

ABSTRACT

The Covid-19 pandemic has changed the order of graduation events which were originally offline to online graduations. Therefore, there is a second party as an event organizer who adapts to the pandemic situation. In order to complete the needs of universities in implementing graduation with an online system. diKlite is an event organizers that offers graduation services with an online system. This new system adaptation also has an impact on diKlite in order to earn income due to the ban on offline events. Negotiators diKlite play an important role in getting online graduation clients during this pandemic. This study aims to determine how the negotiation communication carried out by negotiators. The research method used is qualitative using a qualitative descriptive approach, and data collection is carried out by doing an interviews, observations, and structured documentation. The results of this study show how negotiators diKlite start negotiating with their clients. Negotiators diKlite carry out negotiations by accommodating and making clients comfortable in doing the negotiations. As well as being a good listener and giving them solution to the problems that clients bring to diKlite. By making the client comfortable, leading to the next negotiation stage becomes easier because the client is made sure. Therefore negotiators focus on the process of making the client comfortable and trusting them rather than just making a deal an online graduation event.

Key Words: Negotiation, Online Graduation, Event Organizer, Dealing.