

Questioning the common of the street spaces in relation to advertisements being in them

S Simatupang¹, Ulinata¹ dan Grace Putri Diyanti¹

¹Study Programme of Architecture of Universitas Kristen Indonesia

Abstract. Advertisements in the street spaces has become a common sight in cities. They seem to have become an elements of the city. Advertising by the private sector on the roads is permitted, but the advertisements and their structure erected on the certain locations in the street space raises the question of how far the environment of these roads is truly public. Focusing on this question, this paper examines it using framework based on model developed by scholar Lawrence Lessig that assess common across three layer: physical, code, and content. This study deploy the framework in a case of a road space in the city of Bekasi. The framewok proves a conceptual dan operasional means for analysing how advertisments reduce the right of street passers to safe, comfortable, meaningful public spaces

sahala.simatupang@uki.ac.id

1. Introduction

Urban transformation from public and private spaces to spaces with hybrid characters has long been occurring in world cities. The public space has the characteristics of the transfer of the rights of the central or regional government partially or fully to private or commercial actors as well as a reduction in public control. This is also known as privatization, or commercialization of public space. Privatization of public space occurs when public space is owned or operated by the private sector [1]. The privatization of these public spaces occurs in almost all types of physical public spaces such as roads, parks, plazas, train stations and bus terminals.

One of the forms of privatization of public space is advertising on the street space. The main reason for allowing advertisement in the public spaces on the roads is the income for the local goverment. This space is a strategic location for advertising because in it many people present in this space to carry out various activities every day, using various modes of transportation including walking.

Although still owned publicly and under the jurisdiction of public officials, public spaces that are operated privately are often criticized as serving commercial interests more than the broader public interest. Although the privatization of public spaces has a positive impact, researchers also state that privatization also has negative impacts such as limiting access, increasing consumerism, social gaps, decreasing democratic expression and social interaction [2]. In the case of advertising in public spaces on the roads the negative impacts are increased materialism [3], visual pollution [4], traffic accidents [5], [6].

Although publicity in public space is difficult to measure, a number of experts have tried publicity measurement concepts from a certain perspective. Ben and Gauss [7] examines publicity according to three dimensions: access, agency, and interests. Kohn [8] defines publicity in terms of three core criteria: ownership, accessibility, and intersubjectivity. Németh and Schmidt [1] use a framework that

assesses publicity with three-axis parameters: ownership, management, and use/user. Varna and Tiesdell [9] introduced the Star Model to measure publicity with five axes: ownership, physical configuration, control, civility, and animation. Lessig [10] has developed a model for looking at the impact of the Internet on society. He built his model based on two things, namely common and layers. The model emphasizes that the internet is common and as a virtual space communication system, the Internet is composed of three layers: physical layer, code layer, and content layer. These three layers are related to the common. Lessig (2001) defines commons as “any collectively owned resource held in joint use or possession to which anyone has access without obtaining permission of anyone else”. According to Németh [11] that model can be applied in the material space, that things that can be associated with common can be tangible or intangible, they can be environmental, cultural, virtual and material. For its application in the material space, Németh has reconceptualized the three layers. . Using that model Nemeth [11] tested the publicness of a public park called the Independence National Historical Park (INHP), a complex that is operated and maintained by the National Park Service (NPS) which is planned to be given certain fences and restrictions for visitors for security purposes that because of it the level of the common park is disturbed. Simatupang [12] applied the Lessig’s model developed by Nemeth to analyse the publicness of the road in Bekasi City in relation to the control of the advertisements via its regulations.

This research is using the Lessig’s model developed by Nemeth to analyse the common of street space in Bekasi City in relation to the present of advertisements in them. Referring to that model there are 3 layers of the common that are examined including physical layer, code layer, and content layer. Physical layer refers to aesthetics/style, code layer regulations, and content layer symbolism and meaning.

2. Research Area and Method

Research area located in Jenderal Achmad Yani street in Bekasi Municipality (figure 1). It is a segment of the street. Jend. Achmad Yani Street has its own specialty. Along both sides of the road there are three big malls, three big hotels. On the right side of the north end of the road lies the office of the Mayor of Bekasi, and across from it is a football stadium. On this road there are toll road gates in and out of the city of Bekasi from or to Jakarta or Bandung. So this street is very busy and crowded every day. That is why on both sides of the street there were built many large billboards, especially on the research area, the area that very strategic to erect advertisement billboards.

Research method used in this study is qualitative approach by conducting non-partisipant observation. The purpose of this study is to reveal events or facts, circumstances that occurred during the study by presenting what actually happened. The analytical methods used to the Lessig’s layers are seen in tabel 1.

Tabel 1. Lessig’s layer as applied in physical space

Components	Aspects	Analytical Methods
Physical	Design Criteria	Design audit
Code	Laws and regulations	Document analysis
Content	Meaning or image	Content audit

3. Results and Discussions

3.1. Physical Layer

Bekasi City has no a book of street outdoor advertisement guidelines. Because of its impacts, there should be some criteria to assess a advertisement proposal. This study borrows the guidelines of NSW Department Planning and Enivironment [13] to get the design criteria to assess advertisement on the research area. There are many advertisement billboards have been erected on the street space as seen in figure 2 The brief analysis of advertisement billboards based on those criteria are seen in table 2.

From the brief analysis it can be seen that the advertisements do not comply with the design criteria. The local government of Bekasi City seems to be allowing street public spaces to be sold

regardless of the public interest which requires safety, comfort, and aesthetic. This is related to the pursuit of regional income.



Figure 1. Research Area

3.2. Code Layer

There are no existing Laws of the Republic of Indonesia and Government Regulations of the Republic of Indonesia talking specially about advertising. There are no clauses in the Law of the Republic of Indonesia Number 38 of 2004 on Road and the Government Regulation of the Republic of Indonesia Number 34 of 2006 on Road regulating on advertising. Legislation related to advertisements is in the legislation that is issued by local governments. Local Government of Bekasi City has issued some. Local Government Regulation of Bekasi City Number 14 of 2012 on Advertising Tax, Local Government Regulation of Bekasi City Number 15 of 2013 on Amendments to Local Government Regulation of Bekasi City Number 14 of 2012 on Advertising Tax, Mayor Regulation of Bekasi City Number 48 of 2012 on Guidelines for Implementation of Local Government Regulation of Bekasi City Number 14 of 2012 on Advertising Tax, and Mayor Regulation of Bekasi City Number 47A of 2016 on Arrangement of Advertising Stage.

Mayor Regulation of Bekasi City Number 47A of 2016 on Arrangement of Advertising Stage tries to regulate the installation of billboards from several aspects related to the physicality of billboards as seen in Article 2 namely locations (on or off city infrastructure and facility), types (board, billboard, videotron, megatron), dimension (area), construction (structure), region (permitted or porhibited). The regulation does not describe precisely or exactly the points of place for advertisements in the street corridors and it is not clear how the design of billboards should be designed in accordance with road standards. There is no description of the physical standards for advertisements related to aesthetic, security and safety aspects. This regulation allows the installation of billboards on road spaces and/or road intersection space as long as they do not interfere with the view of road users.

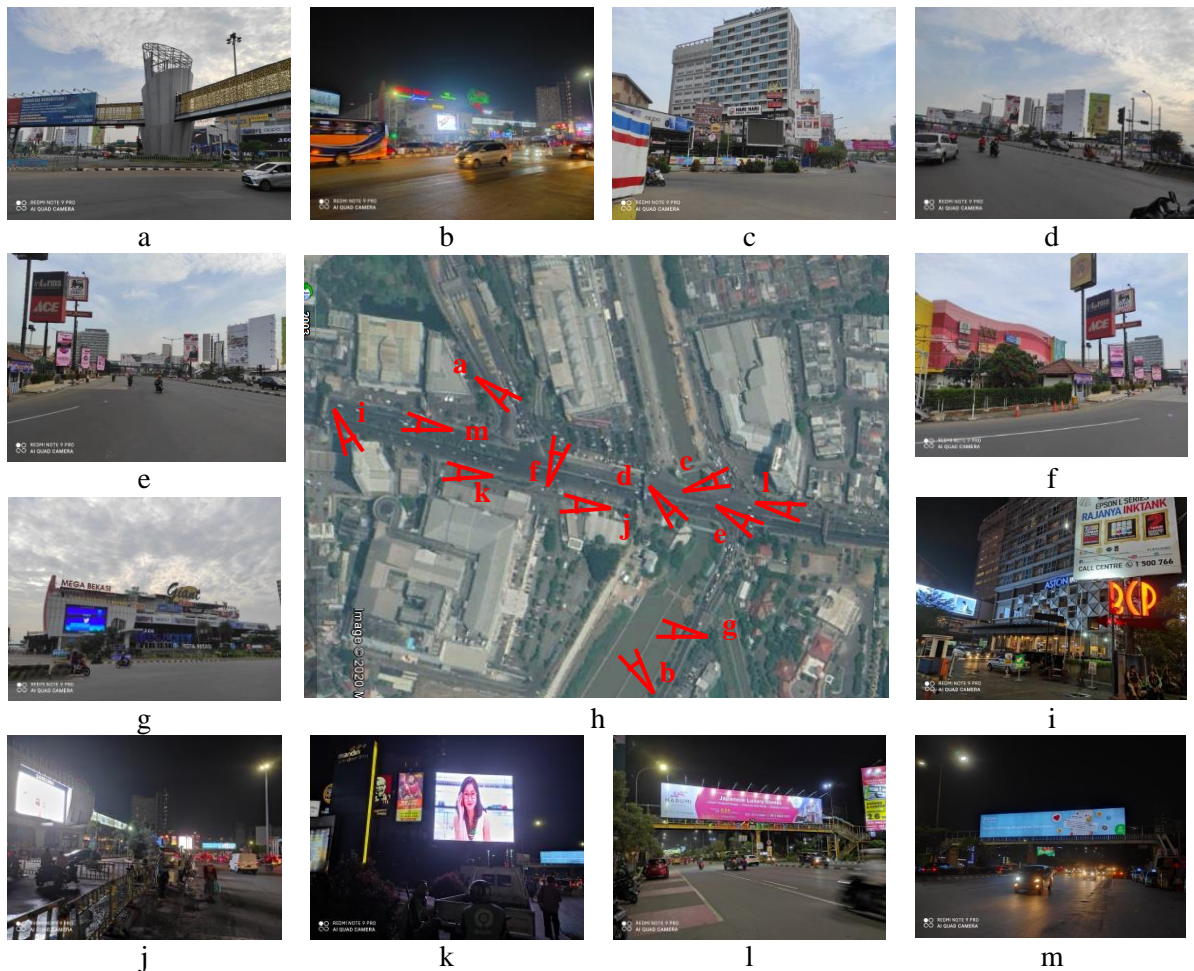


Figure 2. The existing advertisement billboards of the surrounding of research area. Figure 2h is research area enlarged

For example we can see in the state of NSW, Australia. The government through the Department of Planning and Environment issues billboard guidelines in the street corridors of the Transport Corridor Outdoor Advertising and Signage Guidelines [13]. In this guidebook, it can be seen clearly which areas of the city can be used as places for advertisement, places where advertisement points are permitted, thus the design is clearly defined which are prohibited and allowed. From the existing regulations it can be presumed that the local government is pursuing the maximum possible revenue from the rental of billboards as a source of regional income that can be a large amount of money but with easy effort [12].

In Mayor Regulation of Bekasi City number 47A of 2006 there are Articles regarding certain areas that cannot be installed or may be installed with advertisements. For those that cannot be installed this is because these areas have a certain image or meaning such as buildings or yards of local government offices, police offices, armed force offices, educational facilities and religious facilities. For those that may be installed there are requirements regarding the location of installation or the type of advertisement. Areas with certain characteristics namely those that have good architectural building are allowed with a condition that the advertisements are attached to the front of the building. Areas that are allowed to be installed advertisements with the selected type of advertisement and the chosen location points are the square area and the park area. In Mayor Regulation of Bekasi City number 47A of 2006 it is stated that the contents do not contradict *SARA* (ethnicity, religion, race and community group), maintain the norms of decency (Article 4 Section 2), fulfill the requirements of national

personality, culture and must not conflict with religious norms and morality [Article 5]. In fact, these Articles are important to protect and values of society.

Tabel 2.

Criteria	Descriptions	Analyses
Charater of the area	<ul style="list-style-type: none"> - compatible with the existing or desired future character of the area or locality - consistent with a particular theme for outdoor advertising in the area or locality 	<ul style="list-style-type: none"> - There is not yet finished sculpture in the middle of the area, but it is not clear what meaning government local want to express (figure 2a). - there is no particular theme determined to this area, general theme is commercial (figure 2b)
View and vista	<ul style="list-style-type: none"> - not obscure or compromise important views - not dominate the skyline and reduce the quality of vistas 	<ul style="list-style-type: none"> - the advertisement billboards on the edges of street obscure the views to buildings (figure 2c) - the advertisement billboards dominate the skyline and reduce the quality of vistas (figure 2d)
Streetscape, setting or landscape	<ul style="list-style-type: none"> - their scale, proportion and form are appropriate for the streetscape, setting or landscape - contribute to the visual interest of the streetscape, setting or landscape 	<ul style="list-style-type: none"> - their scale, proportion and form are not appropriate for the streetscape, are too big, and too close the road (figure 2 e) - they do not contribute to the visual interest of the streetscape (figure 2f)
Site and building	<ul style="list-style-type: none"> - compatible with the scale, proportion and other characteristics of the site or building, or both, on which the signage is to be located - respect important features of the site or building, or both 	<ul style="list-style-type: none"> - some are not compatible with the scale and proportion of the building (2g) - some do not respect important features of the building (figure 2i)
Illumination	<ul style="list-style-type: none"> - illumination would not result in unacceptable glare - illumination would not affect safety for pedestrians, vehicles or aircraft 	<ul style="list-style-type: none"> - there are one big billboard on the edge of the street (figure 2j) and and one big billboard on the wall of the building that result in unacceptable glare (2k). - they would affect safety for pedestrian and vehicles
Road safety	<ul style="list-style-type: none"> - not reduce the safety for any road users - must not create a physical obstruction or hazard 	<ul style="list-style-type: none"> - the billboard structures that are on the edges of the road are not in clear zone, so that the safety of street depend on the strength of billboard structure
Bride signage	<ul style="list-style-type: none"> - The architecture of the bridge must not be diminished - The advertisement must not extend horizontally and vertically outside the structural boundaries of the bridge. 	<ul style="list-style-type: none"> - The architecture of the bridge is diminished. the bridge structure is covered by billboards (figure 2l) - All of the advertisement extend vertically upward (figure 2m)

3.2. Content Layer

What meaning of city that the local government of Bekasi City want to expres or indicate through public space in each of the main streets commonly is not stated clearly. Street space corridors is only catagorised based on land use. There are no special themes that are proposed to the street corridors. Jenderal Achmad Yani street is divided into several segments where the esearch area is included in business district or commercial segment. In accordance with it the commerical buildings such as mall, shopping centre, and hotel, car showroom have been built in the edges of the corridor. In that area the

advertisement billboards have been installed not only on the wall of the buildings concerning products that are sold in the building, but also on the edges along the street corridors all kinds of products.

The contents of existing advertisement billboard are about promotion of all kinds brands of products and stimulation interest in the products or services promoted. There is no special theme for advertisement content that is stated by local government for that area. With this condition what in their mind of the street passersby may have is the product, interested in or not, buying or selling. The meaning or image of city may be just of commercial.

Fortunately, the contents of the existing advertisements generally do not contradict SARA, religious norms, morality. It can be because there is government regulations that are kept tightly being complied by government and society. Advertisement regulations should be put in position in order to protect culture and values [3].

4. Conclusion

Lessig's framework has helped to address the common of the street spaces in relation to advertisements being in them. Through each of the layers of that model this study can expose the whole issues of the presence of advertisement in public space of a street or road in Bekasi City. The results show the common of the street space is disturbed by the presence of advertisement. The physical conditions has problems of aesthetic, safety, comfort qualities. The local regulations of Bekasi City do not regulate tightly physical design of the advertisement, but prioritize more on pursuing the maximum possible revenue from advertisements. The meaning or image of this research area are nothing but commercial.

5. References

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