conflicting interests from the community to state administrators, both at the center and in the regions, to then be discussed and decided in a civilized manner. Third, general elections are procedures and mechanisms for regular and orderly political change, carried out periodically, both in changes in the circulation of political elites and changes in the direction and pattern of public policy. Fourth, general elections can also be used as a procedure and engineering mechanism to create an agreed political order and patterns of political behavior.

Negotiation is a complex communication process in which two or more parties try to reach an agreement or resolution on certain differences or issues. The goal of negotiations is to reach an agreement that benefits all parties involved. Negotiation plays an important role in reaching agreements between various parties who have different interests and goals. Through this process, parties can communicate with each other, share views, and try to find a solution that satisfies all parties. In negotiations, each party can express their interests and needs openly, and try to understand the other party's perspective. Negotiation is also a process that sometimes will give rise to a "war of nerves" or will end in defeat for all parties. Therefore, politeness in words, attention given to the other party, and good attitude shown will sometimes "lighten" the atmosphere so that negotiations are easier to carry out.

There are several steps that must be taken into account in negotiations. Firstly, clearly determine what we want to achieve in negotiations. This goal must be clear and measurable, so that we can build space for negotiations. Then dig up as much information as possible about who he/she is, their strengths and weaknesses, what their goals or interests are. Next, there are three attitudes that we need to develop when starting negotiations, namely: pleasant (pleasant), assertive (firm, not wishy-washy), and firm (firm in one's stance). Here are some tips for starting a negotiation: (a) Don't hold anything in your right hand when entering the negotiation room; (b) Extend your hand to shake hands

first; (c) Firm and short handshake; (d) Give a smile and say something appropriate to start the conversation.

### **The Link Between Lobbying and Political Communication**

According to Webster's dictionary, Lobbying or Lobbying means carrying out an activity aimed at influencing public servants and especially legislative members in making regulations. The lobbying process cannot be separated from communication, both verbal communication and nonverbal communication, where body language and nonverbal communication are used with the aim of strengthening verbal messages. The verb lobby itself is a communication carried out by a person or institution and also the leader of an organization towards people who have an important position in making a policy or decision.

At first the lobby was only said to be a foyer before entering the main room. The lobby is a comfortable and quiet place located in hotels and meeting places. This place is suitable as a place to hold discussions and approaches between the parties holding the meeting. In its development, lobbying has been interpreted as an approach, where lobbying is an initial approach that leads to a goal that benefits either one or both parties. Lobbying activities are not only needed by individuals to obtain benefits from other parties, but are also needed for the interests of an organization and of course there is an element of pressure when lobbying is taking place, there are those who are pressing, there are parties who are being pressured to obtain what they want by subtle way.

Another definition of lobbying is a deliberate attempt to influence political decisions through various forms of advocacy directed at policymakers on behalf of another person, organization, or group. In 1960, Lester Milbrath, who is called the father of lobbying research, analyzed lobbying from a communication perspective (Berg, 2009; Koeppl, 2000). According to Milbrath (1960), communication is the only way to influence or change perceptions. Therefore, it is not wrong if the lobbying process is entirely a communication process.

Dondero & Lunch (2005) also wrote that lobbying is a two-way communication process. They describe lobbyists as great communicators. According to Grunig & Hunt (1984) there are five specific groups of lobbying activities, namely: (1) coalition formation, (2) research and reports, (3) contact with influential individuals/groups, (4) preparing speakers and expert witnesses, and ( 5) focus in the debate. Grunig & Hunt (1984) explained that in order for lobbying to be more successful, a person needs to connect with groups that have the same goals as him. Creating a coalition can be very complicated, because it is rare to find two groups with exactly the same interests and goals. However, if the coalition runs smoothly, then the chances of lobbying success are also greater.

Lobbying has several characteristics, namely it is informal in various forms, the actors are also diverse, it can involve third parties as intermediaries, the place and time are flexible with a one-way approach by the lobbyist. There are several ways to lobby, both legal and illegal, openly or covertly/secretly, directly or indirectly. Lobbying or interest representation is closely related to politicians or administrative authorities which usually targets certain groups. Lobbying aims to gain a definite and almost measurable influence on a particular political decision. If the lobby discusses content that is likely to be sensitive, then

confidentiality and discretion are important. Lobbying can be said to be successful if the initial planning is detailed enough and the person doing the lobbying must have in-depth knowledge of the political arena.

The verb lobby itself is a communication carried out by a person or institution and also the leader of an organization towards people who have an important position in making a policy or decision. Meanwhile, the definition of lobbying in the philosophical noun is a meeting held informally due to its informal nature. Political lobbying has more power and flexibility, where in carrying out political lobbying each party will usually look for data and information related to the person they want to lobby. So political lobbying can be concluded as political communication carried out by a politician or other political leader to influence the group to determine a decision that can benefit the lobbyist politically.

For example, the practice of political lobbying ahead of the 2024 election is increasingly happening, especially in building political party coalitions to face the 2024 presidential election. Political party officials continue to carry out lobbying approaches to look for the best opportunities, especially so that the figures they promote can become presidential or vice-presidential candidates until they win the election. . This is due to Law Number 7 of 2017 regarding General Elections article 222 which states "Candidate Pairs are proposed by Political Parties or Associations of Political Parties Participating in Elections who meet the requirements for obtaining seats of at least 20% (twenty percent) of the number of seats in the DPR or obtained 25% (twenty five percent) of the valid votes nationally in the previous DPR election."

Based on the Election Law above, it turns out that there is only one party that meets the minimum threshold of 20%, namely, PDI Perjuangan. According to data from the Central Bureau of Statistics, PDI Perjuangan reached 22.26% of the total number of seats in the DPR RI which was 575 seats in the 2019 Election. Meanwhile, 8 other parties had to form a coalition in order to obtain DPR RI seats to meet the threshold to be able to nominate a presidential candidate (Presidential Threshold). ) minimum 20%. The lobbying that is currently taking place ahead of the 2024 presidential election is to ensure who will be nominated as the next presidential candidate or vice presidential candidate.

Of course, the formation of a coalition discourse ahead of the 2024 election occurred because of political interests. This coalition projection map is still temporary and can still change until the registration of names of presidential and vice presidential candidates closes. In the midst of a complex situation, it is quite difficult to predict the future direction of political party coalitions, this is because several political parties are still trying to find bright spots, especially in the nomination of names that will be put forward as presidential and vice-presidential candidates in the 2024 election contestation.

In carrying out this lobbying practice, of course each political party elite will try to carry out a very interesting bargaining process accompanied by making a number of offers to the parties they will meet. Political communication here is very important to use because its function is to align the political interests of each party and also to shape organizational dynamics so that competition becomes tighter. There are 4 types of techniques that a

lobbyist must have before lobbying practices are carried out, including (1) Indirect (2) Direct (3) Open and (4) Closed.

In fact, lobbying is part of communication activities which of course cannot be separated, especially in this era of very rapid globalization causing the scope of communication to become increasingly wider, thus having a significant impact on lobbying activities. As discussed earlier, the practice of lobbying is aimed at obtaining something that is the goal or target of a person or organization, and what is intended is under the control or influence of another party (individual or institution). In essence, lobbying and negotiation have the same goal, namely using communication techniques to achieve certain targets. Likewise, in the world of politics, a set of skills are needed to carry out political lobbying with a sympatric, persuasive approach that can even defeat open conflict. In carrying out lobbying, lobbyists must establish good relationships with other groups who have the same interests as them. This is necessary so that in the future the lobbying process can run successfully without causing conflict or division among the perpetrators.

## CONCLUSION

In politics, lobbying and negotiation are needed to carry out negotiations to reach an agreement between the negotiators. To reach an agreement and win goals in negotiations, of course political communicators need a strategy, which can be done through a distributive approach. In political communication, political lobbying and negotiation rhetoric should be carried out face to face and door to door, because both require a more personal space so that the goal of persuasion is more possible so that dialogue and compromise can occur. Lobbying is a method of practical political implementation which is applied in a form of social interaction which is different from negotiations which tend to be more formal and perhaps stiff because negotiations encourage both parties to have lines of difference so they are encouraged to find the midpoint of the line where they intersect. Meanwhile, effective lobbying tends to be informal, more fluid and smooth. Lobbying is like social interaction which is built on a more friendly and persuasive atmosphere.

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