

CITRA KOTA BUKITTINGGI

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ABSTRAK

Bukittinggi merupakan kota wisata di Sumatera Barat yang memiliki potensi kuat dalam membentuk citra kota melalui kekayaan alam, sejarah, budaya, dan objek wisata ikonik seperti Jam Gadang dan Ngarai Sianok. Penelitian ini bertujuan mengidentifikasi citra Kota Bukittinggi berdasarkan teori pembentuk citra kota Kevin Lynch (1960) yang terdiri atas lima elemen, yaitu *path*, *edge*, *district*, *node*, dan *landmark*. Metode yang digunakan adalah metode campuran (*mixed methods*), dengan pengumpulan data melalui observasi lapangan, dokumentasi, dan kuesioner terhadap 100 responden, kemudian dianalisis melalui pendekatan fisik-morfologi dan persepsi masyarakat. Hasil penelitian menunjukkan bahwa citra Kota Bukittinggi terbentuk melalui struktur monosentris yang bertumpu pada kawasan Jam Gadang sebagai *node* dan *landmark* utama, diperkuat oleh Ngarai Sianok sebagai *edge* alami yang kuat. Namun, ditemukan kerentanan pada elemen *node* dan *landmark* akibat kepadatan aktivitas dan minimnya *landmark* sekunder, sementara elemen *path* dan *district* secara konsisten teridentifikasi lemah sehingga membatasi distribusi citra kota ke luar kawasan inti. Berdasarkan temuan tersebut, penelitian ini merumuskan rekomendasi operasional berupa penguatan koridor jalan, penegasan *edge* alami, *re-branding node*, penataan *visual landmark*, dan penegasan identitas kawasan guna memperkuat Citra Kota Bukittinggi secara menyeluruh.

Kata Kunci: citra kota, Kevin Lynch, elemen fisik kota, Bukittinggi, persepsi masyarakat

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ABSTRACT

Bukittinggi is a tourist city in West Sumatra with strong potential for shaping its city image through its rich natural resources, history, culture, and iconic tourist attractions such as the Jam Gadang and the Sianok Canyon. This study aims to identify the image of Bukittinggi City based on Kevin Lynch's (1960) theory of city image formation, which consists of five elements: path, edge, district, node, and landmark. The mixed methods method employed involved collecting data through field observations, documentation, and questionnaires from 110 respondents. Data were then analyzed using a physical-morphological approach and public perception. The results indicate that the image of Bukittinggi City is formed through a monocentric structure anchored by the Jam Gadang area as the main node and landmark, reinforced by the Sianok Canyon as a strong natural edge. However, the node and landmark elements were found to be vulnerable due to the density of activity and the lack of secondary landmarks. Meanwhile, the path and district elements were consistently identified as weak, limiting the distribution of the city's image beyond the core area. Based on these findings, this study formulates operational recommendations in the form of strengthening road corridors, emphasizing natural edges, rebranding nodes, visual arrangement of landmarks, and affirming regional identity to strengthen the overall image of Bukittinggi City.

Keywords: city image, Kevin Lynch, physical elements of the city, Bukittinggi, public perception