

# Business Communication Strategy Of PT Telekomunikasi Selular Surabaya Branch In Sponsorship Negotiation Process

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## Abstract.

*34In the face of increasingly competitive business environments, companies must develop effective communication strategies, particularly in establishing sponsorship collaborations. This study aims to examine the business communication strategies implemented by PT Telekomunikasi Selular (Telkomsel) Surabaya Branch in the sponsorship negotiation process with potential partners. The research employs a descriptive qualitative approach, with data collected through interviews, observations, and documentation. The findings reveal that Telkomsel's communication strategy involves systematic stages, the application of the 7C principles, and adaptive interpersonal approaches tailored to partner characteristics. Key success factors in negotiation include message clarity, value relevance, and the ability to build long-term relationships. Meanwhile, communication barriers such as perception gaps, mismatched expectations, and cultural challenges are among the obstacles encountered. Telkomsel addresses these challenges through clarification, proposal revisions, and two-way communication. These findings reinforce the importance of structured communication planning in building mutually beneficial business partnerships*

**Keywords:** *Communication strategy; sponsorship; business negotiation; two-way communication; Telkomsel, business communication and 7C.*

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## I. INTRODUCTION

In today's competitive digital age, business communication is a key pillar in building a company's competitive advantage. In service industries such as telecommunications, where products are easily replicated, companies must stand out through planned and strategic communication approaches. One effective strategy is sponsorship, which is no longer limited to financial support but has become a two-way communication medium that builds emotional connections with audiences [1]. In practice, sponsorship enables companies to establish deeper connections with communities, event organizers, and consumers. Telkomsel, as a major telecommunications company in Indonesia, actively integrates sponsorship into its business communication strategy. One notable branch is Telkomsel Surabaya Branch, which plays a role in fostering local collaborations through a communication approach tailored to partners and the context of activities. This approach not only strengthens the brand but also opens up opportunities for sustainable collaboration. Communication in the sponsorship process plays a crucial role, especially during negotiations. This process is not just about financial value but also involves information exchange, aligning expectations, and building trust. A careful communication strategy is essential for both parties to reach a mutually beneficial agreement.

The role of Public Relations (PR) is vital in bridging formal and informal communication between the company and its partners [2]. From an internal perspective, sponsorship negotiations require an adaptive communication approach. Strategies such as selecting the right media, applying the 7C communication principles (clarity, conciseness, concreteness, correctness, coherence, completeness, courtesy), and Customer Relationship Management (CRM) are important factors in maintaining the effectiveness of the process [3]. The success of negotiations is not only seen from the results of the collaboration but also how communication proceeds during the process. This study focuses on Telkomsel Surabaya Branch as a case study, as the researcher is not only active in local sponsorship but also has direct experience through an

internship at the unit. Thus, this study combines empirical observation and a scientific approach to examine communication strategies in the context of sponsorship. It is hoped that this study will enrich understanding of effective business communication practices in establishing strategic collaborations between companies and external partners.

## **II. METHODS**

The research method used in this article is a descriptive qualitative approach, aimed at providing an in-depth portrayal of the business communication strategies employed by PT Telekomunikasi Selular (Telkomsel) Surabaya Branch in the sponsorship negotiation process. This method was chosen to allow for a contextual and natural exploration of communication phenomena without manipulating variables. Primary data were collected through semi-structured interviews with individuals directly involved in the negotiation process, such as Public Relations staff and sponsorship partners, as well as non-participant observations of ongoing communication interactions. Secondary data were gathered from official company documents, including proposals, Memorandums of Understanding (MoUs), and sponsorship presentation materials. The study was conducted at the Telkomsel Surabaya Branch office during the period of May–June 2025. Data analysis was carried out using the interactive model by Miles and Huberman, which includes data reduction, data display, and conclusion drawing. This approach enabled the researcher to obtain a comprehensive and valid picture of the communication patterns implemented by Telkomsel in establishing strategic and adaptive sponsorship collaborations.

## **III. RESULT AND DISCUSSION**

Telkomsel's communication strategy in sponsorship negotiations begins with systematic message planning. The Public Relations (PR) division develops communication stages based on the objectives of the collaboration, exchange value, and partner characteristics. Messages are not delivered directly but through a persuasive approach starting with a request for an activity proposal. Proposals are evaluated based on the audience, media exposure, and brand value alignment. In planning, the 7C principles—clarity, completeness, and courtesy—serve as the main guidelines to ensure messages are effectively conveyed [1]. After planning, message development considers the partner's context and the event. The PR team avoids one-way communication and prefers dialogic communication using channels such as email, WhatsApp Business, or Zoom Meetings. Message delivery is flexible and interactive, using psychological approaches such as storytelling and adapting communication styles to the partner's character. The goal is to build trust and understanding in long-term relationships [2]. The core of Telkomsel's strategy is value negotiation. Communication at this stage focuses on mutual exchange between the company and partners in terms of brand exposure, media involvement, or exclusive rights.

Telkomsel does not immediately approve requests but provides revisions based on estimated benefits. Negotiations are conducted both in writing and verbally, following an evaluative principle based on ROI (Return on Investment). Clarity, consistency, and accuracy are key to preventing miscommunication [3]. However, the negotiation process is not free from communication disruptions (noise), such as technical obstacles during online meetings, differences in the meaning of terms, or weak internal coordination. Telkomsel addresses this with adaptive communication: re-clarification, proposal revisions, and follow-up meetings. CRM strategies are used to maintain the sustainability of two-way communication. Communication styles are adjusted based on partner characteristics to ensure messages are easily understood, even by non-technical parties [4]. After an agreement is reached, communication continues through formal documentation (MoU), monitoring of the collaboration, and post-activity reporting. This evaluation forms the basis for developing future strategies to ensure sponsorship collaborations are not merely contractual but evolve into sustainable, value-driven strategic relationships.

#### IV. CONCLUSION

Telkomsel faced various communication challenges in sponsorship negotiations, mainly due to the initial proposals from partners that were not balanced between the value of support and the exposure offered [5]. To overcome this, Telkomsel conducted a comprehensive evaluation and encouraged a collaborative proposal revision process. Feedback was provided both in writing and verbally to align the content of the proposal with the company's communication standards. In addition to revisions, Telkomsel prioritized two-way feedback. Partners were given the opportunity to express their views and suggestions through face-to-face or online meetings. This approach enriched the cooperation strategy and improved understanding between both parties. The combination of revisions and two-way communication helped overcome obstacles such as differences in perception (noise) or unclear terminology. Telkomsel also adapted its communication style to the character of its partners, making the negotiation process more adaptive and inclusive. The end result is a sponsorship agreement that is not only formal on paper but also emotionally and strategically strong, reflecting a mutually beneficial and sustainable relationship [5].

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