

Abstract

This qualitative research focused on the strategic planning process of land acquisition negotiation for real estate development projects. Data about land acquisition negotiation, strategic planning process, negotiation approach, and causes of effective negotiation were collected from documentary search and in-depth interview. Key informants were 3 land sourcing officers, 2 brokers or agents in land acquisition, and 1 land owner.

The research finding from content analysis technique pointed that land acquisition negotiation process for real estate development projects consists of several factors such as companies' reputation, negotiators' knowledge in real estate, negotiators' experience, companies' policy, types of projects, companies' organization structures, authorities in decision making, land's attributes, and negotiation's participants. All factors can be used under (1) strength - opportunity strategy, (2) weakness - opportunity strategy, (3) strength - threat strategy or (4) weakness - threat strategy, depending on situation.