



# Management Public Relations of the North Lombok District Government on the Issue of Rejection Planning the Construction of a Cable Car in the Rinjani Mountain National Park

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## ABSTRACT

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PR, or Public Relations, is significant for every business in the modern era. This is related to this study, which aims to identify the public relations management of the North Lombok Regency government by using Cutlip, Broom, and Center's public relations management functions, namely defining the problem, planning, implementation, and evaluation, in the issue of planning the construction of the Rinjani cable car. In the planning of the Rinjani cable car, there were a lot of pros and cons from the community, guides, and traditional leaders; even though the groundbreaking was carried out in 2022 in Central Lombok but until now this has still reaped a lot of cons from various existing related parties. This research uses descriptive qualitative research by conducting observations, interviews, and documentation as a way for data collection techniques. This study uses the Miles and Huberman model for data analysis and validation using the sources and techniques triangulation method. The research results that researchers carried out: 1) Defining Problems: by collecting information and analyzing the situation show that the North Lombok Regency government defines the existing problems quite well. 2) Planning: The North Lombok District Government has determined the strategic steps to be taken, namely conducting direct socialization to the community. 3) Actuating: With the plan, the North Lombok Regency government will implement its strategy. 4) Evaluation: The North Lombok district government conducts periodic evaluations to monitor the impact and response of the community.

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## 1. Introduction

Located in West Nusa Tenggara (NTB), Indonesia, Lombok Island has stunning natural scenery. Tourism is the main symbol of West Nusa Tenggara Province, especially Lombok Island, which has natural and cultural diversity and has long been tourism. The Mandalika Circuit is the latest project of the West Nusa Tenggara Provincial Government, following its designation as the world's best halal tourist attraction in 2019. After the Mandalika Circuit mega project is completed, the West Nusa Tenggara government plans to continue the project to increase tourists in the form of the Rinjani mountain cable car in North Lombok & Central Lombok districts; the Rinjani Cable Car (KGR) has its purpose, as mentioned by the Regent of Central Lombok Regency NTB in 2016, H. Moh. Suhaili Fadil Tohir, S.H., this plan is the right step to develop the tourism industry in Central Lombok. It will



facilitate access to Mount Rinjani National Park and encourage tourists to visit. North Lombok is one of the icons of West Nusa Tenggara, where many tourists visit Mount Rinjani as a tourist spot and climb. Therefore, the cable car megaproject is the government's plan to increase tourism in West Nusa Tenggara.

PT Indonesia Lombok Resort (PT ILR) will operate the cable car in Mount Rinjani National Park (Putra 2023a). The Central & North Lombok Regency government has raised the development discourse with pros and cons since 2016 but only began implementation in 2022 by conducting a groundbreaking.

The construction of the Rinjani Cable Car (KGR) began as a discourse that is now working with investors from Tiongkok (Putra 2023b). Investors who work with the government and also one of the heads of government, namely the Regent of North Lombok H. Djohan Syamsu, gave a positive response to this project, with funds swallowed amounting to two point two trillion rupiah (2.2 Trillion Rupiah) (Aminudin 2023). The construction of the Rinjani Cable Car begins from the village of Karang Sidemen in Central Lombok, continues through North Lombok, and goes to the Mount Rinjani area. This project plans to be outside the conservation area of Mount Rinjani National Park or, more precisely, in the West Rinjani Protected Forest Management Unit, which is included in the government area of North Lombok district (Ekosistem 2020).

The previous study on the issue of the development of the Rinjani mountain cable car with the title Environmental Justice Advocacy by the Love Nature Community Movement in the Rinjani Cable Car Development Conflict, written by Lalu Ary Kurniawan Hardi discussed the involvement of GEMA ALAM, which emerged as one of the configurations of social movements to demand environmental justice in the conflict over the construction of the Rinjani cable car. This affects ecological sustainability and community welfare, divided into two crucial things. (Hardi 2023). Various other studies mention those written by Rahmat Alfian Hidayat and Ihsan Hamid entitled Digital Resistance: Clicktivism Against the Cable Car Policy in West Nusa Tenggara, which examines the use of social media in responding to an issue and policy of the local government of West Nusa Tenggara Province. This is based on the phenomenon of "clicktivism" that emerged during the 2011 Occupy Wall Street protest movement and refers to what is done through social media as activism. The way clicktivism is done to facilitate "clicktivism" emerged during the protest movement in 2011, Occupy Wall Street, and refers to what is done through social media as activism (Hidayat & Hamid 2023).

The plan to build the Rinjani Cable Car has drawn many pros and cons from various parties. One of the rejections came from the Mount Rinjani guide and local community leaders (Hardi 2023). This rejection occurred because the plan to build the Rinjani Cable Car (KGR) was considered damaging to the surrounding nature. At the same time, Mount Rinjani itself was already well-known nationally and internationally for its climbing efforts. As stated by Ni Luh Gede Anjani, a guide at Mount Rinjani National Park, strongly disagrees with this because it will damage nature, and Rinjani itself is still beautiful and natural, so it is unfortunate if there is a cable car; she told the media (Mandalika 2023). On the other hand, there was also rejection expressed by the Pemangku as well as traditional leaders on Mount Rinjani, Sayyidina Muhammad, and Sembalun Bumbung Village, who conveyed that the rejection was not without a clear basis, with the development considered to be damaging to nature on Mount Rinjani (Viqi 2024). This can undoubtedly happen; if this project runs, it will kill the livelihood of guides and local people who work in the Mount Rinjani National Park area. Another rejection came from Bayan community leaders who revealed that if the Rinjani Cable Car will eliminate the cultural and spiritual values on the way to Mount Rinjani, do not let tourism damage cultural values (Putra 2023a). But this is inversely proportional to the North Lombok government, which supports the development plan of the Rinjani Cable Car (KGR).

They are judging from the phenomena, issues, and various perceptions in response to the Mount Rinjani cable car that will be built. Different media are reported from multiple points of view and processed into exciting information to be discussed. Public Relations is a crucial component of the organization, primarily if the organization is related to the broader community's interests. Public Relations provides various types of information to the public so that audiences can obtain it as needed. Every organization should consider reputation important in demonstrating its existence and quality. Reputation, also known as image, is the picture or way someone sees something. This image can have an impact on the reputation of an institution (Tazin and Yaakop 2015).

Responding to this and seeing the issues described, the author plans to research the public relations management that the North Lombok Regency government must carry out. This needs to be done because many problems still need to be solved in the community when planning the construction of the Rinjani Cable Car (KGR). This research uses the Public Relations Management theory from (Cutlip, Center, and Broom 2006). He says public relations is a function of management in that it influences the success and failure of organizations by building and maintaining excellent and beneficial relationships with audiences.

## 2. Theoretical Framework

Public relations management is a process consisting of actions such as planning, organizing, and setting goals for the benefit of the public (Dimiyati 2018). The book *Effective Public Relations* by Cutlip et al. (2006) shows that Public Relations is the core part of an organization or company for a change process and in solving a problem. Then, in his book, Cutlip, Center, & Broom have divided the process of how to do problem-solving, the process is divided into four steps, namely Defining Problem, planning and programming, Actuating, and finally evaluation the program. It is essential to carry out the four steps thoroughly by sequence because they are all interrelated. Public Relations Management from Cutlip, Center, & Broom four steps in its implementation The following steps can be used to complete the entire Public Relations management process:

- a. First Stage: Defining Problem. Provide a background description of the problem, discover public needs, conduct investigations, and monitor opinions. Cutlip, Center, and Broom argue that situation analysis should be based on a formal approach and research methodology, not intuitive. Situation analysis requires research to produce a fact book about internal and external stakeholders.
- b. Phase Two: Planning and Programming. They develop plans and programs. Public relations must be part of the management plan and strategic thinking when planning. This concept centers on determining critical long-term goals, taking action, and providing the right resources to achieve those goals.
- c. Stage Three: Actuating. After identifying the problem and finding the solution, the next step is actuating (action and communication). The implementation stage involves fact-finding and strategic planning from the previous two stages. When solving problems, act responsively and responsibly.
- d. Fourth Stage: Program Evaluation. Every public relations activity, both quantitative and qualitative, must be measured to determine how effective the planning, implementation, and impact on the public. According to Glen Broom and David Dozier in Cutlip et al. (2006), any program evaluation aims to determine the effect it produces.

## 3. Method

Qualitative research methods were used in this study to investigate the planning of cable car development in Mount Mountain National Park from the perspective of Public Relations management of the North Lombok Regency government. The purpose of the qualitative methodology in this research is to identify, evaluate, and record events that occur in the field. Bohorquez et al. (2024) define qualitative research as research conducted using a variety of methodologies that exist in a natural setting to analyze phenomena that occur naturally.

### 3.1. Type of Research

In his book, Sugiyono (2022) explains that qualitative studies are based on interpretive philosophy or postpositivism. They are used to conduct research in natural conditions, with the researcher as the primary tool. Meanwhile, Harahap (2020) explains that qualitative methods are suitable for developing theories built from field data. This research on the Public Relations Management of the North Lombok Regency Government on the issue of rejection of cable car development planning in the Mount Rinjani National Park will use descriptive qualitative research.

### 3.2. Data collection techniques

The primary objective of research is obtaining data. Therefore, data collection that needs to be done in this study is carried out with three steps: observation, which is the basis of science because the process works based on data; interviews, which are the process in which two people meet through question-and-answer to exchange ideas and information; and data collection, which is the process in which the interviewer collects data and information from the interviewee's answers. The last stage, Documentation, according to Cresswell in Ardiansyah, Risnita, and Jailani (2023) is data collected directly at the research location by paying attention to the data sources used, namely in the form of photographs, activity reports, books, and programs which can be called documentation.

### 3.3. Data Analysis Technique

After the entire data collection process in the field is complete, the next stage is data analysis. Miles and Huberman in Zulfirman (2022) detail the method used to analyze qualitative data through three stages: Data reduction. After obtaining data, be it primary or secondary data, the following process carried out at this stage is data in analysis units, then grouped with the leading research problem, and then data presentation. After the data is reduced, they are distributed. Qualitative research can display data in the form of flowcharts, charts, brief descriptions, or relationships between categories, among other methods, and then the last stage is concluding. The initial findings at this stage are still being determined and will change; this can happen when no significant data collection evidence is found.

### 3.4. Data Validation Technique

In conducting research that can gain trust, this study will use the triangulation data validation technique (Hasan et al. 2022). William Wiersma in Sugiyono (2022) explains that triangulation is defined as checking data from all sources used with various methods and times; there are three triangulation methods, namely triangulation of sources, techniques, and time. In this study, the authors will use source triangulation techniques to validate information and data obtained from interviews with various sources.

## 4. Result and Discussion

To understand the Public Relations management of the North Lombok Regency Government, researchers will share information and data in this chapter through interviews with various related parties. The results of the interviews will be supported by documentation from the researchers themselves and also from the object of research.

This data was collected through interviews with government offices from the Environmental Agency and the Public Works, Spatial Planning, Housing, and Settlement Areas Office of North Lombok Regency. The purpose of this interview is to obtain further information about the Public Relations management of the North Lombok Regency Government related to the issue of rejection of the Cable Car development plan in Mount Rinjani National Park. In the data presentation stage, the researcher carried out this research sequentially using the research framework contained in the previous chapter.

### 4.1. Presenting the Results

#### a. Defining Problem

Once Public Relations has defined the problem, they state it specifically. This process includes a detailed explanation of the issues, factors exacerbating or alleviating the situation, and attitudes and actions related to organizational policies. The following is a statement by Sofyan Hadi Pramana, a spatial planner and sub-coordinator in the control and order function group of the PUPR spatial planning field. The community's rejection of the cable car construction in Mount Rinjani National Park is mainly due to concerns over environmental impacts. Mount Rinjani National Park is a conservation area, and the community feels that this development could damage the ecosystem and natural characteristics of the region. The statement from Sofyan that has been conveyed is also supported by Figure 1, which is an upload from the Official Website of Walhi NTB, which rejects the construction of a cable car in the Mount Rinjani National Park. Walhi said that the Mount Rinjani

National Park is not for cable car investment. The biggest problem faced is also from the cable car proponent itself, making it confusing for the government to follow up on this issue.



**Figure 1.** Screenshot of Rinjani Cable Car rejection Walhi website post

The lack of clear information about the cable car development's environmental impact assessment has confused many stakeholders, including Indigenous community leaders, the Regent, related agencies, and the central government. This poses a challenge for the North Lombok Regency Government in sharing information about the Cable Car Development Plan in Mount Rinjani National Park. Additionally, there are concerns from the community about the cable car development plan in Mount Rinjani National Park. Arief Diastyanto expressed concern that the project could harm nature over time, as the ease of climbing Mount Rinjani with a cable car would make the experience less challenging and less respectful of local customs, potentially leading to arbitrary behavior in the future.

Reflecting on Arief Diastyanto's statement as well as the results of observations made by researchers shown in Figure 2 above as a community, the challenge faced here by the North Lombok Regency Government is the lack of coordination and information from the Rinjani Cable Car project proponent to the stakeholders themselves.

From the explanation above, the definition of the problem planning the construction of the Cable Car in the Mount Rinjani National Park of the North Lombok district government requires a communication strategy and issue management for the community regarding the development plan itself starting from the FS (feasibility study) to the EIA (Environmental Impact Assessment) of the cable car construction project itself which can later be socialized to the community.



**Figure 2.** Screenshot of Rinjani cable car rejection news portal post

### b. Planning

Planning is determining a decision or step to help an organization achieve its goals. When planning a program, Public Relations confers directly with the internal organization to reach an agreement. As a spatial planner in the sub-coordinator of the control and order function group of the North Lombok



PUPR spatial planning field, Sofyan Hadi Pramana said the following planning steps include completing the EIA (Environmental Impact Assessment) and completing the related administration. Afterward, the government will socialize with the community and approach them to explain the benefits and address concerns. This socialization involves village officials to ensure effective communication with the community. From the statement conveyed, the North Lombok district government has compiled practical steps to be carefully planned and communicated to the community later. The North Lombok district government prefers communicating directly, especially with village officials and their equivalents, because this approach is more effective if they want to convey a development plan in this area.

In this case, the North Lombok Regency government disseminates information related to development issues, making them more likely to use offline print media. This is directly managed by the parties or agencies related to the development because the people of North Lombok have yet to fully experience the progress of digitization, as conveyed by a community representative, Aris Fauzan, who stated that the North Lombok Government needs to provide more information. The existing information is still very minimal and feels only like a discourse.

So the Communication planning process of the North Lombok Regency Government is still relatively conventional because it is more inclined to print media, such as banners and newspapers offline; it is still significantly lacking for digitization media activities, such as if the government wants to carry out development, the government approaches the community through the village head or village officials and also uses print media and holds open forums in that place to collect input from the community.

Furthermore, the media used by the North Lombok Regency Government to disseminate information related to government activities or development is mostly through conventional media. However, there is also their digital media, one of which is their Instagram account @pemda\_lombokutara, managed directly by the Public Relations of the North Lombok Regency Government. The Instagram account managed by the North Lombok Regency Government's public relations aims to disseminate news and information to the broader community, not only in North Lombok.



**Figure 3.** Screenshot of one of @pemda\_lombokutara Instagram posts

From the explanation above, the researcher concludes that the North Lombok Regency Government has planned to approach the community more effectively through conventional print media, such as newspapers & banners, than through digitalization using digital media, such as Instagram. The @pemda\_lombokutara account was created to disseminate information to the community, which is less effectively used. Reflecting after seeing Figure 3, which is a screenshot of one of the Instagram posts from the @pemda\_lombokutara account, it can be noted carefully for the last update on January 8, 2022, which is quite a long time Instagram has not been used as it should.

### c. Actuating

Implementation is the third stage of PR management. This stage is essential and crucial because it is done in reality and directly by the relevant people who will carry out their duties and responsibilities. The statement from Sofyan Hadi Pramana, Spatial Planner at the Sub-Coordinator in the Control and

Order Function group of the North Lombok PUPR spatial planning field, explained that the Government plans to educate the public through socialization, which involves direct discussion and detailed explanations of the benefits and impacts from development. This education includes information about Environmental Impact Assessment and how environmental impacts will be managed.

Researchers have directly observed that people in North Lombok still prefer traditional media over digital media. Therefore, the government of North Lombok Regency disseminates information through conventional media. Physical development programs such as construction projects and road widening are communicated through socialization activities. Similarly, non-physical programs like the introduction of new regional regulations are also promoted through socialization. This approach ensures the community is informed about all government activities and developments.

Researchers have examined how the North Lombok Regency Government uses Instagram and Facebook. They found that the government's Instagram account, managed by North Lombok public relations under the username @pemda\_lombokutara, has not been updated. The same goes for the North Lombok Regional Government's Facebook account. Instead, people in North Lombok use a Public Group on Facebook. This group has a lot of posts, but it's not very effective because it doesn't come directly from the government. As a result, it's easy for false news to spread. Gatot, who heads the Pollution Control and Environmental Damage Division of DLHK North Lombok, also agrees with this. Communication about this involves different levels, from villages to regions. The Office of Communication and Information and Public Relations mainly monitors social media like Facebook. The local government of North Lombok should use digital media to reach a wider audience and communicate accurate information. Currently, the government relies on traditional communication methods and underutilizes social media platforms like Instagram and Facebook. Collaboration with community organizations and media has not started yet.

In this regard, the North Lombok Regency Government, in its implementation of conveying information to the public regarding the Plan for the Construction of a Cable Car in Mount Rinjani National Park, has not fully utilized the available media, relying more on conventional media such as newspapers and radio. However, all North Lombok Regency Government departments can communicate this information to the public anytime.

#### **d. Evaluation**

According to Cutlip, the final stage of the Public Relations management process is the evaluation stage. This stage assesses the entire process, from identifying issues to implementing strategies, to determine how effective the Public Relations management carried out by Gatot Putra Anom, Head of the Pollution Control and Environmental Damage Division of DLHK, has been. He stated that the evaluation is conducted through monitoring and evaluation (monev) related to complaints and pollution. Evaluations are carried out periodically to ensure the effectiveness of the program.

Evaluation of a development activity carried out by the North Lombok Regency Government through direct monitoring related to community complaints is conducted periodically. This is further supported by a statement from Sofyan, a data source, through an interview with Sofyan Hadi Pramana, a Spatial Planner in the Sub-Coordinator of the Control and Regulation Function group in the spatial planning sector of PUPR North Lombok. He stated that the evaluation examines the administration's success, social impact, and community responses. The evaluation is conducted periodically, especially after essential stages in socialization and collecting input from the local community in North Lombok.

Based on that statement, the North Lombok Regency Government continues to evaluate issues related to development, even during the construction phase, by directly going to the field to gather criticism and suggestions from the people of North Lombok in particular. In its implementation, the North Lombok Regency Government has performed exceptionally well in conducting evaluations, especially during development. This can be used as study material for the issue of the cable car development in Mount Rinjani National Park.

However, in terms of this evaluation, the views from the community are still lacking and opposing this, as conveyed by the community spokesperson Arief Diastyanto: What I hope from the government regarding this issue is just transparency; being more transparent and improving communication because we only know the surface of things, while we are unaware of other information or matters.



**Figure 4.** Example of field monitoring and evaluation activities for regional development in KLU

From the statements of the community's views towards the North Lombok Regency Government, activities and actions still need to be visible due to the lack of active digital media used by the government, even though behind the scenes, the government continues to carry out those activities. Regarding evaluating the Cable Car Development Plan in Mount Rinjani National Park, the North Lombok district government has made every effort to continue working. Still, they are not fully utilizing the digital media available to them at this time.

#### 4.2. Create a Discussion

Researchers have gathered information about research findings through interviews and other data sources. The researchers will elaborate on and analyze the research findings regarding the North Lombok government's public relations management concerning the opposition to the planned construction of a cable car in Mount Rinjani National Park. In Public Relations Management, the first stage is to provide an overview of the ongoing issue, who is affected, and what factors are considered to exacerbate the problem. Cutlip et al. (2006) state that situation analysis can produce information about internal and external factors. This step has been implemented because it aligns with the data obtained by the researcher, where the North Lombok Regency Government Office defines the issue at hand as the rejection of the planning for the cable car development in the Mount Rinjani National Park.

Not only is the North Lombok Regency Government facing public rejection, but problems also arise from the Rinjani Cable Car Development project initiators, where the administration and environmental impact analysis still need to be completed, and the lack of accurate information has led to confusion. Then, based on the results of observations and research conducted directly in North Lombok, reinforced by the statements of Arief Diastyanto as a member of the community, it shows that the challenges faced by the North Lombok Government Office are the lack of coordination and information from the initiators of the Rinjani Cable Car project to the stakeholders themselves.

Based on the statement above, the North Lombok Regency Government Office's definition of the problem has been implemented quite well. This can be said because the issues that have arisen can be identified, along with the public affected and the challenges faced by the North Lombok Regency Government Office in addressing the opposition to the cable car development plan in Mount Rinjani National Park. From all the explanations above, the North Lombok Regency Government has defined the problem regarding the cable car development plan in Mount Rinjani National Park.

Planning and programming are the second steps in Public Relations management. The public relations plan begins with the organization's mission statement, linked to factual findings to achieve the desired goals (Dimiyati 2018). At this stage, the North Lombok Regency Government is taking action based on the information and news that has been received. This needs to be done and developed, and what needs to be informed and published to the public. The North Lombok Government, notably



the Public Works and Spatial Planning Office and the Environmental Agency, will choose a communication strategy through socialization related to development and opening a community forum to accommodate all criticisms and suggestions from the public. This aims to mitigate the opposition to development so that it can proceed smoothly.

Sofyan Hadi Pramana, the Spatial Planner in the Sub-Coordinator of the Control and Regulation Function group in the spatial planning department of PUPR North Lombok, mentioned that they communicate with the public in the North Lombok area through direct communication and face-to-face meetings, especially with village officials. This is because the community tends to follow their respective village heads. The North Lombok government office's communication methods are still quite traditional. According to observations, North Lombok's community has not fully embraced digitalization. This concerns North Lombok people and those outside the area who are more accustomed to digitalization and social media. A resident, Aris Fauzan, mentioned that the North Lombok government has been unable to provide sufficient information, which seems minimal and more like empty words. Aris initially received information through social media on platforms like Instagram.

Researchers observed that the Instagram social media account owned by the North Lombok government office is rarely used. This has led to the public's perception that North Lombok Regency's government lacks transparency and responsiveness to its citizens.

From the entire planning process, based on the observations made by the researcher, it can be concluded that the North Lombok Government Office has done quite well in disseminating information to the community in terms of managing its conventional media. However, it can be said that digital media such as Instagram still needs to be implemented adequately. This has made the public suspect that the government is becoming less transparent and less responsive, especially in this era of digitalization and modernization.

A carefully planned and executed strategy or program is called actuating to achieve a common goal (Cutlip, Center, and Broom 2006). It depends on how the program is planned. The Government Office of North Lombok Regency can create plans to implement and set goals for disseminating information about the Rinjani Cable Car Development Plan, which has faced public rejection. At this stage, the implementation or actuating is carried out.

The North Lombok Government Office uses conventional media with a plan prepared to convey information. Due to the community's rejection, all employees can communicate information regarding the development plans, especially for the cable car. Therefore, all employees can help educate the public.

The interview results with the North Lombok Regency Government show that the implementation they have carried out includes educating the community and conducting socialization for discussions regarding detailed explanations of the benefits and impacts of development. Additionally, the government has special programs that depend on the specific programs to be implemented; this remains interconnected. The program is divided into physical and non-physical development, including government and community socialization activities.

Based on the observations conducted by the researcher, the North Lombok government needs to be more up-to-date on its social media, particularly on its Instagram and Facebook accounts @pemda\_lombokutara. However, it is precisely for social media that appears active from one government agency, namely the Facebook account of the North Lombok Communication and Information Office. The researcher conducted observations by examining the social media accounts owned by the North Lombok Regency Government Office, where it was found that most of these accounts are inactive and ineffective; even the content uploaded does not keep up with the times and trends currently popular among the public.

The North Lombok district government, notably the Public Works and Spatial Planning Office and the Environmental Agency, has not been able to effectively communicate information to the public regarding the planning of the cable car construction in Mount Rinjani National Park, as the government is only relying on conventional media. Meanwhile, in the present time, the use of digital media, especially social media, is on the rise. This has led to many questions arising within the community, causing them to perceive this as needing more transparency and appearing merely as

rhetoric, resulting in most of the public rejecting this development. Consequently, it has become less effective for the North Lombok district government to implement.

The evaluation assesses or measures actions and determines a program's achievement level. The assessment aims to identify problems during the program and significantly impact the organization's or program's changes (Magreza, Sadono, & Pratiwi 2023). This is the final stage in Public Relations Management, essentially the evaluation of the strategies that the North Lombok Regency government office has implemented.

The North Lombok Regency Government is implementing evaluation activities through monitoring and evaluation (monev) in response to complaints from the community. It is carried out periodically to enhance the effectiveness of a development project. In addition, the evaluation is conducted by examining the administration's success, social impacts, and community responses to the development. This is mainly done after socialization and will be applied once the initiators and the community finalize the plans for the Cable Car Development in Mount Rinjani National Park.

Based on the results of the interviews with Sofyan Hadi Pramana and Gatot Putra Anom as representatives from the Public Works and Spatial Planning Office and the Environmental Office, evaluations are conducted regularly by the government of North Lombok Regency, and the results will be studied for future case studies. Also, the assessment regarding the socialization that was carried out and the information that was disseminated is more effective through conventional and face-to-face methods compared to social media, as most people tend to listen more to the village head and are not active on social media, except for their children or the youth from North Lombok. However, this has faced opposition from a community member named Arief Diastyanto, who argues that the steps taken have led to social media users receiving less information, resulting in the perception that the government needs more transparency.

The evaluation conducted by the North Lombok Regency Government Office regarding the planning of the cable car development in Mount Rinjani National Park, which has faced rejection issues, is considered quite effective. By conducting activities regularly and socializing with the community, it can be determined whether the expectations have been met or not, and it can also show the points of success or failure related to the development plan until the community no longer rejects it.

## 5. Conclusion

Researchers observed that the North Lombok government had done quite well in disseminating information about the plan to build a cable car in Mount Rinjani National Park through conventional media but has yet to actively use digital media, such as social media.

In identifying or defining the issues, the North Lombok Government Office has described the problems quite well. From this, the researchers can say that for this process, the North Lombok Regency Government has already defined the issue of community rejection, which also stems from the initiators of the Rinjani cable car development.

Things have been progressing well in the North Lombok district government planning stage. However, moving forward, continue to strive to develop a comprehensive communication plan. Create a communication plan that combines conventional and digital media and involves various channels to reach all segments of society. It also sets clear goals, so every strategy must have measurable objectives.

The North Lombok government has implemented quite well in this third stage. Still, some aspects need to be implemented, such as innovative education and socialization programs using more interactive methods in outreach, like workshops, webinars, and offline and online discussion forums, to ensure community participation. Additionally, a platform for direct feedback from the community during and after the outreach should be provided so they feel involved and heard.

Researchers at this stage believe that the evaluation that has been conducted needs to be further maximized by developing a monitoring system that assesses the success of communication and its impact on public opinion and societal attitudes. Additionally, the evaluation of results should be based on data collected from various sources, including surveys and interviews, to continuously improve

communication strategies in the future. Although the stages of PR management have been carried out quite well, improvements in digital media and communication transparency are essential to address rejection and build public trust in the development plan, particularly the Cable Car in Mount Rinjani National Park. If conducting similar research, the researcher recommends focusing more on the central government regarding the planning of the cable car development in Mount Rinjani National Park.

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