



Negotiations Between Pt. Kencana Katara Kewala (K3) And Palm Oil Toke In Ketahun Sub-District, North Bengkulu District

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Abstract. Negotiation is basically an exchange of information that aims to reach an agreement between two or more parties, so the ability to convey messages clearly and understand the other party's point of view is very important. This study aims to determine the negotiations between PT Kencana Katara Kewala (K3) and Palm Oil Toke in Ketahun District, North Bengkulu Regency. This research is a qualitative research. Based on the theory used is the theory of negotiation elements according to Achmad Romsan. The results of this study found that, first, the relationship between PT Kencana Katara Kewala (K3) and the palm oil toke was well established. Second, interests, in conveying the interests of both parties negotiate on the basis of mutual interests. Third, options, PT Kencana Katara Kewala (K3) proposes price options based on quantity, price options, payment terms, price offers based on palm quality and so on. Fourth, options, PT Kencana Katara Kewala (K3) provides options regarding palm oil prices to palm oil toke by paying attention to several things such as market research, compiling price options, preparing proposals, presenting to toke, discussion and negotiation, offering explanations, determining agreements, follow-up. Kelima kriteria, kriteria yang dirancang untuk membantu negosiasi berjalan dengan baik dalam wawancara meliputi persiapan yang matang, komunikasi yang efektif, fleksibilitas, fokus pada solusi bersama, dan kejelasan perjanjian. Keenam komunikasi, komunikasi yang berlangsung pada saat negosiasi antara PT. Kencana Katara Kewala (K3) dengan toke sawit seperti mendiskusikan opsi yang ditawarkan dengan fokus utamanya adalah transparansi. Ketujuh Komitmen, Kesepakatan antara PT. Kencana Katara Kewala (K3) dan Toke Sawit didasarkan pada diskusi yang jelas tentang kebutuhan, harga dan kualitas sawit. Dengan demikian, unsur-unsur negosiasi dapat menjadi langkah efektif dalam melakukan negosiasi.

Keywords: *Negotiations, PT Kencana Katara Kewala (K3), Palm Toke.*

INTRODUCTION

Negotiation is one of the form alternative settlement regulated dispute in Republic of Indonesia Law Number 30 of 1999 concerning Arbitration and Alternatives Completion Dispute . Although No explained in a way Details in regulation legislation , negotiation acknowledged as one of the method For finish difference opinion or dispute between the parties involved . In the negotiation process , the parties each other exchange information with objective reach agreement . Success Negotiation is very dependent on ability effective communication , both verbal and nonverbal, so that achieved profitable solution for all parties . Therefore that , communication play role important in negotiation , as tool For understand perspective other parties and convey argument with clear . In context this , negotiation between PT. Kencana Katara Kewala (K3) and the Palm Oil Boss in the District Ketahun , North Bengkulu Regency , became relevant topics For researched . This company engaged in the plantation coconut palm

oil and processing of fresh fruit bunches into crude palm oil (CPO). Palm oil boss as trader results harvest coconut palm oil from farmer own role important in chain supply that connects farmer with factory . However , in in practice , there are various problem related with management company and helplessness farmer in negotiation price , which often leads to dissatisfaction to system applicable prices . Negotiation in context this is very important For ensure stability price and sustainability connection between PT. Kencana Katara Kewala and Toke Palm . Although There is regulation government that regulates transaction sell buy coconut palm oil , in the reality price often not stable and not transparent , which results in dissatisfaction from party farmer . farmer small often feel that they accept far price more low from market price , while palm oil bosses earn significant profit margins . This is create injustice in market structure and worsen welfare farmer One of reason the occurrence inequality price This is helplessness farmer small in negotiation price with palm oil boss . Farmers often be there in a weak position , considering they depends on the results harvest coconut palm oil as source main income they . In condition this is important For understand dynamics negotiations that took place between PT. Kencana Katara Kewala and the Palm Oil Company , for know factors What only that affects price sell coconut palm oil and how agreement can achieved with a better way fair and profitable for all party . In addition , various factor external like fluctuation price international , policy government , and conditions the weather also plays a role influence price coconut palm oil . Instability price This influence stability economy farmers , who often have to bear risk big consequence fluctuation market price . Therefore that , it is necessary There is effort For create system more negotiations transparent and fair , which does not only profitable party company , but also provides more benefits big for farmer little that depends on the results agriculture they . Study about negotiation between PT. Kencana Katara Kewala and the Palm Oil Boss This aiming For analyze How negotiation price happened , and factors that influence negotiation process In the research this , it is expected can found pattern or mechanism effective negotiation , which is capable of create mutual agreement profitable between companies and traders coconut palm oil. In addition , research this is also trying For identify the obstacles faced in the negotiation process and how matter the can overcome . Research purposes This is For give more insight in regarding the negotiation process betwe PT. Kencana Katara Kewala and the Palm Oil Boss , as well as the impact to welfare farmers and stability economy in the District Ketahun , North Bengkulu Regency . Research This expected can give useful information for company in optimize management connection with palm oil bosses , as well as for farmer small in to obtain higher price fair For results agriculture they . Theoretical benefits from study This is For enrich study about negotiation in context industry coconut palm oil , especially those related with interaction between companies and traders . Research This expected can give better understanding deep about dynamics negotiation in the business world , as well as his contribution to welfare social and economic public local . With Thus , research This can become reference for studies next to review connection between companies , traders and farmers in sector agribusiness . Whereas benefit practical from study This is give solution or recommendations that can implemented by PT. Kencana Katara Kewala and Toke Sawit in improve the negotiation process . By utilise results study this , company can formulate more policies fair in set price sell coconut palm oil , as well as increase connection cooperation with trader For create better conditions stable and profitable . Research this is also expected can give benefit for farmer small , with open opportunity for they For to obtain higher price good and transparent in sell buy coconut palm oil . It is expected that study This No only give outlook theoretical and practical about negotiation between PT. Kencana Katara Kewala and Toke Sawit , but also can give contribution for repair system economy local , with create more mechanisms fair in transaction sell buy coconut palm oil . In addition , research this is also expected can give input for policy government in formulate more regulation profitable for

farmers and traders , as well as ensure sustainability industry coconut sustainable and environmentally friendly palm oil environment .

LITERATURE REVIEW

Theory *The Seven Elements*

Negotiation is a process involving two or more parties to reach a mutual agreement in an effort to meet each other's needs. According to Achmad Romsan (2016), in negotiation there are seven main elements that are interrelated and if one of these elements is not found, then the negotiation is difficult to reach an adequate agreement. The first element is the relationship , which plays an important role in starting the negotiation process. A good relationship between the parties involved will create an atmosphere that supports smooth negotiations and helps minimize threats or tensions that can arise from differences of opinion. Interest is the second important element in negotiation. Each party is involved in the negotiation because they have interests that need to be fulfilled. In order to maintain a long-term relationship, it is very important for each party to be open and avoid hidden intentions. Negotiations based on transparency will build mutual trust, which is the basis for a more stable relationship in the future. The third element, namely alternatives , relates to the choices that can be considered in negotiations to reach an agreement. The parties involved need to determine alternatives that are better than the previous choices. In addition, being careful in determining alternatives and providing limitations to other parties in making decisions is also an important step to keep the negotiation process constructive and realistic. Options are the fourth element in negotiation. Options are broader than alternatives because they provide a range of possibilities that are acceptable to all parties. During negotiations, parties will identify options that can provide maximum value to both parties. In this case, flexibility and creativity in finding mutually beneficial solutions are essential. Criteria , as the fifth element, includes standards or guidelines used to evaluate the available options. In the negotiation process, it is important for both parties to express their opinions without external pressure and to use objective external sources as a reference in making decisions. Thus, the decisions taken will be more rational and fair. Communication plays a very important role in negotiation, which is the sixth element. The effectiveness of communication will determine the extent to which the information and messages conveyed can be clearly understood by all parties. Good communication allows negotiations to run smoothly and minimizes misunderstandings that can damage the negotiation process. Finally, commitment is the seventh element that is no less important. Commitment shows that each party has a responsibility to implement the agreement reached. Without a strong commitment, the agreement that has been reached can be in vain, because no party is responsible for implementing the agreement. According to Jumaidi (2015), to ensure successful negotiations, a negotiator must prepare himself well, understand the psychological condition of the negotiating partner, and have the ability to analyze the situation and take a flexible position. In addition, technological support such as computers, email, and websites can facilitate communication and facilitate access to information during the negotiation process. All of these elements, if implemented properly, will ensure effective negotiations and profitable results for all parties involved.

METHODS

Method and Analysis Qualitative

Study This use approach qualitative with objective For understand the phenomenon that occurs in negotiation between PT. Kencana Katara Kewala (K3) and Toke Sawit . Approach qualitative This designed For explore problem in a way in-depth , and researchers use semi-

structured method in interview in-depth . Interview This done directly to the parties involved , namely owner of PT. K3 and Toke Sawit , for get more description accurate and comprehensive about the problem being studied . Research This more focuses on collecting the resulting qualitative data from interview direct with informants. In research this , informant study chosen with use Purposive Sampling technique , where informants chosen based on criteria certain relevant with objective research . Informant the is the party that has knowledge deep about object research , such as manager marketing , section finance , and suppliers palm oil bunches at PT. K3. Researchers also selected the Palm Oil Toke who had undergo Work The same during for years as informant the main thing , so that they can give required information in study This. Data collection methods used in study This consists of from interviews , observations, documentation , and studies library . Interview done For to obtain information direct from the informant involved in negotiations , while observation done For observe activities that occur at PT. K3 and Toke Sawit . Documentation is also used For obtain related historical data with research , while studies library done For enrich the theory used in data analysis . All method This expected can give a comprehensive overview about the problem being studied . In data analysis , researchers follow channel activities consisting of from data reduction , data presentation , and extraction conclusion . Data reduction aims to For sharpen , classify , and direct data to make it more focused and relevant with objective research . Data presentation is done with compile information collected in a way systematic , so that researcher can identify existing patterns . Withdrawal conclusion done with interpret results data analysis for to obtain deeper meaning in about ongoing problems researched . Through method this , researcher expected can dig more in about dynamics negotiations that took place between PT. K3 and Toke Sawit . Researchers No only rely on data that is quantitative , but also considerate perspective from every the informant involved in the negotiation process . With Thus , research This can give better understanding deep about factors that influence agreement in negotiation between second party the .

RESULTS

Negotiation process between PT. Kencana Katara Kewala (K3) and the Palm Oil Boss in the District Ketahun , North Bengkulu Regency , is example real from dynamics communication in the business world involving two parties with mutual interests relate . PT. Kencana Katara Kewala (K3) is company in motion in management results plantation palm oil into crude palm oil (CPO), while the Palm Oil Company is individual who manages plantation palm oil in a way independent and selling results harvest they to company In this case . In this case , effective communication is very important. For reach agreement about price and condition fair and mutually beneficial transactions profitable . One of very important element in negotiation This is relationship . As stated by Aidin , one manager marketing at PT. Kencana Katara Kewala (K3) , good relationship between companies and palm oil bosses are very important , especially when happen change price palm oil which is often outside control them . In case this , company try guard connection Good with for the Bosses Palm oil with offer price best , though often happen fluctuation price . The relationship that is established with Good This help second party For negotiate with more smooth and reduce potential possible conflict arise . In observation interview , relationship between PT. Kencana Katara Kewala (K3) and Toke Sawit in the area the seen Enough harmonious , even though sometimes happen difference opinion related price , which ultimately can completed with negotiation . Interest becomes element the second is also very decisive the way negotiation . Every party Of course own interests that must be be noted to achieve mutual agreement profitable . In case this , PT. Kencana Katara Kewala (K3) strives for interests second split party — good company or Palm Oil Toke — can accommodated with good.

As example , Palm Oil Boss as Tawan expressed that in situation price palm oil down drastically , he feel need do negotiation For get higher price high . Although company own policy adjusted price with market conditions , in a number of case company notice need urge for the Bosses Palm oil , such as need personal or cost For education family , which becomes factor important in the negotiation process price . The options (alternatives) available in every negotiation will determine road out that can satisfying second party . PT. Kencana Katara Kewala (K3) always offer a number of alternative price based on quality and volume of palm oil , as well as latest market analysis . With give various choices , companies can ensure that decisions taken will in accordance with need second split party . This is as explained by Coy, one of the Palm Oil Bosses , who stated that company often offer various alternative fair price , including option For big volume discount or price still If condition market no stable . With method this , both PT. Kencana Katara Kewala (K3) and Toke Sawit feel There is flexibility in determine price and condition mutual transactions profitable . Options proposed in negotiation this also becomes factor determinant . The options offered by PT. Kencana Katara Kewala (K3) are very varied , such as price fixed , discount for large volumes , or adjusted price with current market trends . The process of compiling option price done in a way structured with involving market research , which allows company For offer competitive price to the Palm Oil Boss . The options are arranged in detailed proposal form This Then discussed in meeting direct For ensure all party can submit questions and feedback related decision taken . All option price This customized with market needs and situations , which allow achievement profitable deal second split party . The criteria proposed in negotiation This related with various things that are considered important by the Palm Oil Boss and PT. Kencana Katara Kewala (K3). Criteria main for Palm Oil Boss is competitive price , quality palm oil received , and accuracy time payment as well as shipping . They also asked for option flexible and appropriate prices with prevailing market conditions , as well as request clarity in mechanism payment and delivery . While that , PT. Kencana Katara Kewala (K3) tries fulfil criteria the with ensure quality palm oil received in accordance with standard company , as well as provide the right price with market conditions . This is show that negotiation price No only based on bargaining price only , but also consider quality , volume and importance second party in term long . Communication in negotiation This play very important role . Effective communication between PT. Kencana Katara Kewala (K3) and Toke Sawit allow the occurrence discussion open and transparent about price , quality and conditions others . As expressed by Mixel , one of the suppliers , open and clear communication about offer price and the reasons behind it make discussion more easy and leads to better deals fast . Every party feel more comfortable For convey needs and wants They , which speed up the negotiation process and minimize potential conflict . In case this , communication become key main For ensure that the negotiation process walk smooth and productive satisfactory agreement . Commitment is elements that ensure that agreement reached implemented in accordance with what has been agreed . As explained by Aidin, the commitment in negotiation between PT. Kencana Katara Kewala (K3) and Toke Sawit realized through act continue clearly after agreement achieved , such as ensure payment done appropriate time and product palm oil received in accordance with agreed quality . PT. Kencana Katara Kewala (K3) is also committed For always give fair price and ensure that quality palm oil received fulfil standard they . Commitment this is very important For guard connection Work The same term interconnected length profitable between second party . In conclusion , negotiations between PT. Kencana Katara Kewala (K3) and Toke Sawit walk with Good Because existence open communication , choices alternatives provided , and commitments For reach profitable deal second split parties . In the case of this , good relationship , interests together , and flexibility in determine prices and conditions other become factor important in create sustainable agreement. Through an effective negotiation process , both parties split party can create mutual relationship profitable and maintain Work The same term long .

DISCUSSION

In research about negotiation between PT. Kencana Katara Kewala (K3) and the Palm Oil Boss in the District Ketahun , North Bengkulu Regency , researcher use draft elements negotiation according to Achmad Romsan (2016), who is known with the term “the seven elements”. First, the relationship becomes factor important in success negotiation . Researcher observe that although often There is debate about price palm oil , relationship between PT. Kencana Katara Kewala (K3) and Toke Sawit still intertwined good . This is reflected in effort second split party For guard open communication , which ultimately help finish every problems that arise. Through strong relationship , negotiation can in progress more smooth and mutual profitable . Second, interests become element important that influences the way negotiation . Researcher take notes that PT. Kencana Katara Kewala (K3) always emphasize importance put forward need together in negotiation , not only interest individual . In a situation certain , such as decline price palm oil , palm oil boss feel need For do negotiation For to obtain higher price good . This is show that although change price palm oil is common things , interests personal , such as need urgent, can influence decision For negotiate . PT. Kencana Katara Kewala (K3) tries For accommodate interests of the Palm Oil Boss so that the relationship Work The same still awake. Third, choices (alternatives) become factor determinant in reach mutual agreement profitable. Researchers observe that PT. Kencana Katara Kewala (K3) offers various alternative price, such as adjustment price based on quality and volume of palm oil , as well as latest market analysis. Alternatives This show that company No only depend on one offer , but always open For various solutions that can accepted by both split parties . Open communication allow second party For choose the most suitable option with need them , so that make it easier achievement fair deal. Fourth , the option becomes one of the element important in negotiation . PT. Kencana Katara Kewala (K3) provides option clear price , such as price still or price variables , and discounts For purchase in large volumes . Researchers take notes that company use market research for determine competitive and relevant prices with current market conditions . With provide a number of option price in structured proposal form , PT. Kencana Katara Kewala (K3) allows the Palm Oil Boss For make more decisions wise and informed . This process help create atmosphere transparent negotiations and minimizing risk dissatisfaction on the part of the Palm Oil Boss . Fifth , the criteria proposed by the two split party in negotiation show that every party own standards that must be met filled . Palm Oil Boss usually submit criteria important like competitive price , quality palm oil received , as well as flexibility in payment and accuracy time delivery . PT. Kencana Katara Kewala (K3) tries fulfil criteria the with ensure quality palm oil received in accordance with standard company and provide the right price with market conditions . All aspect This being talked about in a way open and transparent For ensure that agreement reached each other profitable , maintaining connection good cooperation between companies and palm oil bosses .

CONCLUSION

Based on negotiation between PT. Kencana Katara Kewala (K3) and the Palm Oil Boss in the District Ketahun , North Bengkulu Regency , research This disclose that negotiation done through seven stage important that forms base connection Work same good . First , the relationship between PT . Kencana Katara Kewala (K3) and Toke Sawit still intertwined with Good although there is fluctuation price palm oil which is often happen . PT. Kencana Katara Kewala (K3) tries give price best , and open communication as well as constructive between second split party help finish problem with good , take care connection harmonious professional. Second , in matter interests (interest), PT. Kencana Katara Kewala (K3) always emphasize importance guard balance interest between companies and Palm Oil Toke . The company focuses on the needs together , not only on insufficiency , with notice market conditions and needs personal palm oil boss , such as moment price palm oil down but the Palm Oil Boss need

cost urgent . This is show that company try guard connection term long with No only think about profit moment but also the needs of palm oil bosses . Third , the options (alternatives) offered by PT. Kencana Katara Kewala (K3) shows commitment company For give solution best to Toke Palm . Adjustment flexible pricing , discussion open , and professional communication ensure that decisions taken can fulfil interest second split party . With guard open communication , company try reach mutually beneficial solutions profitable , which is expected can build more relationship good and sustainable between PT. Kencana Katara Kewala (K3) and Toke Sawit . Fourth , the price options provided by PT. Kencana Katara Kewala (K3) are very transparent and structured . The company carries out market research first formerly For determine competitive and appropriate prices with market trends . After that , PT. Kencana Katara Kewala (K3) presented various option price to Toke Sawit , who later discussed in meeting open . With approach this , company ensure that all decisions taken is results from constructive discussion , so that all party feel appreciated and received fair profit . Fifth , in matter criteria , palm oil boss usually submit a number of criteria important in negotiations , such as competitive price , quality palm oil , volume and flexibility in payment . PT. Kencana Katara Kewala (K3) tries fulfil criteria This For ensure connection mutual cooperation profitable . In practice , the company also sets clear criteria , such as stability price , quality palm oil received , and accuracy time delivery For ensure that all processes running with good and profitable second split party . Sixth , effective and open communication is very important . in the negotiation process . PT. Kencana Katara Kewala (K3) started negotiation with in-depth market research For understand trend price and needs second split parties . After that , company arrange meeting For discuss price , quality and conditions other with focus on transparency and honest communication . This process ensure that agreement reached No only beneficial for second split party but also can implemented with fluent . Seventh , internal commitment negotiation between PT. Kencana Katara Kewala (K3) and Toke Sawit started with discussion open about the needs and expectations of each party The company carries out evaluation to garden and potential Palm Oil Production For determi Price and conditions others . After that , discussion price , payment and delivery done For ensure that agreement reached profitable second split parties . The agreement reached based on honest and transparent discussion This show commitment from second party For guard good relationships and implementation agreement with not quite enough answer .

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