

ABSTRAK

Akhir-akhir ini di Indonesia muncul fenomena kepemimpinan populer, salah satunya adalah M. Ridwan Kamil saat menjabat sebagai Walikota Bandung pada tahun 2013-2018. Beliau populer sebagai walikota karena program yang terlaksana disosialisasikan secara individu melalui akun sosial media pribadinya. Sehingga program beliau lebih diketahui oleh masyarakat luas. Namun, dengan kepopulerannya terdapat “Survei Penilaian Publik Terhadap Performa Kandidat Walikota Bandung”, yang hasilnya dianggap belum mampu mengatasi permasalahan dasar secara optimal. Hal ini mengundang perspektif untuk melihat kepemimpinan tidak hanya berdasar popularitas personal tetapi juga dari isu strategis yang berhasil diselesaikan.

Penelitian ini menganalisis terkait program-program yang terealisasi, isu strategis berdasar persepsi masyarakat dan keterkaitan program dengan isu strategis. Metode yang digunakan adalah studi kasus, dengan analisis menggunakan metode riset, metode *crosstab*, model logika dan penjadohan pola. Berdasarkan analisis maka penelitian ini menemukan program yang menyelesaikan isu strategis dan program yang tidak menyelesaikan isu strategis secara langsung, serta keterkaitannya dengan kepopuleran M. Ridwan Kamil.

Pelaksanaan program yang tidak menyelesaikan isu strategis secara langsung ternyata lebih menjadi visi dari sisi kepopuleran M. Ridwan Kamil. Hal tersebut kemudian berhasil menggiring persepsi publik dan mengesampingkan fakta bahwa isu mendasar seperti kemacetan dan banjir belum terselesaikan. Sehingga meskipun tidak menyelesaikan isu strategis secara langsung, kinerja beliau tidak dianggap gagal.

Kata Kunci: Pemimpin Populer, Program Terlaksana, Isu Strategis, Persepsi Kota Bandung.

ABSTRACT

In the recent years Indonesia have been swept with a phenomenon of popular leaderships, one of which is M. Ridwan Kamil when he became a Mayor for the city of Bandung in 2013-2018. He started gaining popularity because he started publicising government programs by himself through his personal social media account. Thus programs under his governments term is widely known to the public. But, along with his popularity also exists a "Survey of Public Opinion towards the performance of Bandung's Mayor Candidates", which results seems to suggest that he has not been able to deal with fundamental problems optimally. These results invite a new perspective to view leadership qualities not only by popularity of said individual but also by how he is able to deal with strategic issues.

This research will thoroughly analyse completed government programs, strategic issues based on the public's opinion, and the correlation of said programs with present strategic issues. A case study method will be implemented, along with an analysis using a research method, a crosstab method, logic model, and pattern matchmaking. Based on the analysis this research found several programs that resolves strategic issues, and several that does not resolve strategic issues directly, along with how it correlates with M. Ridwan Kamil's popularity.

The implementation of programs that does not resolve a strategic issue directly apparently became more of a vision for the popularity side of M. Ridwan Kamil. Which then succeeded in shaping a certain public perception which puts fundamental issues such as traffic jams and flooding that is not yet resolved out of the spotlight. This contributes to how despite of his inability to directly resolve strategic issues, his performance is not considered to be a failure.

Keywords: *Popular Leadership, Resolved Programs, Strategic Issues, Perception of Bandung*