

Impact of Advertisements on Vernacular Public Spaces and Environmental Aesthetics: Insights from Indonesia

Prayanto Widyo Harsanto¹ & Kinanthi Raras Satuti²

¹Faculty of Art, Institut Seni Indonesia Yogyakarta

ORCID: 0000-0002-0280-2766

Email: prayanto@isi.ac.id

²Faculty of Language and Literature

Universitas Sanata Dharma, Yogyakarta, Indonesia

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Abstract

As a medium for promoting goods and services, Outdoor Advertising (translated as *Iklan Luar Ruang* /ILR) or Billboards, raises complex issues related to urban planning – in many cities. Yogyakarta is no exception. Through advertising media in public spaces, a person is forced to see and read the billboards and is even expected to follow the message of the communication. However, billboards with various sizes, shapes, constructions, materials, and placements have disturbed the environment and the beauty of the city itself. The beauty, safety, and comfort that have always been the hopes of the residents are difficult to materialize if the advertising problem is not resolved immediately.

This research examines the billboards in Yogyakarta. The important variable of this research is billboard design. It uses a qualitative-descriptive method through an environmental aesthetic approach. Billboards are appreciated through aesthetics, as related to the urban environment, including the social environment, society, buildings, and the natural surroundings.

The findings show that the awareness and compliance of advertisers outside public spaces with local city government regulations is still low. Many installations of billboards in Yogyakarta violate laws, ethics, and environmental aesthetics. This has an impact on the visual quality of the city resulting from the chaos between one advertisement and another. There is no regularity and harmony between the advertisements.

Keywords: Public space, Advertising, Promotional media, Aesthetics, Environmental management

Introduction

Until now, the problem of advertising in Yogyakarta has not been resolved properly although government regulations exist. For example, there are the Yogyakarta City Regional Regulation number 2 of 2015 concerning the Implementation of Billboards, 2015 and the Yogyakarta City Regional Regulation number 6 of 2022 concerning Advertisements, 2022.

With these regulations in place, periodic enforcement of violations is carried out on the installations of billboards in public spaces. Police Enforces the ILR installation by Public Order (*Satpol PP*). However, the OAs who violates do not decrease. Instead, they increase. According to Fransisca Anita Herawati (Chair of the DIY P3I Regional Advertising Agency), 87.5% of Yogyakarta's public spaces are occupied by advertisements (Anshori, 2015). In addition, many illegal billboards are found set up by large companies such as Plaza Ambarukmo, GoJek, BCA, Indosat, as well as the political parties. The outdoor advertising issue will become even more chaotic in early 2024, with only a few months left before the regional head elections as well as the elections for the president and his deputy and legislative candidates come into being. Thus, the contested public space for the promotion of goods/services with various forms of advertising media will become a dilemma. There are many interested parties such as the advertisers (industry, institutions, and individuals), local governments as regulators, and people who need comfort and safety of the places.

The development and progress of digital information technology that has spawned various applications on social media such as Facebook, Instagram, websites, YouTube, and others, have not eliminated conventional media such as billboards, posters, banners, and leaflets. There are still lots of outdoor media scattered in public spaces in every corner of the city. This can indicate economic growth, industry, and regional investment growth. However, the way in which they exist: overlapping installation, various banners, piled up banners and those hanging from electricity/telephone poles can affect the aesthetics and undermine the visual comfort of the residents.

In this connection, Rusqiyati (2022) says that from January to the end of September 2022, 3,433 illegal billboards were regulated by the Civil Service Police officer of Yogyakarta. According to this statement, the current status of billboards in Yogyakarta is problematic. Further, it is found that there are a large number of unlicensed/illegal outdoor billboards violating the rules and in the wrong places. In fact, , the issue of billboards has become a serious discourse in Yogyakarta during the last decade. If this condition is allowed to continue, it is feared that it will make the slogans which have been proclaimed by the government as *Jogja Istimewa* and *Jogja Berhati Nyaman* which have become the pride of the people of Yogyakarta invalid.

Various efforts to solve the problem of billboards in Yogyakarta have been implemented. However, they have not succeeded in realizing "*Jogja Berhati Nyaman*" and "*Jogja Istimewa*" as the slogan says. The public perception of the billboards show 82% considering it as an orderly city while 78% think that it has not created a beautiful city. 85% think that they have not reflected the condition of public areas (Harsanto & Udayana, 2023).

Yogyakarta also has various titles, including 'a tourist city', 'a student city', 'a cultural city', 'a struggling city', 'a warm city', and others. These are the pride of the people of Yogyakarta. However, the issue of unresolved billboards are not welcome although they are the responsibility of the people of Yogyakarta itself. In other words, the responsibility must be shared, even if it is not light. Needless to say that the placement of billboards in a disorderly manner results diminishes environmental aesthetics, the visual quality of the environment, public comfort and safety, and even public safety. Thus, research on the installation of billboards in public spaces in the city of Yogyakarta in terms of aesthetics and ethics is important and urgent to be carried out.

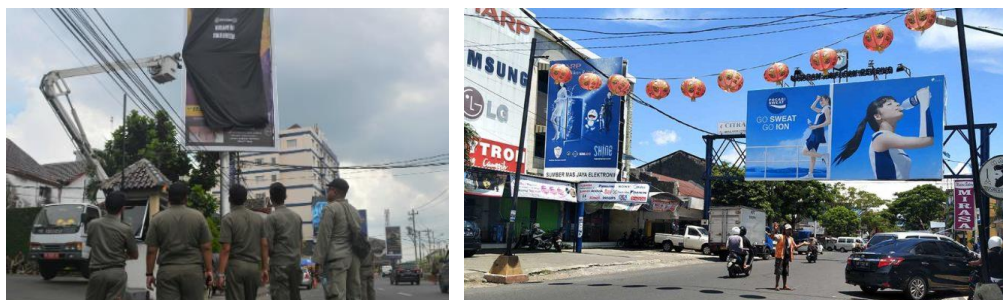


Fig. 1: Billboards without permits that violate installation regulations.

Source: Author

In terms of billboards, three things need to be understood, i.e. (1) local government regulations, advertisers, society, and the environment; (2) media promotion or advertising needs; (3) society and public space. To optimize PAD or *Pendapatan Asli Daerah* which is translated to Regional Original Income for the City of Yogyakarta, the implementation of advertising media is promoted. The purpose of this advertisement is not to conflict with the norms of decency, security, order, and religious norms, as well as by spatial ethics, aesthetics, personality, and national culture. Advertising in public spaces is one of the targets for tax collection which aims to increase PAD or Regional Original Income. City advertisement tax in Yogyakarta has quite a large potential. Regional tax income through advertisement tax contributions can be optimized through regional regulations that are always amended or updated, as PERWALI (*Peraturan Walikota* translated as Mayor Regulation) of the City of Yogyakarta number 26 of 2010 concerning the Master Plan for Billboards and Display Equipment in the City of Yogyakarta. Perwal No. 85/2011; and PERDA (*Peraturan Daerah* translated as Regional Regulation) of the City of Yogyakarta number 6 of 2022 concerning Advertisements as the basis for regulations. Based on this regulation, the city government until now has not been able to complete or reduce, and even cannot eliminate the existence of the outdoor advertising but only shifts/move the installation location to another point.

With the growth and development of the economy in the city of Yogyakarta, individuals, institutions and industry need media to promote their goods and services. To introduce a product or business, one of the tools needed for promotion is advertising media. That is why in Yogyakarta, billboards are never empty. In fact, in every corner of the city, the billboards are increasing. However, when the Covid 19 outbreak hit from 2020 to 2022, the number of billboards in Yogyakarta decreased quite drastically. Harsanto and Udayana (2023) say that there were not many billboards, especially commercial-type billboards, installed along city streets at that time. However, after the covid 19 passed, billboards have re-emerged at every intersection, T-junctions in various corners of the city, and also along the road corridors in Yogyakarta. At the same time, this phenomenon is a sign that post-pandemic, the economy has returned to normal after two years of sluggishness. It is time for the business community and the industrial world to rise again. The rampant installation of legal and illegal billboards in Yogyakarta shows that billboards are an effective and efficient marketing communication medium.

Physically, placing advertisements in public spaces, especially billboards with tall and large supporting poles, endangers road users and the community. This is especially so when a disaster occurs, or strong winds have the potential to bring down buildings on road users. In Yogyakarta city, billboards have created a difference in perspective between the installer and the local community and government as the owner of the area.

The appearance of advertisements in public spaces, on the one hand, can encourage the growth of investment in the region. On the other hand, it raises problems related to the aesthetics of the city, and the safety and security of the people. According to Prasiasa (2022), as part of the residents of the area, the community cannot avoid problems that arise in the places where they live. Thus, advertising in public spaces should create a symbiotic relationship of mutualism for all parties.

This research is based on the argument that advertising media in public spaces can have economic, social, cultural, and political impacts. Behind the effectiveness of billboards as a communication medium, there are still several problems that have not been properly resolved. Thus, advertising in public spaces is still a dilemma. There are many advertisements that violate the law in public spaces in Yogyakarta. It is clear that the billboards in Yogyakarta arise because economic interests still dominate, at the expense of public interests. Economic interests in the laws and regulations stipulated by the Regional Government are related to permits, taxes, and arrangement of advertisements which are still high. The large number of advertisements placed

has the effect of overlapping installations which results in chaos and undermines the aesthetic appeal of the city.

This research examines the increasingly massive advertising in public spaces in Yogyakarta. There is a lack of studies on the aesthetics of public spaces and billboards. In this context, this research aims to reveal the existence of advertising in public spaces that affect the aesthetics of the city.

Its objectives are:

1. To identify and spatially the placement of advertisements in public spaces in the Yogyakarta City;
2. To find out the characteristics and typology of advertising media in public spaces in Yogyakarta City to recognize the form and type of advertising easily. Then, based on the identification of characteristics, the typology of advertising media can be classified;
3. To analyse the impact of outdoor advertising on city ethics and aesthetics.

Thus, the results of this study can be used as material for consideration in determining the layout of outdoor billboards as well as a basis for consideration in providing recommendations for installing billboards in public spaces in Yogyakarta City.

Theoretical Basis

Public Space

Scruton (1984) says that social or public space has a broad scope. "Public space" is used to describe a designed place, where everyone has the right to access it. Furthermore, Chua et al. (1992) say that public space is divided into public sphere and public space. According to his understanding, public space is the physical form of social space, such as roads and fields, while public elements are various official channels and means of communication as democratic components, such as the Internet, television, and newspapers. In the urban context, according to Athanassiou (2017), public space always has appeal as an urban element that contributes to the formation of local identity as something that can be promoted and enjoyed by the public. As the main part of urban areas, public spaces are also offered to investors and tourists. Furthermore, Hall et al. (2000) say that within the framework of the visual-aesthetic area of the city, it is important to apply 'the urban esthetic' or the beauty of the city concerning the improvement and development of the city.

There is an increase in demands for a better quality of life for urban people, not only involving the visual-aesthetic aspects of the environment but also having to pay attention to the level of comfort. In its development, the notion of public space has undergone an expansion of meaning, where the entrance hall/corridor is part of the public space for social activities. Public spaces are currently widely used as stage performances or street attractions.

Advertisements

Everything about a product that is conveyed in various forms of messages on a particular media or platform is called billboards or advertisements. Advertising aims to convey communication messages aimed at all people or some people (Kasali, 2007). Frascara (2004: 18) says that another element built with aesthetic values as a means of driving a lifestyle is called advertising.

Hurlburt in *The Design Concept* (1981) said that in advertising there are three important constructions namely: identification, information, and persuasion. Advertising essentially functions as a medium for conveying information. The main mission of advertising is to inform, to tell something to consumers concerned with products and services. Each advertisement has

the goal of influencing or persuading consumers with an appearance that is as attractive as possible to create stimuli that leads to certain attitudes and behaviors according to the expectations of the advertisements. It can be said that "advertising is persuasion" because almost all presentations of advertisements contain the intention of persuading or influencing audiences with certain presentations to attract attention that encourages behavior and attitudes as expected by the advertisements presented. The functions of persuasion, information, and identification are inseparable, and interrelated which can be seen in each presentation.

According to Dooh (2023); Rhenald Kasali (1999); Taylor et al. (1994) what is called billboards are promotional/advertising activities using media that are placed in strategic outdoor locations to convey messages or information to the public. Therefore, advertiser must be smart in choosing strategic outdoor places that are allegedly often passed by or visited by people. Advertising is based on a problem. Advertisements in their work practice are colored by various problems which are conceptually impossible to solve using only a single and absolute knowledge. According to Davidson (1994) and Frascara (200), there are various interests in it, including political, technological, social, cultural, communication, economic, and fine arts interests. In an increasingly complex world of advertising, the facts show that billboards or advertisements are powerful persuasion tools, effectively increasing and influencing product sales. Therefore, in reaching the audience, among the various ways that are done, advertising media remains effective and relevant.

Environmental Aesthetics

According to Berleant (1991) and Kumurur (2006), environmental aesthetics is the result of human attitudes and perceptions of their environment, as an aspect that determines the quality of spatial planning. Furthermore Berleant et al. (2007) and Eaton (2010) say that the aesthetics of everyday life which develops from various points of view related to the aesthetic appreciation of the natural and social environment, in general can be referred to as environmental aesthetics. While Crawford (2004) argues, environmental aesthetics is involvement as a center of experience known as a model in expressing respect for the social environment by opening oneself emotionally. In the context of billboard design, Papanek (1984) argues that the presence of design (in this context advertising media) has an impact on the environment, as well as the social and economic spheres. These three factors influence each other, so that design has a commitment and is consistent to be applied and oriented to its social environment. Papanek stressed that a design that is not adaptable is a design that is not useful. Therefore, design as an advertising medium that functions to convey information-communication must have ethics and aesthetics. Design can be a useful medium for people to shape their social environment.

Literature Review

Rizky et al. (2022) have carried out a study on the impact of advertising on public spaces entitled "Implementation of Supervision of Advertising in Semarang City by *Dinas Penataan Ruang Semarang* on the Environment". They reveal the facts about implementing *Dinas Penataan Ruang Semarang* by the Semarang City Spatial Planning Service. They show that there are still many advertising organizations that need to implement regional regulations on advertising, thus damaging the environmental aesthetics of Semarang City. The existence of billboards currently has monopolized city centres, even giving the impression of overlapping them. At several central points, billboards can threaten road users' safety and cause traffic jams because we have seen billboards that have collapsed several times. Apart from that, at several points on the Pedestrian Bridge (*JPO*), some billboards covered the entire body of the bridge so that bridge users were utterly invisible. Advertisements can add value to urban visualization and add to a city's beauty. However, many of the sizes of billboards that are installed are inappropriate and do not pay attention to installation regulations, so that they do not meet the criteria for city beauty (city aesthetics). Installation of outdoor billboards needs

to consider visibility, which is influenced by location factors used to determine the billboard's location so that the billboard's intent and purpose are conveyed to the public. However, installers are still required to follow local government regulations and regulations (Rizky, Waluyo and Najicha, 2022).

Harsanto (2015) as well as Wangarry and Saidi (2018) have also examined outdoor advertising during the regional election season (*Pilkada*), as seen from the perspective of the visual appearance of the candidates (regional head candidates). They specifically look at the figures of candidates to build the image presented by the candidates. Harsanto visually observed the candidate's image from the narcissistic side, while Wangarry observed it from the semiotic side. The difference is the study location, namely in Jakarta and Yogyakarta. As outdoor media for political campaign advertisements, billboards can directly stimulate the audience through visual arrangements (images). The dogma of advertising and public space is a gold mine. Advertising dogma teaches that verbal messages and visual messages should be engineered in such a way. This statement was made to accelerate the emergence of visual appeal in public spaces. It has become a habit, the ideology of candidates/candidates to continue to promote themselves by displaying large photos of themselves and presenting them as if they were heroes. This campaign is slowly becoming a modern culture in politics and design. This study found semiotic meanings and forms of narcissism in the form of personality descriptions, activities, principles and goals of potential partners that have significant similarities and differences in several parts of the study material objects. Apart from that, the placement of outdoor media advertisements is not free from violations, including the construction of materials used for bamboo installation, so they easily collapse and can harm other people. The installation also overlaps with other billboards or different types of outdoor media, thus damaging the aesthetics of the environment and city planning (Harsanto, 2015; Wangarry and Saidi, 2018).

Sihite and Pangestu (2022) have examined the "Use of Outdoor Advertising Media during the COVID-19 Pandemic". They determine outdoor advertising trends during the pandemic and the use of outdoor advertising media amidst limited community mobility. They show that advertising during the pandemic has a new trend. Previously, outdoor media was one of the effective media usually used to convey product value to consumers; during the pandemic, this has changed slightly. Cu and Kim, (2018) and Hoekstra and Leeftang (2020) show that the advertising media used during the pandemic mostly used broadcast advertising, such as advertisements on television and radio. Companies also demand online advertising because social media consumption continues to increase during the pandemic. Meanwhile, the use of outdoor media, such as billboards or billboards, is starting to be abandoned by certain companies. Several media companies that provide billboard advertising also say that they suffered losses due to losing customers (Tierney, 2020). As Deka (2019) says, outdoor media is a suitable medium to communicate the value of a product to a broad audience. This opinion is reinforced by Harsanto and Udayana (2023) who have studied "Outdoor advertising in Yogyakarta during post-pandemic COVID-19 in socio-design". When the COVID-19 pandemic hit, the world of advertising was also one of those affected. Many companies are readjusting budgets for marketing and advertising purposes. Due to limited public mobility also causes many companies to pay less attention to outdoor advertising media. Marketing on social media is one of the media that is starting to be looked at because its use in society continues to increase. The use of outdoor advertising media also adopts the concept of advertising relationships. Many

advertisements are displayed to increase awareness and appeal to the public. However, after the COVID period, outdoor media in Yogyakarta increased significantly. Outdoor advertising media is also starting to appear because people can return to their activities outdoors. This study shows that outdoor advertising is still very effective. This statement can be seen from the installation of various advertisements spread evenly in every street corridor and corner of Yogyakarta City. However, the existence of outdoor advertisements, when viewed from the placement, legality and aesthetics of urban planning, often violates the rules because advertisements are placed without permission installed in any place with non-permanent construction. As Wibowo, Hardiman and Suprapti (2020) say, the presence of outdoor advertising that violates regulations can disrupt the aesthetics of urban planning. Thus, public spaces must be able to carry out all their functions that can provide social comfort for the community. The high level of occupant comfort shows this due to the function of the public open space.

Another vital contribution in this field is a study conducted by Yudi Hermawan entitled "Implementation of Policies regarding the Implementation of Advertisements in the City of Tasikmalaya". This study reveals the implementation of advertising in Tasikmalaya City. Considering the increase in the community's economy and the development of the City of Tasikmalaya into a business centre, the number of advertisements distributed has increased so that services in the field of advertisements have also increased. The study shows that the implementation of policies regarding advertising still needs to be implemented well. This statement can be seen from the fact that there are still many advertisements whose permits have expired but are still being installed, there is still prohibited content, there are still many illegal advertisements without permits, and there is still a lack of socialization so that there is still low public awareness in obeying the regulations for implementing advertisements, whether assessed from the cultural, social and economic aspects, the higher the cultural, social and economic values should be, the higher the level of knowledge and awareness regarding the implementation of advertising.

Further study with a case almost the same as Hermawan's, which discusses regulations relating to regional policy and income, has been also carried out by Natalia et al. (2023), entitled "Effectiveness and Contribution of Advertisement Tax Revenue to Original Regional Income in Wonogiri Regency in 2015-2020". This study shows that the awareness of outdoor advertisers in Wonogiri and Tasikmalaya is seen from the perspective of income tax revenue. In Wonogiri, 90% of advertisers are advertised, while many illegal billboards are found in Tasikmalaya. It was stated that the level of effectiveness of Advertising Tax revenue in Wonogiri in 2015-2020 was very effective because the analytical calculations had reached more than 100%, and the average effectiveness in 2015-2020 was 112.27% (Hermawan, 2020; Natalia and Kusumaningtyas, 2023).

Based on the literature review, it is concluded that outdoor advertising is one of the media placed outside, aiming to convey a compelling promotional message for a product or service. However, the impact of using outdoor media advertising that does not follow regulations (rules) in urban areas can damage the view and beauty of the city. City aesthetics include the city's cleanliness, beauty and tidiness, which is a shared open space. Illegal advertising also reduces regional income from taxes on advertising in public spaces for local government income. For this reason, study is needed to map the placement and volume of advertising in public spaces to achieve harmony. The placement of outdoor billboards is closely related to the design of a city, namely layout, beauty, politeness, neatness, and other factors.

Research Methods

This research employs descriptive qualitative methods with case studies of advertisements found installed in various corners of the city of Yogyakarta. Data was collected through observations, documentation, interviews, and literature.

Observations were made by observing the types, shapes, material/materials, constructions, and installation points. To find out the level of density, observations were made by visiting all the points where advertisements were posted in Yogyakarta.

In line with the observation, documentation was also carried out by recording and photographing the advertisements and billboards. With these, it is hoped that a comprehensive picture of the problem of advertising in Yogyakarta will be obtained.

Furthermore, interviews were conducted with cultural observers and the community.

Data Analysis

Findings of the interviews, documentation, and observations, were critically analysed employing references to theories to identify and reveal the dynamics, phenomena, aesthetics, and meanings of public spaces for advertising media installed in various corners of the city of Yogyakarta. To evaluate and analyze billboards as visual objects or visual works as a basis for observation in research, an object-based approach is used, namely the visual research method proposed by Rose (2001). It is planned that the arrangement as a fundamental step for analyzing, in general, needs to be done so that responses about likes or dislikes for an object of research can be avoided. The next stage is contextual analysis or investigation as a discourse analysis or investigation that emphasizes environmental aesthetics (public space) based on the situational, social, and cultural context as the external context that surrounds it.

Findings and Discussion

Advertisements (ILR) as an Effort to Grab Public Attention

Based on the results of observations and documentation in the field, information is recorded as field data and in the form of photo documentation showing the existence of billboards posted in several strategic places in the city of Yogyakarta. This data collection is divided into two parts: first, the presence of billboards at the junctions, the intersections of the main/provincial roads, namely on the ring road, and secondly, the advertisements that stand on district roads (inside the ring road), which are part of the area/enter the city of Yogyakarta. This division can be observed in the Figure 2, which is a map of the city of Yogyakarta.

From the figure on the map of the city of Yogyakarta it is marked with a number indicating the point/location of the installation of advertising media (both, banners, billboards, banners, pamphlets, etc.). The installation location points spread throughout the area at intersections, junctions, or intersections of the main roads of the East, North, West and South ring roads as the entrance to the city of Yogyakarta. The distribution of installations is not only at intersections, T-junctions on the ring road, but also at the city corners and inner-city road corridors (marked with letters). Data and information related to the number of advertisements (ILR) can be observed in the following table.

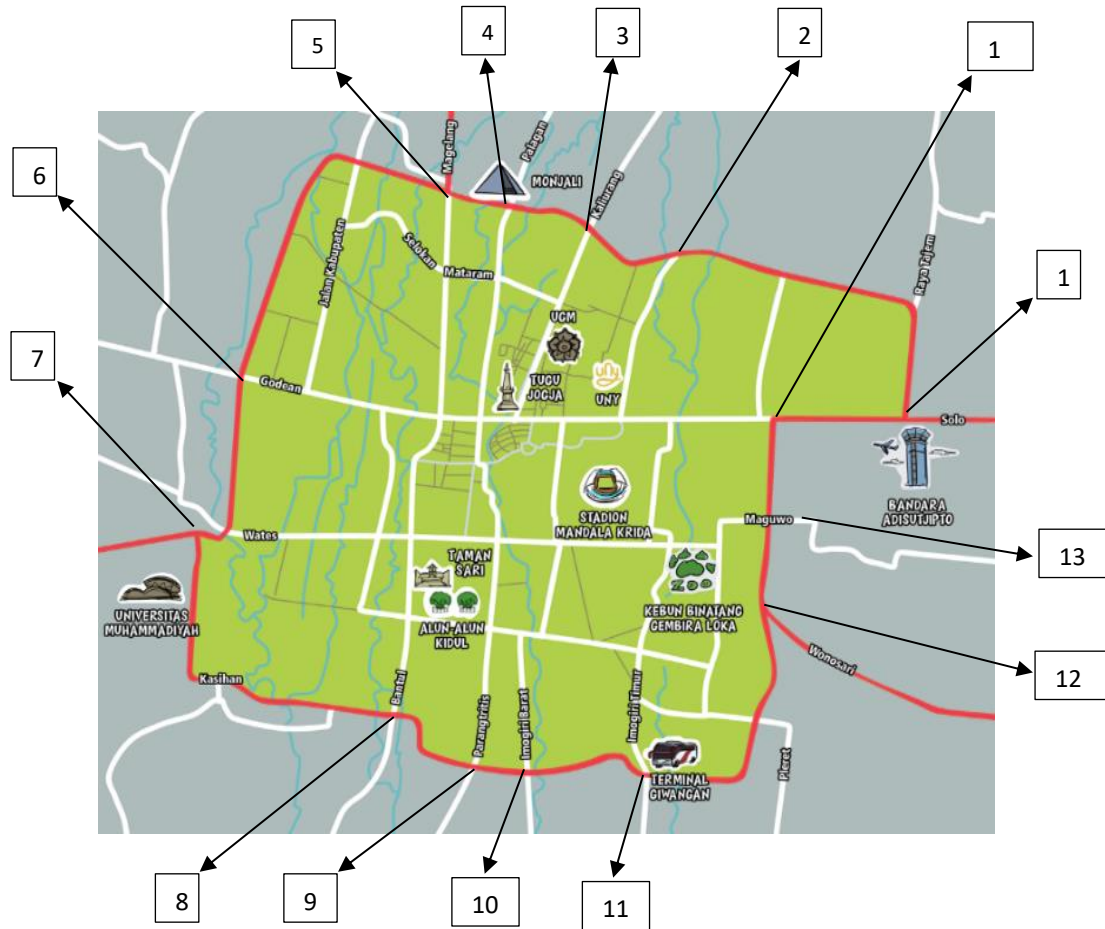


Fig. 2: Billboards in Yogyakarta city area surrounded by ring roads (red color)
Source: Author

Table 1. The number or density of ILR installations around the location of the mounting point
Source: Author

No	Location Point	Number of ILRs	Explanation
1.	Maguwo ringroad junction	177	Very dense (all sides)
2.	Gejayan ringroad intersection	165	Very dense (all sides)
3.	Kentungan ringroad intersection	88	Dense
4.	Monjali ring road intersection	82	Dense
5.	Fly over Jombor	75	Moderate
6.	Demak Ijo ringroad intersection (Godean Street)	45	Low
7.	Gamping ringroad intersection	99	Dense
8.	Ring road intersection Bantul Street	71	Dense
9.	Ring road intersection Parangtritis Street	65	Dense
10.	Ringroad Mojo intersection (Imogiri Barat Street)	55	Dense (on certain sides)
11.	Giwangan ringroad intersection (Imogiri Timur Street)	71	Dense (on certain sides)
12.	Ketandan crossroad (Wonosari Street)	112	Dense
13.	Block O intersection (Harjulukito Hospital)	60	Moderate
14.	Janti flyover junction	142	Very dense (on certain sides)

In addition to the data on the location of the installation of advertising media in Table 1 above, it can be seen that the distribution is no less dense because it is considered a strategic installation point to get the public's attention. For this reason, the local government maps with categories of class 1, 2 and 3. Class 1 category means the highest tax income.

Class 1 includes the following.

- A. Solo Street,
 - 1) the town line up to Affandi Bridge,
 - 2) Ngentak T-junction up to Babarsari T-junction within a radius of 150 m from the axle of the T-junction,
 - 3) Adisucipto Airport T-junction within a radius of 250 m from the T-junction, 4) Opak River Bridge up to the District Boundary;
- B. Gejayan Street (Affandi), Colombo junction within a radius of 100 m from the axle of the junction;
- C. Colombo Street – Panti Rapih, Samirono intersection within a radius of 200 m from the intersection;
- D. Kaliurang Street; the town line up to Kentungan Ringroad;
- E. Magelang Street;
 - 1) The town line up to a radius of 250 m before Jombor Ringroad,
 - 2) Deggung Intersection from the crossroads a radius of 250 m;
- F. North Ringroad,
 - 1) Gamping ringroad junction within a radius of 250 m from the axle of the junction,
 - 2) Pelem Gurih ringroad junction within a radius of 250 m from the intersection,
 - 3) Demak Ijo ringroad intersection within a radius of 250 m from the intersection,
 - 4) Ringroad intersection 250 m radius from the crossroad axle,
 - 5) Jombor ringroad junction within 250 m radius from the junction axle,
 - 6) Monjali Ringroad junction within a 250 m radius from the junction axle,
 - 7) Kentungan ringroad junction within a 250 m radius from the junction axle,
 - 8) Gejayan ringroad junction within a radius of 250 m from the axle of the intersection,
 - 9) Maguwoharjo ringroad junction within a radius of 250 m from the axle of the junction;
- G. South Ringroad, flyover Janti T-junction up to the district boundary of Bantul Regency.

The number of billboards in Table 1 does not include those on street corridors in the city which can number in the thousands, both legal and illegal. Based on available data, at the end of September 2022, *Satpol PP* Yogyakarta city ordered 3,433 illegal billboards.

The city of Yogyakarta is allegedly a strategic location as a place to carry out advertising activities for individuals, industries, and institutions. This happens because the city of Yogyakarta has many factors such as psychographics, geography, and demographics. Yogyakarta is also a city of culture, students, tourism, royalty and a special area. Therefore, it becomes a magnet for outsiders to come. There is a great potential for industries/companies to promote their goods and services through advertisements. These factors have caused a lot of advertisement media to spread out from various products and services to place advertising media at several points in the Yogyakarta area.

Wibowo & Ardhianto (2020) point out that even though they are in the digital era, in the world of advertising, billboard media still has an important and vital role. It is believed that advertising media in public spaces are still effective in informing the products/services being offered and can attract the attention of potential users or consumers who read them because they cross the street where the advertisement is installed.

Media billboards have become a lucrative business in Yogyakarta as a promising location to promote their products or services. This can be seen from the many public spaces in the city of Yogyakarta that are used to carry out the promotion of goods and services according to their respective goals and interests. The main reasons for promotions using outdoor advertising are efficiency, local presence, visibility and real responsiveness. As Zekiri (2019) and Taylor et al. (1994) say, the influence of outdoor advertising such as outdoor media when examined in terms of visual appeal, layout, size and text play quite an important role in driving consumer behavior. Furthermore, Borisova et al. (2017) say that there are several categories of advertisements outside the public spaces that are maximally utilized by advertisers (companies) to market their brands in order to reach consumers, so that the information accessed is more easily conveyed. The effectiveness of advertising outside the public space that is placed in areas

that have high mobility can certainly reach consumers. Because of that, many advertising agencies are interested in renting a place because by placing the right advertising media it will attract more consumers. Products and services marketed through this media will be easier for consumers to see.

Many billboards have begun to be seen also surrounding the entrance to the Yogyakarta city. These are installed at not only junctions, intersections, and road corridors, but also scattered on the shoulders and sidewalks (Figure 4.b). The various types, shapes, sizes, and scattered materials can be used as an indication that this advertising medium is effective and efficient. There are a number of problems that have not been properly resolved behind the effectiveness and efficiency of the media as a messenger, including the point of installation which is still a problem for the urban planning environment and poses a dilemma. Moreover, it is coupled with the large billboards installed in almost all corners of the streets which increasingly make road users who pass them feel uneasy. The Regional Government has repeatedly advised them to arrange permits for the publication of advertisements/advertisements and their installation to comply with the established rules. However, some still commit violations.

In connection with this increase in urban areas as described above, Pawitro (2013) says that to support economic activity in urban areas, investment is becoming more attractive day by day. Therefore, advertising cannot be separated from the effectiveness of the role of the Yogyakarta city government in regulating the arrangement of public space areas, including paying attention to licensing procedures, tax fees, placement, supervision, and control so that they operate properly. The local government makes regulations so that it is orderly and between one party and another and there is reciprocity. The regulation aims to make the City of Yogyakarta 'Have a Comfortable Heart' according to its slogan.

Advertisements Surrounding Public Spaces: Aesthetics of the Environment

Design criteria and processes that have been agreed upon by various authorities must be followed and adhered to in planning the design of a city such as layout, tidiness, modesty, beauty, and other factors. Even though the urban/regional planning designs and regulations have been made, the reality that occurs and their implementation on the ground are not always the same. To observe and reveal the presence of advertising media in public spaces, the research also elicited responses/responses from the urban community as users, urban planning observers, environmentalists and cultural actors. They are as follows.

SW (63 years), a member of the Cultural Council of the Special Region of Yogyakarta says;

“The existence of billboards of various sizes scattered across Yogyakarta greatly disturbs the beauty and safety of city residents. Not to mention the added banners, and others that have contributed to the environmental clutter. Supposedly, advertising in this public space needs to be considered carefully and consider its impact. Don't just think about the economy and the huge tax advantages.”

(Interview, 7 April 2023)

KT (58), a legislative member of the Special Region of Yogyakarta, also says

“Even though there are regional regulations regarding the use and utilization of provincial road corridors, the facts show that these regulations are not effective at all. At strategic places, such as T-junctions/crossroads, as well as on protocol streets, our eyes are always presented with various forms and types of advertisements or billboards, such as posters, banners, and billboards that carelessly place them, without considering place. The large number of wild advertisements without permits causes local tax income (PAD) to decrease. The local government certainly hopes that tax incomes can continue to increase,

while advertisers will continue to carry out their promotions in strategic places without paying taxes.”

(Interview, 5 April 2023)

Another respondent, KY (54 years), an observer of urban planning, has almost the same opinion.

“In almost all corners of the city of Yogyakarta, advertising media can be seen, such as at intersections, junctions, and road corridors, such as parades of billboards or various types of billboards promoting goods and services. And what I don't like the most are banners, pamphlets, banners affixed or tied to electric poles, telephone poles, in parks, or on traffic signs. All that destroys beauty.”

(interview, 15 April 2023)

Furthermore, DK (47 years), a Civil Service Police officer (*Satpol PP*) Yogyakarta said:

“In Yogyakarta, there are many unauthorized billboards and we periodically control them. We have difficulty finding managers or owners of billboards that are installed without using these rules. If there is no routine control of unlicensed billboards and wild banners, *rontek*, therefore Yogyakarta city could be covered in billboards, hehehe.”

(Interview, 11 May 2023)

In contrast, SR (19 years), a student/road user who frequently crosses Yogyakarta had a different opinion

” I think that having billboards on the streets of Yogyakarta is not a problem and I personally don't mind, because sometimes there is important information too. Apart from having good and interesting pictures, especially the videotron is interesting to watch. But somehow it needs to be regulated, especially advertisements that use bamboo or wood as a frame ... it's dangerous because they often collapse and make it dirty.”

(interview, 21 May 2023).

The presentation of visual data in the field as well as the interviews with several informants, confirmed that the placement of advertisements or billboards in Yogyakarta contained problems. The results of analysis in the field also show that the massive advertising in public spaces is spread out at various points/places. Most of them have been installed without permits, without heeding the ethics and aesthetics of the city environment.



Fig. 3: Advertising media installed in public spaces. (a) The police station (b). The T-junction/crossroads
Source: Author



Fig. 4: Installation of billboards without permission and damage the beauty of the environment. (a) The sign/slogan 'Jogja has a Comfortable Heart' that does not match the slogan. (b) Public facilities (sidewalks) are covered with billboards. (c) Installation of banners, banners, signs/sign systems that are chaotic and overlapping
Source: Author

Physically, the placement of outdoor advertising media often disturbs the beauty of the urban environment (Borisova et al, 2017). In this context, the word 'space' is understood as a place that is the centre of attention for various interests. The advertisement placement space itself is not the only thing being targeted, but also because of the demand for 'aesthetic quality' which arises as a result of the changing behaviour and lifestyle of the people in urban areas. Hall et al. (2000) says that the high mobility of the population and the relationship between parts of the city result in parts of the city and urban spaces being frequently enjoyed by the citizens of the city. Talking about billboards is not only limited to promotional media, but also talking about urban planning which cannot be separated from its social and environmental aspects. Urban development and development activities are not only aimed at the convenience and security of the public but cannot be separated from the beauty or aesthetic aspects of the city and its environment.

It must be admitted that the presence of billboards has had a positive impact and benefits for various parties who have an interest, both for the region and its government, for the public, as well as benefits in the industrial sector. However, from a tax income perspective, the existence of billboards (*ILR*) nevertheless has a positive impact, and on the other hand, it also has the opposite or negative impact because the clutter disturbs the beauty of the city. The negative impact is that the existence of billboards that are placed haphazardly often disturbs the public in directing their eyes to more attractive elements in the city such as building architecture, and elements of the urban landscape, and can even threaten the security and safety of road users and surrounding residents.

The existence of advertisements in public and strategic places in Yogyakarta today seems to overlap and has monopolized the city centres (see Figs 3 & 4). Various types, sizes, and irregular shapes, constructions, and materials are not considered by the advertiser. More illegal billboards than legal ones (paying taxes) are scattered in the Yogyakarta area. These illegal billboards are generally temporary so the construction is not strong, because the supporting material is made of bamboo or wood which is easily brittle. Not to mention the installation point of this advertising media in random places, thereby destroying the beauty of the environment and endangering the community. Advertisements have surrounded public spaces, an example of this is the Police station located at the Gondowulung intersection in the vicinity, which is filled with various types of advertising media such as banners, billboards of various shapes (both vertical and horizontal), and various sizes (see Figure 3. a). The advertising media also have different products/goods and services being promoted: there are political advertisements from parties, housing advertisements, fashion advertisements, campus sign

systems, and so on. The police station, which is used as a place/community service station in need, is covered by advertising media in such a way it is invisible and drowned out by visual media. Police stations have also been capitalized as part of the promotion of electronic products such as lamps (bulbs), and LED brand "Meval". Thus, the installation of this billboard media can be said to be very brutal. They no longer think about social appropriateness, instead, they tend to ignore ethics and aesthetics.

The chaos in Yogyakarta city is certain to increase ahead of the upcoming 2024 presidential and legislative elections. In city corners and along roads, various attributes for campaigns, both in private and public spaces, are starting to be found. The existence of these political campaign props has contributed to destroying the beauty of the Yogyakarta City area (see Figures 4. a and 4. c). Even though there are rules and laws, in reality, these regulations are not obeyed by various parties who often use the media outside the space. They do not seem to care that their presence disturbs the comfort of the community and destroys the beauty of Yogyakarta.

Based on the period for placing advertisements and from a material aspect, they can be grouped into two, namely permanent or permanent and non-permanent or temporary or non-permanent. In general, this type of billboard is permanent, made using sturdy materials or strong and good construction (foundation and using an iron frame), and driven into the ground. Permanent or permanent advertisements can only be published after going through the licensing process. Meanwhile, billboards that are temporary or non-permanent are generally installed 'at random' so that they are easy to disassemble or move and the material is not sturdy because the construction is only made of bamboo or wood which is not sturdy. This type of advertising media is usually installed in any place and is very common, such as tied to telephone poles, electricity poles, telephone poles, trees, fences, and walls of houses on the roadside. Currently, more and more billboards are found that are installed across the sidewalk, which in the end disturbs the comfort of the community and destroys its beauty. In some cases, the installation of this type of temporary advertising media has even taken away the rights of pedestrians as sidewalk users, which in the end does not care about the security and safety of road users and the public.

Billboards should not only be understood as business communication in their activities but should also consider aspects of security, comfort, beauty, and the interests of society. Based on these problems, it appears that in Yogyakarta the policy direction for installing billboards is still weak. In Yogyakarta, with PERDA (*Peraturan Daerah* translated as Local Government Regulation) of Yogyakarta number 2 of 2015 and PERDA (Local Government Regulation) of Yogyakarta number 6 of 2022 at least there are no public places or spaces that may no longer be used to erect billboards/media. Therefore, entrepreneurs engaged in public billboards, both companies/institutions and individuals who will advertise their merchandise and services, are forced to find another place to place their advertisements.

According to the research that has been done, there has been a shift in the location of advertising media to other points, including Colombo Street so that the number of advertising media is increasing and the distance between one media and another is getting closer. Currently, the density of advertisements outside the public space on Colombo Street has been connected to Affandi Street. Shifts or changes in the placement of other advertising media also occur on the main road that leads into the city area. Among other things, those heading in from the East of Yogyakarta, starting from the intersection of Adisutjipto International Airport and heading west to Janti Flyover, on either side of the road you can find lots of billboards and other types of media installed. Likewise, a parade of various types of billboard media in various sizes can be found at the intersection of Adisutjipto International Airport, Maguwo intersection, and Janti flyover intersection. Thus, the city with the slogan 'Yogyakarta is Comfortable at Heart' is no longer comfortable because various corners of the city and all the roads leading to the city are surrounded by advertisements.

Talking about public space for advertising media cannot be separated from the issues of ad size, type of ad, road access, speed of traffic flow, flow of travel, perceptions of harmony with the environment and surrounding locations, as well as licensing issues. These aspects will

have a positive impact on Yogyakarta if they can be synergized with an appropriate concept. Economic activity in Yogyakarta is related to the need for space, one of which is the installation of billboards by utilizing urban space as outdoor media, this affects the physical form of Yogyakarta city planning, although not directly. The limitations and/or availability of space that currently exists can be utilized by the Yogyakarta city government by reviewing it as optimally as possible so that the public space can accommodate all activities related to the existing space/place. For residents who live in Yogyakarta city, it is hoped that the limited space available can still be utilized to meet their needs, including the need for space for the installation of billboards as outdoor media. In a hierarchical and organized way, it is hoped that outdoor media arrangements for the local government will still be profitable. The first advantage is that outdoor media can be used to increase regional income, and the second advantage is that city people can access information, especially information related to what is presented by billboards that are posted in public spaces, as well as being able to beautify the city if the installation is following established regulations.

As Khorasgani et al. (2023) said, urban public space must be able to create a 'sense of place' for its citizens. Public space has meaning for individuals or groups of people in reacting to perceptions created by the environment, not only covering certain physical aspects but full of symbolic meanings, emotional attachments, and feelings. Jameel & Hussien (2023), also have emphasized that aesthetics in public spaces directly influence the perception of a place to achieve city branding and use it as a positive value for all the various stakeholders. Thus, the perceived beauty of the city affects increasing the desire to visit a city, because of the urban landscape (traditional or modern), uniqueness, and sense of place.

This is because each urban area has a different social, cultural, and topographical context, so it needs to be considered. This aspect also influences the response to the policies of each regional/city government. There are three things that at least need attention, namely a) Every city has a strong attraction as an area of socio-economic growth which is considered to have the potential to need anti-certainty; b) The demand for a better quality of life which cannot be separated from the aesthetic aspects of urban areas; c) As a regulator, it is important and urgent for the Regional Government in Yogyakarta to formulate regulations and policies on public area planning and a master plan relating to the placement of various types of billboards within the framework of a visual-aesthetic city area. The approach is taken to design and develop sets of technological and social elements that as a whole prioritize the need for user and stakeholder involvement. The concept of environmental aesthetics was born from this thought. While Djelantik (1999) argues that the aesthetics of the city is built by the structure, layout, and ornaments, including the beauty, neatness, and cleanliness of the city. The urban area is the centre of the area where activities are very rapidly related to the economy. In addition to the position of the city area which is indeed very well located, it also has high social and economic values, so it is necessary to improve, organize, and increase the visual-aesthetic value of the city environment.

Conclusion

This study results in the conclusion that the harmony and beauty of the Yogyakarta City environment cannot be fully realized by the presence of advertising in public spaces due to: 1) Installation of outdoor advertisements with various sizes, shapes and advertising materials placed/installed in one location/place without taking into account the buildings and surrounding environment, resulting in an irregular view that makes it seem chaotic. 2). Non-permanent advertising dominates urban public spaces and is generally not permitted to be installed. 3). The volume or number of advertisements installed in one place/location exceeds the area's capacity, resulting in an overlap between advertisements. 4). The placement of outdoor advertising installation points in Yogyakarta is evenly distributed; 23 points in public spaces are strategically located. 5). There were violations of Yogyakarta City Regional Regulation (*Peraturan Daerah*) No. 6 of 2022 concerning the implementation/installation of

advertisements in public spaces by many parties (advertising agencies, institutions/companies, and individuals). Thus, advertising in public spaces has a negative impact on the beauty of the environment in Yogyakarta cannot be avoided.

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