



Strengthening Lobbying and Negotiation Skills for Trainees

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Abstract: Currently, we are entering an era where high technology and the ability to communicate swiftly are required, such as lobbying and negotiation. Consequently, everyone involved in business must be able to negotiate and lobby at all times. In these conditions, the ability to negotiate and lobby will greatly affect one's career, because the skill to bargain and lobby can benefit both the corporation and the negotiator. Pusat Pelatihan Kerja Daerah Jakarta Selatan (PPKD Jaksel) is a Technical Implementation Unit (UPT) under the DKI Jakarta Manpower and Transmigration Office is in charge of conducting various pieces of training to provide workers with knowledge and skills in the fields of industry, commerce, and various vocations using workshops. PPKD Jaksel captured the importance of lobbying and negotiation in everyday life as well as for business for the trainees. This community service was conducted for 3 (three) days on July 5-7, 2023, at PPKD Jaksel, which is located at Jalan Buncit Raya No. 440, Kalibata, Pancoran, Jakarta Selatan 12740. This activity involves 20

Keywords: *Strengthening, Lobbying, Negotiation, Skills, Trainees.*

trainees from 1st Batch 2023, Graphic Design Training Class. The ability to communicate remains a key factor in creating relationships because it allows one side to interact with another. Communication is separated into three aspects (3V): visual, verbal, and vocal, with visual receiving the most attention, encompassing the entirety of a person's appearance, including gestures, which dominate the perception of the communication.

Introduction

Currently, we are entering an era where high technology and the ability to communicate swiftly are required, such as lobbying and negotiation (Azizah, 2021). If a company would like to increase its financial benefits, then one of the things that is often done in the business world is the work mechanism of negotiation and lobbying (Ma'soem University, 2020). Consequently, everyone involved in business must be able to negotiate and lobby at all times (Suherman et al., 2015). In these conditions, the ability to negotiate and lobby will greatly affect one's career, because the skill to bargain and lobby can benefit both the corporation and the negotiator. Pusat Pelatihan Kerja Daerah Jakarta Selatan (PPKD Jaksel) is a Technical Implementation Unit (UPT) under the DKI Jakarta Manpower and Transmigration Office is in charge of conducting various pieces of training to provide workers with knowledge and skills in the fields of industry, commerce, and various vocations using workshops (PPKD Jaksel, 2021). PPKD Jaksel captured the importance of lobbying and negotiation in everyday life as well as for business for the trainees.

Whether we realize it or not, lobbying and negotiation are inextricably linked to our daily lives. According to *Kamus Besar Bahasa Indonesia* (KBBI), lobbying is an unofficial technique, whereas lobbying is a type of political activity in which individuals or groups attempt to contact government officials or political leaders to influence decisions or issues that will benefit a large number of people (Madiistriyatno, 2019). The term Lobby or Lobbying is Indonesianized into the word Lobby, but the term Lobbyist is Indonesianized into Lobbyist, which refers to a person who lobbies (Zainal, 2018).

The ability to communicate remains a key factor in creating relationships because it allows one side to interact with another. According to Prof. Mehrabian, communication is separated into three aspects (3V): visual, verbal, and vocal, with visual receiving the most attention, encompassing the entirety of a person's

appearance, including gestures, which dominate the perception of the communication (Rosdiani et al., 2021).

The lobby is having a conversation with someone else. Nevertheless, these talks are not just talks without an indistinct purpose (Markshare Training, 2020). As it involves the process of persuasive communication, it requires a specific touch so that the message to be delivered can be well received by the communication. Therefore, the message (information) can be delivered without being misunderstood. Based on research results Mulianto, et al (2006) not far apart from lobbying, negotiation is similarly closely linked to the communication dimension. Since not distant from the communication dimensions, that is, interpersonal communication that similarly involves persuasive communication, these activities must abide by the "principles of communication", especially the universally applicable principles, such as the 5 (five) Inevitable Laws of Effective Communication: respect, empathy, audible, clarity, and humble. Thus, it can be said that the dominance of lobbying and negotiation lies in the desire to apply the principles of effective communication, especially in a world of business that values and promotes an attitude of honesty, honesty, and hospitality (Ayuningtyas, 2023).

Why is it that everyday existence requires negotiation? Because the main purpose of negotiation is to seek and find an agreement between 2 or more people so that both parties get mutual benefits. Based on the above description, trainees must be trained and strengthened in lobbying and negotiation skills at PPKD Jaksel.

Methods

This community service was conducted for 3 (three) days on July 5-7, 2023, at PPKD Jaksel, which is located at Jalan Buncit Raya No. 440, Kalibata, Pancoran, Jakarta Selatan 12740. This activity involves 20 trainees from 1st Batch 2023, Graphic Design Training Class. One month before, the team took initial observation at PPKD Jaksel. They met the instructor from PPKD Jaksel as well as conducted questions and answers (Q&A) about training at PPKD Jaksel. Following that, the team identified problems and collected data. Based on identified problems and collected data from the field, our team can determine the solution to the problem. In this service community, our team implemented Service Learning (SL). SL is one of the learning methods that emphasize practical aspects concerning the concept of Experiential Learning, namely the application of lecture knowledge amid society/community at

once interact with society/community and become a solution to the problems faced by society or community so that they can apply it in real terms the role of students and campuses in carrying out community service to society (Afandi et al., 2022).

As for the stages of dedication to this community using flowchart pictures with the following details:

1. Start: Initiating a community service project entails multiple crucial procedures to guarantee its triumph and constructive influence. After forming the team, identify a need then define goals and objectives for this activity.
2. Early Observation: Initial stage of PPKD Jaksel's information collection. It entails making first observations that aid in recognizing important traits, trends, issues, or topic areas. Initial observation was carried out 2 months previously.
3. Problem identification: The process of identifying and characterizing a problem or challenge that requires attention is known as problem identification. It is an essential first stage in research, problem-solving, project planning, and decision-making. The goal is to gain a thorough understanding of the issue's nature, extent, and significance to build solutions that work. In this case, the team carried out early observations and interviews with the Head of PPKD Jaksel.
4. Data Collection: The methodical process of compiling and analyzing data from multiple sources to produce a comprehensive and precise image of a subject of interest. Data collection is carried out simultaneously with problem identification.
5. Determining the Problem Solution: The solution offered to the problem identification is Strengthening Lobbying and Negotiation Skills for trainees.
6. Preparation: Preparation is carried out in approximately 2 months by preparing the required materials.
7. Training and Strengthening: Training and Strengthening were conducted for 3 (three) days on July 5-7, 2023 at PPKD Jaksel.
8. Implementation: Trainees are expected to be able to use what they have learned and strengthened in the workplace.
9. Review and Evaluation: An important procedure for evaluating an activity's performance, efficacy, and impact. It measures the effectiveness of this activity with a pre-test and a post-test. Pre-test using <https://ideaboardz.com/> and post-test using <https://kahoot.it/>.

10. Finish: It is hoped that this activity can be held regularly.



Figure 1. Flowchart Pictures

Source: Created and designed by the team (2023)

Results and Discussion

The educational elements that aim to educate trainees are divided into 2 (two), specifically 'hard skills' and 'soft skills' (Intyaswati et al., 2021).

Pusat Pelatihan Kerja Daerah Jakarta Selatan (PPKD Jaksel) is a Technical Implementation Unit (UPT) under the DKI Jakarta Manpower and Transmigration Office is in charge of conducting various pieces of training to provide workers with knowledge and skills in the fields of industry, commerce, and various vocations using workshops (PPKD Jaksel, 2021). PPKD Jaksel captured the importance of lobbying and negotiation in everyday life as well as for business for the trainees.

Communication skills and the ability to manage emotions well will have a positive impact on each individual's ability to be accepted by their environment and feel satisfied in their daily activities and will be a key to success because the key to success cannot be determined solely by the ability to possess the knowledge and technical reliability (hard skills), but soft skills are also a determining factor. According to one social psychology study, soft skills influence 82% of a person's success, with academic competence accounting for the remainder. Soft skills cannot be developed on their own but can be acquired through regular instruction (Priangani & Budiana, 2021). One of the soft skills is lobbying and negotiation.

The ability to communicate remains a key factor in creating relationships because it allows one side to interact with another. Communication is separated into three aspects (3V): visual, verbal, and vocal, with visual receiving the most attention, encompassing the entirety of a person's appearance, including gestures, which dominate the perception of the communication (Rosdiani et al., 2021).

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An initial observation is the first feature, or set of features, that one notices when one encounters something for the first time. It's about obtaining fundamental data and developing a rough knowledge through the use of the senses. An initial observation was conducted one month before July 5, 2023, this observation are made to obtain the most recent participant information as well as specifics regarding identifying the problem, which is done by gathering field data that allows us to determine the problem solution. To ascertain the location of the lobbying and negotiation training at the South Jakarta PPKD, Day 1 preparations were completed.

Table 1. Description of Training Activities

No	Explanation	Duration (Minutes)
1	Pre-test	15
2	Introduction to concepts of negotiation	30
3	Introduction to concepts of lobbying	30
4	Drill & Practice	30
5	Post-test	15

Source: Proceed by team (2024)

The stages of implementation and strengthening lobbying and negotiation skills for trainees are as follows:

1. Material Presentation

To ensure that the trainees wouldn't become easily bored, the team asked them to stretch and chant before beginning the material presentation. The definition of lobbying and negotiation, which was written at <https://ideaboardz.com/>, was then the subject of a pre-test. Tests and grades are one tool or strategy that can be utilized to inspire trainees. In addition to boosting motivation, tests are a valuable teaching tool since they may gauge how well pupils have understood the subject matter. The measurement and assessment of learning success is based on test results. Tests as an evaluation tool are strongly linked to student learning outcomes since they help deliver personalized assistance. The pre-test is one of the different test methodologies. Purwanto (2009) defines a pre-test as an assessment conducted

before the start of instruction to determine the degree to which students have grasped the topic (Adri, 2020). Following the administration of a pre-test, the team proceeded to thoroughly explain the concepts of negotiation and lobbying. To make the subject easy for trainees to learn and engaging, it is presented engagingly and straightforwardly.

The speaker explained the definition of the concept of lobbying and negotiation as well as the importance of communication skills in lobbying and negotiation. The ability to communicate remains a key factor in creating relationships because it allows one side to interact with another. Communication is separated into three aspects (3V): visual, verbal, and vocal, with visual receiving the most attention, encompassing the entirety of a person's appearance, including gestures, which dominate the perception of the communication (Rosdiani et al., 2021).



Figure 2. Material Presentation

Source: Individual Documentation (2023)

2. Drill & Practice

This approach was used to allow audiences to take part in the activity directly. The Drill & Practice learning method, according to Roestiyah N.K. (1985), is a methodology that may be understood as a manner of teaching participants to carry out training tasks, even while participants' dexterity and skills are higher than what is learned. The activity of this strategy is to repeatedly repeat the same thing, which makes it distinctive. Therefore, it can be said that the Drill & Practice method is a practice exercise that is done frequently over time to develop dexterity and practical

abilities related to the knowledge being studied. To begin with, participants are given a theoretical understanding regarding implementation.

Participants are then instructed to practice it under the Coach's guidance to become proficient and skilled (Nursehah, 2021). When preparing with the Drill & Practice approach, participants actively develop their abilities and talents as part of the learning process. The aforementioned statement clarifies that the Drill & Practice learning method is designed to develop dexterity, practical skills related to the material that participants learn, and knowledge that is stored and ready to use at any time (Nursehah, 2021).



Figure 3. Drill & Practice

Source: Individual Documentation (2023)

As part of our drill and practice, participants are divided into groups of three, and they are tasked with creating engaging content on the subject of lobbying and negotiation. After that, the material is rehearsed in front of the class. Dr. Fitria Ayuningtyas, the leader of the community service team, personally wrote the book *Lobbying and Negotiation Techniques*, which was awarded to the group that had the most engaging conversation.



Figure 4. Awarded to the group that had the most engaging conversation.

Source: Individual Documentation (2023)

3. Evaluation and Questions & Answers

Questions & Answers round out the process. The community service team offers participants the chance to ask questions on information or explanations that are still unclear during the Questions & Answers period. In the interim, a post-test in the form of <https://kahoot.it/> was used for evaluation. The post-test is one of three assessment instruments that Costa (2014) strongly advises using since it is a succinct and useful direct evaluation that can be applied to enhance participant learning outcomes (Adri, 2020). Closed with a group photo as documentation.



Figure 5. Closed with a group photo as documentation.

Source: Individual Documentation (2023)

Conclusion

Currently, we are entering an era where high technology and the ability to communicate swiftly are required, such as lobbying and negotiation. If a company would like to increase its financial benefits, then one of the things that is often done in the business world is the work mechanism of negotiation and lobbying. Consequently, everyone involved in business must be able to negotiate and lobby at all times. The ability to communicate remains a key factor in creating relationships because it allows one side to interact with another. Communication is separated into three aspects (3V): visual, verbal, and vocal, with visual receiving the most attention, encompassing the entirety of a person's appearance, including gestures, which dominate the perception of the communication.

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