

## **ABSTRACT**

*Business activities that utilize Natural Resources (SDA) certainly require land and will not be separated from the land acquisition process. In the process of land acquisition, a negotiation strategy is needed in order to find agreement. Negotiations are carried out by the company to find an agreement in fulfilling the interests, PT Pertamina Hulu Sanga Sanga (PHSS) as one of the State-Owned Enterprises (BUMN) engaged in exploration and exploitation has the function of Land Matters & Formalities (LMF) in carrying out land acquisition. In general, negotiations in the company are faced with fellow reliable negotiators, in contrast to what occurs by Land Matters & Formalities (LMF) PT Pertamina Hulu Sanga Sanga (PHSS) which deals with people or audiences who demographically have low education. The existence of educational inequalities among community members can affect the dynamics of negotiations and cause some obstacles, individuals with low education have limited knowledge and communication skills, which can affect their ability to understand complex issues or to express their opinions and needs effectively during negotiations thus placing more emphasis on strategic approaches rather than structured communication skills. In accordance with what happened above, the author is interested in conducting research on how the Land Matters & Formalities (LMF) negotiation strategy of PT Pertamina Hulu Sanga Sanga (PHSS) when dealing with communities or low-educated audiences in negotiating land acquisition. The methodology or approach of this research is qualitative with descriptive qualitative types and negotiation strategy theory as discussion analysis. By using negotiation strategies according to Bardge (2009), including (1) framing; (2) strategizing; and (3) managing relationships.*

**Keywords:** *Strategy, negotiation, Land Matters & Formalities (LMF) of PT Pertamina Hulu Sanga Sanga (PHSS), community or audience.*