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SIGNAGE EXISTENCE FOR TOWNSCAPE IN MEDAN, INDONESIA

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ABSTRACT

Signage or attributes are one of the city elements that influence the spatial layout, especially the visual landscape. Its existence take an impact to the visual quality, the uniqueness, diversity and values used. If there is a deviation from the rules or design theory, the visual landscape which should be attractive will ultimately damage the townscape. Deviations in the use of road space or city parks and environments that should be able to be used by many people, in fact are often used by certain groups for their own interests. Many people did not think that behind the freedom to use the public space, there are many regulation to share with the other and there is many specific regulation to prevent it. It cannot be denied that this happens a lot, one of which is in the city of Medan with its unique areas. This article explains several cases starting with theories related to open space and policy as well as the implications if deviations occur. Using qualitative methods, this article explains empirical facts found in the field.

KEYWORDS: public, space, townscape, signage

1. INTRODUCTION

Public spaces are spaces that guarantee the continuity of social, economic and cultural life, including city parks, roads and environmental roads. There is a free area for activities and social interaction. Public spaces have shared values that many people have the right to use. However, it is often understood that public spaces can also be formed in spaces that specifically have certain functions or own ownership, for example public spaces in housing, public spaces in social facilities or public spaces in complexes. If a garden can be at a road node, it is different from a road that connects between spaces. The community uses these spaces together and marks them. Although the right to use public spaces collectively is interpreted as binding and written rules as well as binding but unwritten rules. Apart from that, there are also rules with special meanings. Of course, public space can also be interpreted as space that can be used with special rules or for special events. Some examples of the use of open space are road markings in the form of street name information and road markings as traffic signs carried out by the government as well as road markings with private information by certain people or communities through tax payments to the government or through permits for the desired function. Public spaces can also be used as limited commercial places that are bound by regulations. For areas that have certain values, there are attached rules regarding signages,

either written in regional regulations or mutually agreed rules without any binding regional regulations because they are only based on community ethics. However, in reality, people often violate the rules stated in regional regulations or community ethics in using public spaces. Space is interpreted as unlimited spatial rights. Some examples are placing information boards on pedestrians, setting up tents for certain functions, using road space as a place to sell with carts that block pedestrian access. Another example is a violation of the permitted size of the signage because it disturbs the comfort of other users' movement space. Architects or urban designers who have initially designed well and precisely ultimately change the meaning of space through functions according to the wishes of certain people. This will of course have an impact on the spatial slums and façades of the city, as well as the emergence of social conflicts due to struggles over collective rights due to privatization carried out by certain groups of people. Meanwhile, on the one hand, it can be explained that the road as one of the public spaces in the city is a visual characteristic of the city (townscape) which is hoped to be able to realize local government policy programs. There are concrete limits to the use of public space behind the freedom to use it.

In this article, we will describe several examples of cases of use of public space in the city of Medan, whether in the form of roads or city parks and parks with certain functions. Through the qualitative-ethnographic method, it explains the visual values or qualities contained in formal and symbolic attributes in urban public spaces and explains the existence of public spaces in townscapes which will be able to describe townscape values in modern life by understanding the empirical reality in architecture.

2. METHOD

This research uses qualitative method with focus on process. Qualitative research originates from positivist, post-positivist, constructivist paradigms, critical theory to interpretive points of view (Denzin & Lincoln, 2017). In line with the negation and thesis of constructivism that observing social reality or saying that facts have been constructed can be explained through any stream of thought (Kukla, 2000), qualitative research can utilize the sensitivity of thoughts from constructivists, interpretivists which are in accordance with the nature of architectural knowledge and research that focuses on observing reality and utilizes ethnographic methods. The ethnographic method is a qualitative research method to explore the reality or life of society by interpreting a view of life from the perspective of the community itself. Understanding/interpreting is an investigative process to understand social problems or human problems based on a complete holistic picture formed with words, reporting the informants'

views in detail, and arranged in a scientific setting (Creswell, 2003). Regarding the confidentiality of the identities of informants and certain people being investigated, researchers can rely on the concept of 'freedom and public figures' or John W. Johnson's public figure doctrine. John W. Johnson in DEMOCRACY Magazine: Eighth Manuscript, The Role of Free Media. The underlying principle of the 'public figure doctrine' is that the average person (someone who is not famous or whose name is

not currently being discussed) has more protection against criticism by the media than a public figure. A public figure must withstand shaming and harsh comments from the media, even if the comments are wrong. Unless this public figure can prove that the publisher of the statement acted with hatred. Malice is defined as the act of issuing a publication whose author, editor, or broadcaster knew the contents were false at the time of publication or acted rashly without regard to the truth or falsity of the statements made.

The result was influence by the fieldwork and literature review. Based on Wayne Attoe method with critic description, this paper describe the result of analyze well-developed theories from Broadbent, Cullens, Stephen Carr, Weber, constructivist 'Boerdieu' and interpretivist 'Geertz', Balandier, and other written sources (journals, proceedings, websites). The result of this paper to build the temporary theory for the participant observation to get the primary data. In other hand, it describes too the importance of the context dynamically. Secondary data obtained from various sources is an important window for understanding the intertwining events and layers of context that cover the research problem, namely:

1. The process of architectural culture in which experts maintain (to conserve) or change (to transform) an order of life Modern society is spatially structured and its conditions are visually regular/irregular, usual/unusual, normal/unusual, appropriate/inappropriate or something normal/abnormal or ideal/not ideal.
2. The values (quality) of the townscape and the presence/existence of roads in the spatial structure and analyzing them from the idea of structure. Structurally, the government has the authority to organize/regulate activities in public spaces and provides facilities for architects/designers as experts on the conditions of a modern cultural order. All analyzes are the result of interpretation of primary data and secondary data.

3. REFERENCES

3.1 Spatial Planning Policy in Public Space and Its Implication

Urban spatial planning cannot be separated from the planning and policies implemented. Policies that comply with general rules and local values. Each city has general and specific policies with local values while still referring to the appropriate use of theory. Open space is currently often interpreted as space that is not open to the public because of complexity and contradictions (Carmona, 2015). Privatization occurs because a person or community considers that space is free to be used for all purposes, they place an element for their own interests in a public space without thinking about the rights of other people to enjoy that space freely. This often happens in spaces that are considered profitable from an economic or political aspect. Public space ultimately represents private area, commercial area and hegemony area which is exclusive and the others issues. A public space can be defined as a good space when it is confirmed in evolving, balanced, diverse, delineated, social, free, engaging, meaningful, comfortable, robust. Public space forms an urban landscape that reflects the color of the city based on the symbolic revival of the economy. Spatial expression is formed from public open space activities which contain various community activities, both in road corridors and public parks (Papen, 2015). Public space defined in important aspect i.e (a) expressing a high entitlement to perform the directive, either based on the responsible actor's deontic authority (status) or by taking a strong deontic stance;

(b) showing how entitlement is claimed by accounts for the legitimacy of the directive and the requested action; (c) addressing how signs may seek to create affiliation with the recipient and thereby establishing a relation of cooperativeness (Svennevig, 2021).

3.2 The Role of Signage and Attribute in Urban Design

Landmarks are one of the urban elements that color visual diversity. It cannot be denied that the right design will provide results that not only can be used functionally but also produce a level of comfort, safety and beauty. Often in an area you will find irregularities in location or chaotic designs due to signages. Inappropriate placement of signages can be assessed using VIA (Visual Impact Assessment) as a result of visual contrast activities in a place. VIA is a study to determine visual impacts that are considered unreasonably damaging, which should be the responsibility of the parties involved through appropriate methods, one of which is visibility mapping (Palmer, 2022). Signages as one of the urban visual elements cannot be without design considerations. Inaccuracy of location and design character will damage the visuals which will have an impact on the urban visual landscape, especially if it occurs in areas that have special value (Keliat et al., 2020). Inaccurate placement of urban elements has an impact on visual quality which can be tested using an instrument for evaluating the quality of townscapes, one of which uses the Townscape Heritage Initiative through indicators of visual quality and its criteria (Reeve et al., 2007). As is known, one of the townscape elements is signages on roads, in open spaces and private spaces that are freely visible to the public. In heritage areas, signages are an important element that must be considered carefully so as not to damage the value of the space or building, you must think about preserving the area/building (Utami, 2020). Townscape Heritage Initiative (THI) is a method for monitoring change, monitoring that must not abandon the principles of dynamics of change (Reeve et al., 2007). Activity of local user take an impact of quality of the visual landscape and visual perception, likely in case CBD in Bungalow (Raj & Patil, 2023)

3.3 Regional Implications of City Spatial Planning Policies

The results of Broadbent's study explain the regional implications or principles of modern urban regulation in the City of Paris during Haussmann's leadership. The changes to the City of Paris were marked by (1) 333 miles (536 kilometers) of lane changes with 85 miles of new boulevards. Can be passed faster and better. Rows of trees along the road. The facade is orderly, the street furniture is lamps designed by Haussmann technicians. (3) Creation of a standard type for residential areas (3) Bois de Boulegna and Boisen Vinennes which are more open to the public and new tombs. (4) The small park Parc des Butex Chaumont, and (5) the renewed Parc Mondeau with the boundaries of the city extension. Haussman refused to recognize political logic during his reign. The intervention of the ambivalent bourgeoisie benefited Haussmann, who changed the shape/patterns of space in the city of Paris. An ideal industrial city was created south of the City of Chicago and integrated workers' housing - housing with various communal facilities including play areas all located near the Pullmann factory 'Palace Car Company' - conditions similar to the 'Saltaler' workers' settlement that the company first founded Krupp in Essei late 1880s. George Pullmann is an architectural cultural figure who created a continuous traffic network and transformed traditional cities into metropolitan areas.

In the urban environment there are spaces available that can be freely or limitedly accessed which contain 3 (three) aspects of public space from Carr, namely human dimension; public life and rights (Carr et al., 1992).

1. Human Dimension Aspects. The human dimension aspect consists of 4 (four) categories, namely: a. Needs that differentiate between comfort and relaxation b. Passive engagement (passive engagement) c. Active relationship (active engagement) d. Exploration (discovery) with the following meaning: a. Needs. Comfort is a basic need, such as: food, drink, protection (shelter) or a place to rest when tired which overall is a need for comfort. Relaxation is comfort with a degree of release. A reality developed by the body and mind at an easy level. The sensitive aspect of psychological comfort is a prerequisite for relaxation (loosening physical tension). b. Passive connection is the need to enjoy a certain setting that can lead to relaxation without having to be involved in it. The category of indirect activities is more directed towards people watching rather than doing something. c. Active relationships are the need to carry out or experience directly in a place and contact with the people there. Some people may feel satisfaction from just looking and others may desire direct contact with people (both strangers and members of their own group). d. Exploration is related to the opportunity to observe different things that people do as they traverse the site. Desire for stimulation and excitement in the experience of new, exciting things. A reality developed by the body and mind at an easy level

2. Aspects of Public Life. Aspects of public life in the form of: a. Value, b. Naturalness c. Evolution with the following meaning: a. Mark. The key motive in creating public space and criticism of existing results and the idea that good ones should be supportive, democratic and meaningful. b. Naturalness is the result of analysis from a historical perspective, the forces that shape it, and questions about how public space can create a humanist culture. c. Evolution is about how the evolution of public space life has produced the types that exist today including those specifically designed to support public life, such as: parks, plazas, play and leisure areas as well as places suitable for these purposes, such as: street corners, stairs leading to public buildings or tourist areas.

3. Rights Aspect. Aspects of rights are in the form of categories: a. Access b. Freedom of Action c. Claim d. Change e. Ownership and Disposition with the following meaning: a. Access consists of physical access, visual access and symbolic access. Physical access is a clear physical form as a sign of an entry area (such as: a gate or a readable time register for a public space). Visual access so people feel free to enter or not at all. A park that appears busy with cycling or football activity may not be safe for seniors, and entering the setting will be visually less stressful. Symbolic access is the involvement of the presence of messages (cues) in the form of design and human elements that direct who is permitted or acceptable and who is not expected. Gate guards can give the impression that people entering must be watched and for certain public plazas this gives the impression of greater security but on the other hand it seems less inviting. b. Freedom of action is the right to do things and behave in public spaces. c. A claim is something that deals with control over public space by claiming space to fulfill one's own needs in the sense of limiting freedom for others as well as something related to privacy and territoriality. d. Change exists in the sense that public spaces can change and evolve

over time and allow people to develop what they desire. Change has a complex meaning because it occurs in different ways. Elements can be added either temporarily or permanently. The fundamental thing about change is the degree to which the site can always be modified or adapted. e. Ownership and Disposition means that the owner of a public space has permanent rights to determine the rules.

3.4 Culture and Ideology in Architecture

Hume's empiricist explains 3 (three) reasons related to similarities where imagination flows easily from one idea to another, namely: from relationships/contacts, to ideas that occur at the same time, at a time or place and can be remembered simultaneously. The general thing conveyed by empiricist philosophy is in terms of 'real' objects of vision (color, shape, etc.) where there are no real criteria for 'unreal' and there is no doubt about possibility or something that is still possible. The reasons for the existence of 'possibility' are things that rationalists oppose, which are the main ideas of behaviorism, the extreme of empiricism. Neutral behaviorism from rationalism -empiricism which merges into one or pure rationalism or functionalism- rationalism or ideal rationalism is the mental side and social side of a construction, needs, conception, mode of interaction, etc. The ideological context is the influence of empiricism whose rationalism is determined individually where technical innovation is used to determine which people need comfort in their lives. Architecture contains many meanings and formulations. Architecture is a manifestation of all the thoughts, tastes, agreements, norms, selection, modification, imitation/mimesis, creativity, beliefs and beliefs of its presenters (Prijetomo, 1999). Architecture in the form of buildings is constructed from architectonice techne - arche (origin, principle, primacy) and tecton (craftsman) and techne, not in the narrow sense of technology. Technology with the embodiment of instrumental logic can produce programs and measures that simultaneously discover

3.5 Formal and Symbolic Function of Public Spaces

Public space is a place for people to carry out various social interactions (sitting and chatting on the available benches while enjoying various types of food and drinks, etc. as well as enjoying the visual appearance of an area in the urban environment. This is a square. Its existence is as public space requires an area that is large enough in the shape of a rectangle, visually open or wide enough to enjoy the physical elements in it. Streets are free public spaces, providing free areas that allow people to move from one place to another by walking. on foot or driving. Roads are part of a road network system that binds and connects various functions and activity centers. City roads are public roads in the road network system that connect or connect: between service centers in the city, service centers with parcels, between parcels, as well as between residential centers within the city.

Formal Function of the Road. Based on the substance of Government Regulation No.34 of 2004, there are 2 road network systems, namely: primary road network system and secondary roads as forming an area and connecting between areas. Each primary and secondary road network has a first primary function, a second secondary function and a third secondary function. There are 4 types of classification based on road function, namely: arterial roads, collector roads, local roads, and

environmental roads with the categories arterial roads (primary & secondary), collector roads (primary & secondary), local roads (primary & secondary), and roads environment (primary & secondary). The classification based on road function above is equipped with standards and technical criteria for the types of motorized vehicles that pass through.

Symbolic function of the road. Roads are part of the road network system and create spatial patterns in city areas; an urban community place with modern cultural values. As a public space, it has limitations on people's spatial rights to carry out various forms of social interaction and activities. Roads provide free or enclosed areas for visual access, and are a characteristic element of the townscape. Townscape is an urban element that influences the people who occupy the city area; a way to recognize visually through the physical form of the city, containing physical elements such as: buildings, streets, and open spaces of various sizes. Some of the Medan residents feel that they do not have any interests, do not understand the values aesthetic value in the environment, regardless of the symbolic function of the road as a characteristic of the townscape and the visual values (quality) of the environment. They are people who need public spaces that are always open for access, either periodically or temporarily, namely: roads. Streets that have free areas that can be used for private purposes, such as: buying and selling goods, gardening, self-development or a place to exist; a stage for communal life for city residents to carry out daily and periodic routine activities. Roads have paths/tracks for movement and circulation routes that are easily recognized; has a free area or large open space; a strong appearance of a building structure with a certain character inherent in the facade; orderly trees, rows of street lights. According to Cullens, townscape is the visual art of arranging buildings, roads and spaces that decorate the urban environment. Townscape is a physical aspect of the visual ability to recognize the physical form of a city. In the sense that the city is arranged as an object from outside the planner as a subject and then after being arranged it is filled with living activities. The visual quality of a city includes 5 (five) city elements that have character for townscape assessment, namely: roads (roads, paths, avenues, lanes, boulevards, alleys, malls, alleys, squares (plazas, circuses, piazzas, courts), corners and intersections and landmarks. Easy to recognize or have references but there can be a visual disconnect. Even if there are landmarks, visual capabilities are limited due to spatial patterns formed from the road network system, road width, turns, etc.

4. Case Studi

In certain areas in the city of Medan there are townscape values that are always maintained, including: the Kesawan area with its colonial style buildings, Merdeka Square, and others. In other areas, conditions that are not regular/organized are visually covered by buildings, trees, road patterns/shapes. Contains illegal buildings, rubbish, irregular trees such as in riverside/bank areas but is not visible from city roads. The Deli River bank area is a physical element that has the potential to be a town scape value that can be brought to beautify the face of Medan City. This is different from the actions of cultural actors who were always involved in maintaining/maintaining historical values during Dutch rule in the city of Medan. Apart from the road as a physical characteristic of the townscape with physical elements (buildings) that have a Dutch colonial character, rows of shops, etc. - arranged under

the control of the current city government. Aur Village on the banks of the Deli River is where the poor live in Medan City. Its existence is a slum area in the city of Medan which is characterized by scattered illegal buildings, piled up rubbish, and settlers carrying out their daily activities. Slums and poverty are part of the identity of Kampung Aur. There are parties who participate in the social problem of poverty in the Kampung Aur area. Some of the community consists of temporary workers, parents who cannot afford to send their children to school, children who are smart and want to go to school, children who don't care about education, and so on. Currently several community groups are actively participating. fostering relationships with communities in the Kampung Aur area including: SASUDE (Sanggar Anak Sungai Deli), KOPA (Community Cares for Street Children), LABOSUDE (Care for Laskar Anak Anak Sungai Deli), and KOPASUDE (Community Cares for Children and the Deli River). SASUDE was formed by a group of young people from Friends of Nature, North Sumatra, based on concerns about the quality of education for Indonesian children. Real community action has been carried out, especially for children on the banks/banks of the Deli River. KOPA is a community whose activities focus on educational services and counseling, especially for street children. KOPA is a bridge for street children and problem children. Most of KPOA students are kindergarten to high school students. LABOSUDE is a community that is active in the field of education and services for the children of the Deli River and provides outreach to the community in the Deli River environment to maintain the cleanliness of the environment, especially the Deli River. KOPASUDE is a community that is active in the fields of education and religion. The activities carried out are basically aimed at creating ethical individuals from the children on the banks of the Deli River and restoring the function of the Deli River (Sihombing, 2022).

Based on spatial planning policy, spatial patterns and the physical elements therein are formed as the visual appearance of the city. Creating the urban spatial structure so that the city becomes beautiful is the authority of the government at various levels and all its apparatus and the support of the expertise of architects/urban designers in bringing townscape values to the design of the urban environment (urban areas). Townscape is an urban element that influences the people who occupy the city area; a way to recognize visually through the physical form of the city, physical elements such as: buildings, streets, and open spaces of various sizes. Roads are available for the people who live in it and are the physical characteristics of the city. To date, various actions have been taken by the Medan City Government to maintain and/or change the formal and symbolic functions of public spaces related to aesthetic or poor quality in the Medan City area. Urban spatial planning is the realization of spatial planning policy programs with the position of the government and urban planners as subjects; regulators who enforce objectification standards in a systematized form on citizens as objects of regulation/management of life in the urban environment. Together with other experts (architects, urbanists, technocrats, bureaucrats) he is the creator of the conditions for the values of a structurally established order. The city of Medan without electric cables running along 16 roads is the Medan City Government's work program for 2023. Currently, several roads are still under construction and cables are scattered around. The sixteen roads are Gajah Mada Street, Iskandar Muda Street, S.Parman Street, Sudirman Street, Letjen Suprpto Street, Imam Bonjol Street, Pemuda Street, Palang Merah Street,

Pangeran Diponegoro Street, KH Zainul Arifin Street, Monginsidi Street, Raden Saleh Street, Ir. H. Juanda Street, Pioneers of Independence Street, Brigadier General Katamso Street, and Captain Maulana Lubis Street.

The government provides dispositions for other parties in the form of ownership rights to utilize the spaces available in the urban environment along with permanent rights to regulate free areas in areas that have been privatized, such as: educational areas, residential areas, and residential areas. industry.

1. Cemara Asri Resident Area

The Cemara Asli area is a residential area which consists of several functions. This area displays the character of modern life with outdoor space functions that can be used by housing residents and visitors from outside the area to carry out various activities. Various activities arise and are influenced by school and college facilities in the area, places selling food and snacks, ponds and bird parks, making this area known as a tourist/recreation spot, Maha Vihara Maitreya which is the largest monastery in Indonesia. This monastery triggers the creation of non-religious tourism activities because it is not only a place of worship for certain people but is open to the public.



Figure 1: Street in Cemara Asri Resident Area with local activity

2. Medan Metropolitan Trade Centre (MMTC) Complex

MMTC is one of the housing complexes in Medan City which encourages the economic activities of Medan City residents. This housing complex is a residential area equipped with various facilities and infrastructure, such as good quality roads, shops and a playground. In the middle of the M.M.T.C Complex which is located near Williem Iskandar Street/Pancing Street, Medan, the 'Pajak Kedan' culinary market will be built.



Figure 2: Using street in MMTC Area with local activity

3. Kesawan Area

Kesawan is one of the historical areas in the city of Medan which indirectly has several special requirements for the use of its public spaces. Especially in the use of signages, this area is different from other areas because it is binding on conservation regulations. As a historical area, the Kesawan area with its road network has public spaces which in fact are often misused by the public. The use of road space that is not in accordance with regulations, especially on main roads, shows the use of road shoulders filled with irregular car parking. Apart from that, there is also an attribute, namely that the road markings used are not appropriate.

5. CONCLUSION

Urban design to bring townscape value for set up the urban area which related to the architect or urban designer as the expert. Medan as the big city in Indonesia provides the formal functions and symbolic functions for the people activity as well as the visual appearance of it. In fact, it will occur until the cultural practitioner have the authority to carry out various actions based on conservation and transformation to re-layout the existing. It is significant to preserve the local value with diversity and dynamic process.

Urban spatial planning is the realization of spatial planning policy programs with the position of the government and urban planners as subjects; regulators who enforce objectification standards in a systematized form on citizens as objects of regulation/management of life in the urban environment. Together with other experts (architects, urbanists, technocrats, bureaucrats) they are the creators of the conditions for the values of a structurally established order.

On the basis of city spatial planning policies, spatial patterns and the physical elements therein are formed as the visual appearance of the city. Creating the urban spatial structure so that the city becomes beautiful is the authority of the government at various levels and all its apparatus and the support of the expertise of architects/urban designers in bringing townscape values to the design of the urban environment (urban areas). Townscape is an urban element that influences the people who occupy the

city area; a way to recognize visually through the physical form of the city, physical elements such as: buildings, streets, and open spaces of various sizes.

Structurally. The formal function of roads is to connect one area to another. Roads are infrastructure for land transportation covering all parts of the road including complementary buildings and equipment intended for traffic. and have certain physical characteristics. There are concrete boundaries in the form of roads, pedestrians, road islands, sidewalks, trees, traffic lights, traffic signs and so on with various conditions. Roads are access for humans and vehicles (men and motorbikes) from one place to another. Technically the condition must be good in the sense of using suitable technology.

Roads are physical elements whose existence influences the face (visual appearance) of Medan City. People who are difficult to manage, without boulevards, without squares, without plazas, is Medan still a beautiful city. Not to mention situations related to limitations in terms of available road forms/patterns, budget, parties involved with their respective interests, efforts to achieve goals, and so on. Whether the city of Medan is beautiful or not beautiful, the most important thing is to live comfortably and happily in it.

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