

ABSTRAK

Penelitian ini dilatarbelakangi oleh fenomena revitalisasi Stadion Horas di Kota Sibolga yang tidak hanya dipandang sebagai proyek pembangunan infrastruktur publik, tetapi juga sebagai bagian dari strategi political branding yang dilakukan oleh Wali Kota Sibolga melalui komunikasi politik dalam penyelenggaraan pemerintahan daerah. Penelitian ini bertujuan untuk menganalisis political branding Wali Kota Sibolga dalam proyek revitalisasi Stadion Horas serta mengidentifikasi faktor internal dan eksternal yang mendukung dan menghambat strategi komunikasi politik yang dilakukan. Analisis penelitian ini menggunakan teori Political Branding yang dikemukakan oleh Bruce I. Newman dan Margaret Scammell, teori Komunikasi Politik menurut Nimmo, McNair, dan Arifin, serta konsep Good Governance yang dikembangkan oleh United Nations Development Programme (UNDP) dan Sedarmayanti. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Teknik penentuan informan menggunakan purposive sampling yang melibatkan unsur pemerintah daerah, DPRD, media, tokoh masyarakat, komunitas olahraga, dan masyarakat sekitar Stadion Horas. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi, sedangkan analisis data menggunakan model Miles, Huberman, dan Saldana yang meliputi kondensasi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa political branding Wali Kota Sibolga dibangun melalui revitalisasi Stadion Horas sebagai simbol pembangunan daerah, realisasi komitmen pemerintah, dan bentuk kepedulian terhadap kepentingan masyarakat. Strategi komunikasi politik dilakukan melalui pemanfaatan media massa, media sosial, konferensi pers, sosialisasi, serta komunikasi langsung dengan masyarakat sehingga mampu membentuk citra kepemimpinan yang responsif dan berorientasi pada pembangunan. Faktor internal yang mendukung strategi komunikasi politik meliputi kepemimpinan Wali Kota, koordinasi organisasi perangkat daerah, tim komunikasi pemerintah, dan dukungan anggaran. Sementara itu, faktor eksternal yang mendukung meliputi dukungan DPRD, masyarakat, media, dan komunitas olahraga. Adapun faktor penghambat berasal dari keterbatasan anggaran, koordinasi internal, kritik masyarakat, pemberitaan media, kepentingan politik, serta penyebaran informasi yang kurang akurat di media sosial. Penelitian ini menyimpulkan bahwa revitalisasi Stadion Horas tidak hanya berfungsi sebagai pembangunan fisik, tetapi juga menjadi instrumen political branding yang memperkuat citra kepemimpinan Wali Kota Sibolga melalui strategi komunikasi politik yang didukung oleh prinsip-prinsip good governance.

Kata Kunci: Political Branding, Komunikasi Politik, Good Governance, Revitalisasi Stadion Horas, Pemerintahan Daerah.

ABSTRACT

This study aims to analyze the political branding built by the Mayor of Sibolga through the Horas Stadium revitalization project and to identify the internal and external factors that support and hinder the implementation of the political communication strategy in the project. The analysis is based on the Political Branding theory proposed by Bruce I. Newman and Margaret Scammell, the Political Communication theory developed by Nimmo, McNair, and Arifin, as well as the Good Governance concept introduced by the United Nations Development Programme (UNDP) and Sedarmayanti. The research is based on the perspective that public infrastructure development is not only intended to improve public services but also functions as a political communication instrument to strengthen leadership image and public legitimacy.

This research employs a qualitative descriptive method with a case study approach. Data were collected through in-depth interviews, observation, and documentation. The informants consisted of the Deputy Chairperson of the Sibolga City Regional House of Representatives (DPRD), government officials, representatives of the Communication and Information Office (Diskominfo), the Youth, Sports, and Tourism Office (Disparpora), the Public Works and Spatial Planning Office (PUPR), journalists, community leaders, local residents, sports community representatives, and stadium users. The collected data were analyzed using data reduction, data presentation, and conclusion drawing techniques based on the Miles and Huberman interactive analysis model.

The findings indicate that the Horas Stadium revitalization project has become an effective political branding instrument for the Mayor of Sibolga through the construction of leadership identity, strategic political communication, development narratives, positive public image, and extensive media publication. Political communication strategies were implemented through direct public engagement, press conferences, socialization activities, conventional mass media, and digital media platforms. The study also reveals that the success of political communication was supported by strong leadership, inter-agency coordination, communication teams, budget availability, support from the Regional House of Representatives (DPRD), community participation, media involvement, and sports communities. Meanwhile, the major obstacles included budget limitations, coordination challenges among regional agencies, public criticism, political interests, negative media coverage, and misinformation circulating through social media.

The study concludes that the Horas Stadium revitalization project represents not only physical infrastructure development but also a political communication strategy that strengthens the Mayor's political branding while remaining aligned with the principles of good governance through transparency, accountability, public participation, and responsiveness. This research contributes to the development of political science, particularly in the fields of political branding, political communication, and regional governance.

Keywords: Political Branding, Political Communication, Good Governance, Regional Government, Horas Stadium Revitalization, Sibolga City