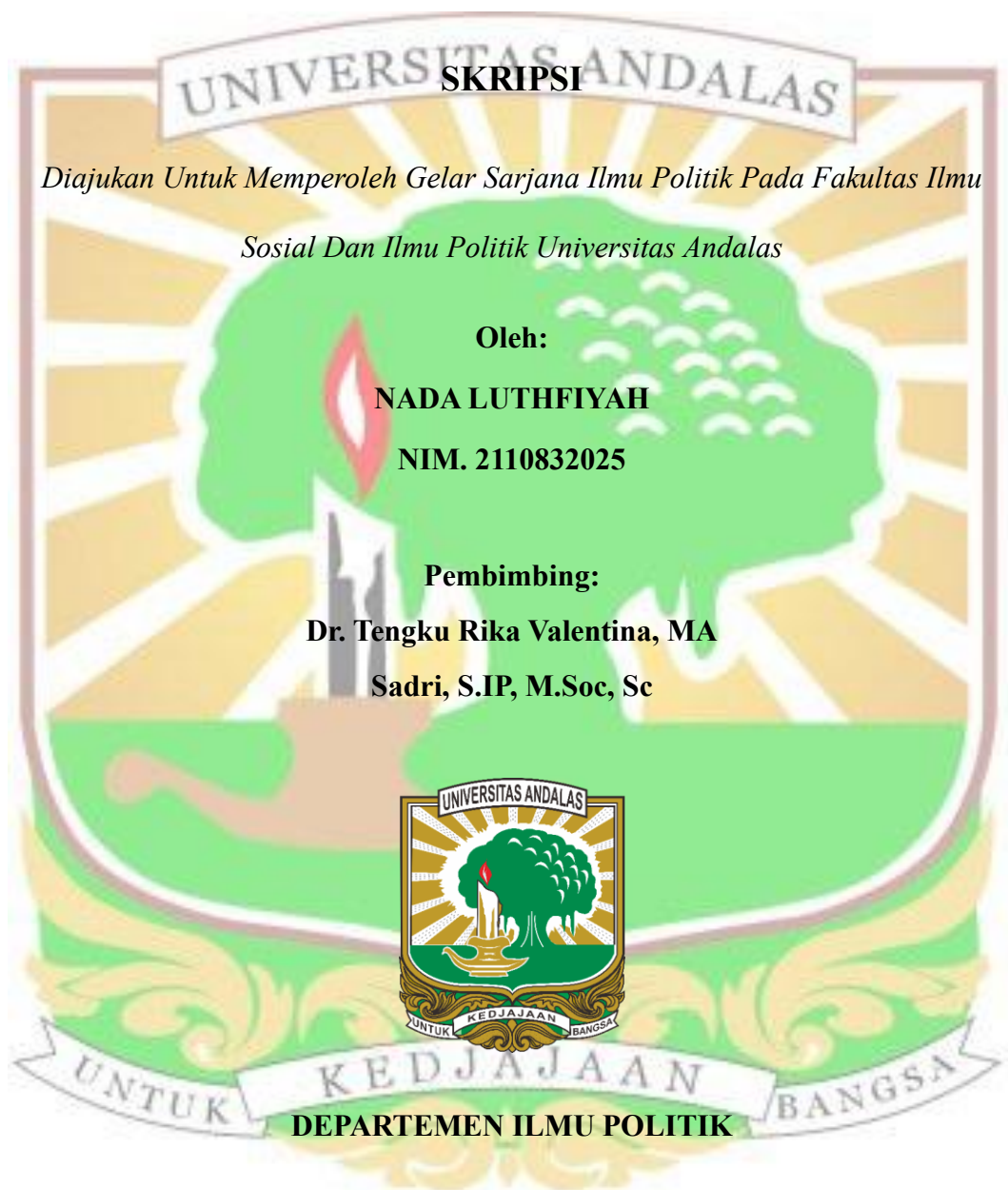


**ANALISIS PENYEBAB KEKALAHAN PETAHANA HENDRI
SEPTA-HIDAYAT PADA PEMILIHAN KEPALA DAERAH
KOTA PADANG TAHUN 2024**



FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

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ABSTRAK

Penelitian ini menganalisis penyebab kekalahan pasangan petahana Hendri Septa-Hidayat dalam Pemilihan Kepala Daerah (Pilkada) Kota Padang tahun 2024. Meskipun memiliki rekam jejak administratif yang positif dan didukung oleh sejumlah penghargaan, pasangan petahana hanya meraih 27,75% suara dan kalah dari pasangan Fadly Amran-Maigus Nasir. Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif. Teori utama yang digunakan adalah Teori Kerugian Petahana dari Barbara Sinclair. Data dikumpulkan melalui wawancara mendalam dengan informan kunci, termasuk petahana, tim kampanye, partai politik pengusung, dan masyarakat pemilih di Kecamatan Nanggalo sebagai fokus studi. Temuan penelitian mengungkapkan bahwa kekalahan petahana disebabkan oleh lima faktor utama yang selaras dengan kerangka Sinclair: (1) Kejenuhan publik terhadap kepemimpinan petahana yang dianggap statis; (2) Akumulasi kekecewaan masyarakat terhadap kebijakan tertentu, seperti relokasi pedagang Pasar Raya dan tingginya angka pengangguran; (3) Melemahnya komunikasi politik dan narasi kepemimpinan, di mana capaian kinerja gagal dikomunikasikan secara efektif kepada publik; (4) Dinamika perbandingan figur yang tidak menguntungkan, dimana penantang dinilai lebih dekat, aktif, dan membawa narasi perubahan; serta (5) Akumulasi kerugian simbolik dan hilangnya legitimasi politik, di mana petahana kehilangan makna dan kedekatan emosional dengan pemilih. Penelitian ini menyimpulkan bahwa dalam konteks politik elektoral lokal, kinerja administratif saja tidak cukup untuk memenangkan dukungan tanpa diiringi oleh kemampuan membangun narasi politik yang kuat, menjaga kedekatan emosional dengan pemilih, dan merespons dinamika ketidakpuasan publik.

Kata Kunci: Petahana, Pilkada, Kekalahan, Kejenuhan, Legitimasi.



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ABSTRACT

This research analyzes the causes of the defeat of the incumbent pair, Hendri Septa-Hidayat, in the 2024 Padang City Regional Head Election (Pilkada). Despite having a positive administrative track record and being supported by several awards, the incumbent pair only garnered 27.75% of the votes and lost to the pair Fadly Amran-Maigus Nasir. This study uses a qualitative approach with a descriptive type. The main theory used is Barbara Sinclair's Theory of Incumbency Disadvantage. Data were collected through in-depth interviews with key informants, including the incumbent, campaign teams, supporting political parties, and voter communities in Nanggalo District as the study locus. The research findings reveal that the incumbent's defeat was caused by five main factors aligned with Sinclair's framework: (1) Public fatigue (Political Fatigue) towards the incumbent's leadership, which was perceived as static; (2) Accumulation of public disappointment towards specific policies, such as the relocation of traders in Pasar Raya and the high unemployment rate; (3) Weakening of political communication and leadership narrative, where performance achievements failed to be communicated effectively to the public; (4) Unfavorable figure comparison dynamics, where the challenger was considered closer, more active, and brought a narrative of change; and (5) Accumulation of symbolic loss and erosion of political legitimacy, where the incumbent lost meaning and emotional closeness with voters. This study concludes that in the context of local electoral politics, administrative performance alone is insufficient to win support without being accompanied by the ability to build a strong political narrative, maintain emotional closeness with voters, and respond to the dynamics of public dissatisfaction.

Keywords: Incumbent, Local Election, Defeat, Fatigue, Legitimacy.