

THE EFFECTIVE NEGOTIATION METHODS FOR RESOLVING BUSINESS PROBLEMS

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ABSTRACT

Business conflicts are unavoidable and can occur in various situations. Effective negotiation can be a powerful tool for resolving business conflicts and reaching solutions that are beneficial for all parties. I looked for various effective negotiation strategies that we can use to resolve business conflicts in this research. First, we talked about how important effective communication and an open approach are in negotiations. Clear and transparent communication allows the parties to understand what they need to reach a mutually beneficial agreement. Secondly, I emphasize how important it is to build good relationships between all parties involved in negotiations. Have solid and trust in each other can help reduce tensions and open up opportunities for both to work together to find solutions.

Keywords: Negotiation Techniques, Conflict in business, Business Negotiations.

I. INTRODUCTION

Organizations are places where many people gather and interact with each other. Organizations are also formed because they have the same vision and mission. Therefore, every member of the organization, either directly or indirectly, must comply with the organization's guidelines and principles. Inside and outside the organization often happens. An organization can survive because of small problems. The survival of an organization in retaining members and members within it is greatly influenced by the policies and communication techniques used. The bigger an organization, the more difficult the situation.

II. LITERATURE REVIEW

A. Integrative Negotiation Theory

According to integrative negotiation theory, a person or group can use this approach to achieve a goal with other parties in various environments and companies. The ability to lobby and high motivation are several factors that influence a person's negotiation abilities. Apart from that, negotiators must have structured communication skills, empathy, the ability to think clearly, and confidence in formulating plans.

In the integrative negotiation process, negotiators usually carry out several basic steps, such as finding problems, finding interests, designing alternative solutions, making an agreement on alternative solutions, and then assessing the alternative solutions. According to the Business Lantern Journal Vol 11 No.1, "Lucasfilm LTD Analysis by The Walt Disney Company (2022),"

integrative negotiations emphasize the strength of interests of both negotiators through a collaborative problem-solving approach. In addition, it functions as an expert in effective conflict control so that companies can reach profitable agreements using a win-win approach -win.

B. Effective Business Communication Theory

Negotiation is usually described as a process in which people attempt to change or not change the attitudes and behavior of others. Negotiation, on the other hand, is defined as the process of reaching an agreement in which parties have different attitudes, perspectives, and interests from each other. Negotiations, whether one person with another person or between group and group (or between governments), always involve people with different backgrounds in terms of perspectives, ways of thinking, feelings, attitudes and behavioral patterns. Basically, negotiations must be viewed from the cultural perspective of both negotiating parties, which means they must talk verbally, understand each other's backgrounds, thought patterns, and features, and try to adapt.

III. RESEARCH AND METHODOLOGY

A. Forms of Research

Using quantitative methods, record important facts and information in negotiating, analyze and evaluate after carrying out negotiation activities.

Qualitative research aims to comprehend and interpret the significance of a specific occurrence in a specific circumstance. Because the researcher is a significant instrument in qualitative research, data collection must take place in the field. Qualitative research regards an object as dynamic, the consequence of thought creation and interpretation of observable symptoms, as well as holistic, because each part of the item is inseparably linked. Sugiyono (2013) The goal of qualitative research is to explain reality and gain a knowledge of one or more of the phenomena seen. The goal of qualitative research is to gain a thorough understanding of the item being investigated.

IV. RESULT AND DISCUSSION

Conflict is closely related to the process of human interaction, it is difficult to avoid. Therefore, what is more important than reducing conflict is how to handle it so that it can have a positive impact on the organization. This expression seems aimed at supporting various myths about disputes that have been going on for a long time. Conflict occurs because of misunderstandings, can damage relationships, can be resolved at any time, and is a bad thing (Beebe, 1996: 301).

The existence of incompatibilities or differences in values, goals, status, and other things causes conflict between the different definitions. No matter what factors cause conflict, the most prominent symptom in an organization when conflict occurs is when individuals or groups demonstrate the attitudes of other groups, which impacts how they perform organizational tasks.

B. Presume On Conflict

As mentioned by Robbins (1996:429), the following description illustrates various perspectives on conflict.

1. Traditional View

This view holds that every conflict is bad. Conflict is considered something that is not good and detrimental, and should be avoided. Conflict is synonymous with violence, destruction and illogic to strengthen this negative impression. This view is consistent with dominant opinions about group behavior in the 1930s and 1940s. Managers' failure to meet employees' needs and desires, poor communication, and a lack of trust and openness between people are considered dysfunctional outcomes.

2. Human Relations View

This view argues that conflict is a normal thing that occurs in all groups and organizations. Because conflict is something that cannot be avoided, it must be acknowledged and rationalized to help improve organizational performance.

3. Interactionist View

This view assumes that cooperative, calm, peaceful and harmonious groups tend to become static, apathetic, not aspirational and not innovative, which causes conflict. Therefore, this school of thought argues that conflict must be maintained at a minimum level on an ongoing basis to keep the group vibrant (alive), self-critical (self-critical), and creative.

CAUSES OF CONFLICT IN NEGOTIATIONS

In negotiations there are many things that can cause conflict (Jackman 2005, 72). Below are several examples of causes of conflict in negotiations:

1. When one or more parties refuse
Recognizing conflict in negotiations Herwiek Diyah Lesatari to move from the initial negotiation position
2. Focus more on people and positions rather than existing problems
3. The existence of a hidden agenda or mutual distrust of the opposing party's motivations
4. Manipulation and aggressive behavior towards one or more parties
5. The desire to win, regardless of the risks
6. Chasing goals that are too high and unrealistic.
7. Unwillingness to take the time to explore the opponent's position and/or, refusal to appreciate the opponent's point of view
8. Lack of clarity on roles or levels of authority
9. Subjective criteria used as a basis for decision making or unclear decision making process.

STRATEGIES FOR SUCCESSFUL CONFLICT RESOLUTION

1. **Effective communication:** Understanding the interests and views of all parties involved in the conflict is essential. To avoid misunderstandings and reduce tension, it is important to communicate your thoughts and feelings in a direct and clear manner.
2. **Mediation:** A mediator is an unaffiliated third party who helps parties involved in a conflict talk to each other with the goal of reaching an agreement that benefits both parties. The mediator's goal is to reach an agreement that is beneficial to both parties, and they help uncover key issues, brainstorm possible solutions, and begin constructive negotiations.
3. **Emphasis on shared interests:** Placing emphasis on the shared interests that may lie behind conflict can help shift our perspective from conflict to cooperation. To reach a solution that benefits all parties, the parties involved can work together to find mutually beneficial interests.
4. **Building Good Relationships:** An important aspect of effective conflict management is building mutually beneficial and trusting relationships between the parties involved in the conflict. By building strong relationships, open communication and collaboration become easier, and this helps achieve conflict resolution.
5. **Collaborative problem solving:** I support this approach because it allows everyone involved to work together to find solutions that best suit their individual needs. This involves building consensus and joint exploration and evaluation of possible options.
6. **Emotion Management:** Strong emotions, such as anger, fear, or frustration, often influence conflict, so it is important to manage emotions well when handling conflict. Stress management techniques, such as deep breathing or taking a pause to calm down, can help reduce tension and encourage more logical thinking.
7. **Evaluation and Learning:** Once a conflict is resolved, it is critical to conduct a thorough evaluation to understand what caused the conflict and how to prevent future conflict. Experience can help mencegah konflik yang sama terjadi lagi dan meningkatkan kemampuan untuk menangani konflik

V. CONCLUSION

In order to survive in business or any other field, negotiation is an important part of everyday life. Conflict often occurs during the negotiation process which brings unique problems, ranging from simple problems to complex problems, which disrupt the negotiation process. If one party's views differ from those of the opposing party, conflict always arises. Conflicts can be resolved to maximize the benefits of negotiations and reduce their negative effects. It may be advisable to suspend if negotiations reach an impasse. This is done so that both parties have time to think again and consider further actions if the situation becomes more difficult. Suspension does not mean delaying negotiations; rather, it is done to provide an opportunity to relax when tensions rise and time for respite is needed. as best as possible by both parties and is not intended to prevent conflict. Finally, the author concludes that if the conflict

can be handled well, it will be successful and will improve the relationship between the two parties so that they can achieve their negotiation goals and objectives.

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