



The Urgence of Regulation of Environmental Aesthetic Standards and Security of Administration in The Spatial Detail Plan

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Abstract. Billboards have a considerable influence on urban life because the advertising media often has a location orientation on the main urban roads which has advantages such as strategic location, easy access, agglomeration of activities, completeness of social and economic facilities/facilities, as well as the readiness of the infrastructure. due to the desire to stand out so that the information conveyed is more effective. Advertisements with all their visual characteristics have a major contribution to the impression of an environment. For this reason, it is necessary to arrange advertisements. The arrangement needs to be based on an understanding of the potential and limitations of nature, the development of existing socio-economic activities, as well as the demands of current livelihood needs and environmental sustainability in the future.

Keywords: Advertising; Environmental Aesthetic Standards; Spatial.

Introduction

In essence, the location of the center of economic activity is in urban areas. To be able to realize efficient use of space as a place for economic and socio-cultural activities to take place, urban areas need to be managed optimally through spatial planning. As one of the processes of spatial planning activities, the preparation of urban area spatial plans needs to be carried out as an inseparable part of the Regional Spatial Plan.

The arrangement needs to be based on an understanding of the potential and limitations of nature, the development of existing socio-economic activities, as well as the demands of current livelihood needs and environmental sustainability in the future. Efforts to use space and environmental management are outlined in a unified spatial plan. Spatial planning is a process to determine the spatial structure and spatial pattern which includes the preparation and determination of the spatial plan (Article 1 Number 13 of Law No. 26 of 2007 concerning Spatial Planning).

One thing that needs arrangement is the placement of advertisements outside the room. Billboards have a considerable influence on urban life because the advertising media often has a location orientation on the main urban roads which has advantages such as strategic location, easy access, agglomeration of activities, completeness of social and economic facilities/facilities, as well as the readiness of the infrastructure. due to the desire to stand out so that the information conveyed is more effective. Advertisements with all their visual characteristics have a major contribution to the impression of an environment. (Mundzir, 1996)

Of interest to the government is the receipt of billboard retribution which is the Regional Original Income (PAD) so that they are often more concerned with retribution than the beauty of the city, security, and environmental safety. The Advertising Tax rate is determined by a Regional Regulation of a maximum of 25% (Article 50 of Law No. 28 of 2009 concerning Regional Taxes and Regional Retribution) (Siahaan, 2005). For entrepreneurs, billboards are a promotional medium for their products, so from installing billboards, they hope that their products are known to consumers or the wider community. For this reason, billboards are made as large as possible (to be easily seen or read), as high as possible (so that they can be seen from a distance), and placed in strategic places (eg on the side of the road or on the road). Likewise, the colors and lighting used

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to make advertisements stand out so that they dominate the view of the surrounding environment.

For entrepreneurs making billboards or advertising agencies, there are no more detailed provisions that can be used as a basis for placing billboards according to the land or site where the billboards are placed, so that there is no competition between billboards in terms of size, height, or location. The placement of billboards is one aspect of the city's facial arrangement that is very influential on the visual appearance of urban areas. Therefore, in its placement, it is necessary to pay attention to harmony with the surrounding buildings, as well as balance to the surrounding environment.

Based on the above background, the authors are interested in conducting a study in writing a paper about the urgency of setting environmental aesthetic standards and safety of advertising arrangements in detailed spatial planning.

The method used in this study is normative juridical. Collection of primary, secondary, and tertiary legal materials related to environmental Aesthetics and Safety Standards for Arrangement of Advertisements in Detailed Spatial Plans done through literature study. The legal materials obtained are processed and analyzed. The processing of legal materials is carried out by verification and classification, while the analysis is carried out in a qualitative juridical manner, namely by interpreting it in an authentic, systematic, and sociological manner. The results of the analysis are described systematically according to the subject matter and conclusions are drawn as arguments for answers to the legal issues studied.

Discussion

Definition of Advertising

Marketing is more than just distributing goods from producers to consumers. Marketing activities include starting from product creation to after-sales service after the after-sales service itself, one of the stages in marketing is advertising. Advertising is a very important stage in marketing, without advertising, various products, goods or services will not be able to flow smoothly to distributors or sellers, let alone into the hands of consumers or users (Jefkins, 1997).

The effects of advertising on an organization can be dramatic and also need to be explored. Advertising performs an information function, which communicates a product, its features, and sales locations. Advertising also performs a persuasive function, which tries to persuade consumers to buy certain brands or change their attitude towards the product or company. Advertising also performs a reminder function, which continuously reminds consumers of an advertised product regardless of the brand or company competitors.

There is no single, clear, and comprehensive term to describe the complex character of advertising and its multiple and interrelated functions. Advertising in Lee and Johnson (2004) is classified into several major types, namely (Munzir, 1996):

- Product Advertising

The main portion of advertising expenditure is spent on products, presentation, and promotion of new products, existing products, and revised products.

- Retail Advertising

In contrast to product advertising, retail advertising is local and focuses on stores, where a variety of products can be purchased or where a service is offered.

- Corporate Advertising

The focus of this advertising is to build a corporate identity or to gain public support for the organization's point of view.

- Business-to-Business Advertising

This term relates to advertising aimed at industry players, intermediaries, and professionals.

- Political Advertising

Political advertising is used by politicians to persuade people to vote for them. This condition can be seen as regions in Indonesia that carry out Regional Head Elections (Pilkada) as they are today.

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- Directory Advertising

The best form of the more popular directory is the yellow pages. People refer to Directory advertising to find ways to buy a product or service.

- Direct Response Advertising

Direct response advertising involves two-way communication between advertisers and consumers. The media used can be in the form of posts, television, newspapers, or magazines and many companies allow consumers to respond online.

- Public Service Advertising

This advertisement is designed to operate in the public interest and promote the welfare of the community. So that it can be defined, advertising is commercial and non-personal communication about an organization and its products that are transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail, outdoor advertising, or what is commonly referred to as billboards or through advertisements. public transportation (Lee and Johnson, 2004).

According to article 1 number 7 of Law no. 11 of 2011 concerning Advertising Tax, billboards are objects, tools, deeds, or media whose various forms and patterns are designed for commercial purposes to introduce, encourage, promote, or to attract public attention to goods, services, people or entities, which can be seen, read, felt, and/or enjoyed by the public.

The definition of billboards is very diverse, in the United States with billboards while in the UK it is called a billboard, the term to describe an advertisement that is set on a piece of paper and placed on the front of the store or the side of the road. In today's world of information, when outdoor advertising or commonly known as billboards experience various kinds of innovations to become an effective alternative marketing media. Advertisements are now equipped with embellishments, flashy effects, motion, and light effects as well as electronic/digital. These advertisements are intentionally placed on tall buildings or areas equipped with twinkling billboards as is commonly found in Asian cities (Jefkins, 1997: 126). (Rustan, 2008)

Various kinds and forms and ways of installing and placing billboards. The installation of billboards also experiences ups and downs according to the developing

economy and the emergence of new media in advertising. More specifically, Yulisar (1999), billboards can be defined as objects, tools, or actions which according to their form, arrangement, and or variety are used to introduce, recommend or praise an item, service, or person who is placed or can be seen, read and or heard from a certain location. place by the public.

The size of the billboards used today varies greatly, ranging from the size of small banknotes to very large ones such as those we often encounter on vacant lots or bulletin boards posted in shopping centers. Size variations are only one of the characteristics of advertisements.

Urban Area Spatial Detail Plan

Detailed Urban Area Spatial Plan, is an elaboration of the City/Regency General Spatial Planning in the Urban Area spatial utilization plan. Detailed Urban Area Spatial Planning is a detailed spatial utilization plan for the City/Urban Area Section which is prepared for the preparation of spatial embodiments in the framework of implementing urban development programs. The Detailed Urban Area Spatial Plan is also a plan that stipulates designation blocks in urban functional areas, as a translation of "activities" into the form of space, taking into account the interrelationships between activities in functional areas, to create a harmonious environment between the main activities and supporting activities. in the functional area.

The Detailed Urban Area Spatial Plan has the following functions:

- a. preparing the embodiment of space, in the context of implementing urban development programs;
- b. maintain the consistency of development and the compatibility of urban area development with the City/Regency Spatial Planning;
- c. create linkages between activities that are harmonious, harmonious, and efficient;
- d. maintain the consistency of the embodiment of urban space through controlling urban development programs.

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Detailed Urban Spatial Planning for Regional Governments is a guideline for:

- Providing planning advice;
- Local building arrangements;
- Preparation of spatial engineering plans for urban areas or building and environmental planning plans;
- Implementation of development programs.

The contents of the Detailed Urban Spatial Plan are as follows:

- 1) The objective of developing urban functional areas;
- 2) The plan for the structure and pattern of spatial use of the Urban Area includes:
 - a) Space utilization structure, which includes population distribution, urban area activity service structure, movement network system, telecommunications network system, energy network system, and environmental management infrastructure system;
 - b) The pattern of spatial use, which includes the development of functional areas (residential areas, trade, services, government, tourism, industry) in allotment blocks.
- 3) Guidelines for the implementation of urban functional area development, which are as follows:
 - a) Directions for building density (net density/KDB) for each designation block;
 - b) The direction of building height (maximum height/KLB) for each designation block;
 - c) Directions for building demarcation lines for each designation block;
 - d) Environmental management plan for the allotment block;
 - e) Plan for handling infrastructure and facilities network.
- 4) Guidelines for controlling the use of urban functional area space.

Placement of Advertisements in Detailed Urban Spatial Planning

Media information is one of the completeness of the environment or "Street and Environmental Furniture" whose planning is included in the city details. Advertising is one of the regulatory elements at the City Spatial Detail Plan (RDTRK) level.

Advertising is a visual communication tool in an urban environment by using signs or signage. Installation of billboards, in addition to buildings, also in open spaces. The installation of billboards in various locations is carried out by various parties to promote something. The form starts from signs, banners, logos, and other symbols that indicate ownership, status, group associations, goods and services, manners, and much more. The installation of billboards in various sizes and shapes in their use has caused various controversies. Advertising has characteristics, potential and is very valuable in its contribution to the urban landscape in the twentieth century.

In some cities or neighborhoods, the installation of so many billboards makes and even forms a neighborhood feature. In addition to creating a certain character in the environment, the installation of advertisements also presents its problems. The installation of billboards that are many and irregular, creates the impression of "slum" and obscures the information that will be conveyed. Information blurring occurs because of the overlapping of the information displayed. Conflicts also occur because of differences in interests between the public sign and the private sign.

There are four main objections from Gordon Cullen (1961) against advertising (advertisements) on the street. Firstly, the ads are inappropriate and further jeopardize safety. Second, advertising exploits road use, and society has no other choice but to pay attention to advertising. Third, advertisements "rough" the public environment and reduce public taste. Fourth, advertisements distract motorists and road users. According to Shirvani (1985) from a city design perspective, the size and quality of the billboard design should be regulated to ensure compatibility, reduce negative visual impact, at the same time reduce confusion and competition with community needs and traffic signs.

Some cities place billboards as environmental characteristics and are architectural styles, but some cities place advertisements within certain limits. These limitations can be in the form of limited advertising purposes, location, size, height, number,

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brightness, and so on. If there is an improper installation of billboards, the authorized officer must prohibit it and direct the installation of billboards following applicable regulations. The installation of billboards is not in place, has a major impact on the disruption of public safety and comfort as well as the beauty of urban/regional planning. If the construction of the billboard does not look at the terms of security and comfort, perhaps one day the billboard suddenly collapses, causing casualties to others. Thus, it is necessary to enforce clear laws and regulations to achieve order and compliance in the billboard installation zone.

In addition, many installers ignore the ecological aspect. One of them is cutting trees first before installing billboards. This action is done to get a strategic place. Then, there are still advertisers in the middle of the park by casting. This action is also unacceptable. Rainwater cannot enter the underground water but passes along with the frequent flooding along existing roads. It can be said, the installation of billboards in city parks does not prioritize the harmony between buildings and aesthetics. So that the beauty of this city seems chaotic. In addition, the installation of billboards placed on trees is very contrary to the principle of environmental conservation, and the remaining nails to attach the billboards are still often not removed and left just stuck in the tree. Supposedly, the interests of individuals/groups should not violate the principle of environmental conservation. Trees as part of the concept of green plants that function to absorb air should not be endangered by the act of installing advertisements carelessly.

Thus, it is necessary to take the seriousness and efforts of the Government and the stakeholders in anticipating the rise of violations by billboards that result in damage to environmental aesthetics, disruption of security, and its impact on Regional Revenue.

***Environmental Aesthetics and Safety Standards for Arrangement of
Advertisements in Detailed Urban Spatial Plans***

The substance of the regulations that have been stipulated in several cities regarding the management of advertising media only regulates the provisions relating to the procedures and fees for levies and advertisement taxes for the income of local revenue as well as the requirements for advertising media that must comply with religious norms, beauty, courtesy, order. public, safety,

decency, health, and urban planning. Meanwhile, the technical guidelines for the arrangement of advertisement media are not regulated, such as environmental aesthetic standards and security for the arrangement of advertisements in the Detailed Urban Spatial Planning. (Sony Kartika & Perwira, 2004)

Relevant agencies such as the City Planning Service only provide recommendations for installation location points, sizes, shapes, and methods of installing billboard media without having clear guidelines that can be used as the basis for issuing recommendations, as well as the Public Works Office which provides recommendations on the construction and safety of media installation. billboards in road-owned areas and the Supervision Service which provides recommendations for the construction of billboards and buildings placed outside the area also do not have written recommendations in the form of regulations. The absence of clear rules as the basis for arranging this advertising media causes environmental aesthetics and safety to not be achieved.

To operationalize the aesthetic value of the environment and safety, it is necessary to have an effort to establish a spatial engineering plan in the form of a Mayor/Regent's Decree in the case of an Urban Environmental Spatial Engineering Plan as an elaboration of a Detailed Urban Spatial Plan. If there is a change in environmental function as a result of high dynamics of urban development, the relevant Urban Environmental Spatial Engineering Plan shall be stipulated with the approval of the DPRD in the form of a Regional Regulation. This then becomes an input for the review and improvement of Regional Regulations concerning City/Regency Spatial Planning.

In addition, the revision of regulations that are demanded by stakeholders in the management and installation of billboards is a process to replace a legal product that is no longer in accordance with current conditions, and in the process of forming new regulations, local governments should involve the community. For this reason, this paper is directed at how to make a regional regulation (Perda) that involves the community. Law No. 10 of 2004 concerning the Establishment of Legislation in Article 53 states, "the public has the right to provide input on the process of making regional regulations (Perda) orally or in writing in the context of preparing or discussing draft laws and draft regional regulations". This involvement starts from gathering community aspirations,

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Advertising media management models contain several elements. The elements contained in addition to regulations relating to required or prohibited advertising media (Natalivan, 1997), regulations concerning advertising media of a special nature, violations and administration also regulate technical issues of advertising media installation, namely as follows:

- a. Number of advertising media;
- b. Location of advertising media;
- c. The area and size of the advertising media;
- d. Lighting.

The advertising media regulation model must be neutral (Kelly and Raso in Natalivan, 1997), it should be understood that in the regulations some parts are commercial are prohibited and others are permitted and designed for effective administration. Aspects that are regulated include:

- a. Use of regulations;
- b. The calculation method used;
- c. Regulation of advertising media on private property with and without permission;
- d. Regulations concerning the required permits;
- e. Regulations on design, construction, and maintenance;
- f. City master plan;
- g. Regulations on advertising media on public roads;
- h. The information system that is excluded and prohibited in the regulations;
- i. General licensing procedures, including permits to build or modify advertising media and permit extensions;
- j. The time the regulations take effect and violations;
- k. Implementation and improvement efforts.

In technically planning the advertising media, the elements that are regulated are based on the problems of installing advertising media related to the quality of the urban environment and referring to the needs of the community for their

environment. The technical elements that need to be arranged in this case as mentioned above include the number, location, area and size, lighting, and placement.

According to urban design guidelines (Shirvani, 1985), the size and quality of the design must be arranged so that it harmoniously reduces the negative visual impact, reduces the clutter and competition between commercial and non-commercial advertising media for the public and traffic billboards. Good urban design contributes to the shape characteristics of buildings and roads by providing information on goods and services. There are two levels of classification according to the ease of arrangement, namely:

1) Direct advertising media

This advertising media is related to activities in a building or environment where the advertising media is placed;

2) Indirect advertising media

This advertising media contains messages that are not directly related to activities in the building or the environment where the advertising media is placed.

The city design guidelines, according to Shirvani (1985), also regulate the placement of advertising media into three zones, namely the detection zone, the information zone, and the zone for billboards. The installation of advertising media is closely related to the following considerations:

1. Using advertising media following the characteristics of the region;
2. Have sufficient distance between one billboard media and another, to ensure ease of reading and avoid overcrowding and confusion in reading;
3. A harmonious view relationship with the architectural style of the building where the advertisement media is placed;
4. Limiting excessive lightings, such as in theaters and cinemas;
5. It is not allowed to have large advertisements that dominate the sights in the pedestrian or public spaces.

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Conclusion

The installation of billboards is not in place, has a major impact on the disruption of public safety and comfort as well as the beauty of urban/regional planning. If the construction of the billboard does not look at the terms of security and comfort, it is possible that one day the billboard suddenly collapses, causing casualties to other people. Thus, it is necessary to enforce clear laws and regulations to achieve order and compliance in the billboard installation zone.

Thus, it is necessary to take the seriousness and efforts of the Government and the stakeholders in anticipating the rise of violations by billboards that result in damage to environmental aesthetics, disruption of security, and its impact on Regional Revenue. Therefore, the substance of the regulations that have been stipulated must be clearly regulated, such as environmental aesthetic standards and security for the arrangement of advertisements in the Detailed Urban Spatial Planning.

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