

Outdoor Advertising in Yogyakarta During Post-Pandemic Covid-19 in Socio-Design Study

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This study aims to identify and critically analyze Outdoor Advertising in Yogyakarta using a socio-design approach. Outdoor Advertising, such as banners, posters, billboards, and other media installed in every corner of Yogyakarta, is a dilemma. According to the view of a person or institution/industry, existence of Outdoor Advertising is an effective medium for conveying promotional messages to the public. Meanwhile, for regulators, especially for local governments, this can provide regional income through relatively high taxes. Nevertheless, on the other hand, the rise of Outdoor Advertising raises aesthetic, security, and environmental management issues in Yogyakarta City. This study uses a qualitative method with a socio-design approach (social aesthetics). The social-aesthetic process appreciates design work in a socio-environmental context, both the human environment, the natural environment, and the social environment. The design work in this study is the design of Outdoor Advertising is an essential variable because the delivery of messages through Outdoor Advertising will determine the content, shape, and type, as well as the location or installation. When viewed from a functional context, advertising is to help market products and services persuasively. From the aesthetic context, outdoor advertising displays must focus on Yogyakarta's social, economic, cultural, and environmental aspects. The results of this study indicate that Outdoor Advertising is needed for communicators to convey messages on products/services. As an essential regulator, the local government makes public spatial planning policies related to ad placement. Therefore, Outdoor Advertising can help increase the positive perception of the correlated people to form the image of the Yogyakarta city planning, which is unique and has a comfortable heart.

Keywords: advertising, space, public, post-pandemic, covid-19, sociology, and design

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INTRODUCTION

Yogyakarta is known for many predicates, such as being a warm city, a center of education, a city of struggle, a city of culture, and a tourist city. These various predicates and designations for the people of Yogyakarta are indeed very proud, but at the same time, they also demand responsibilities that the entire community must share. Like other big cities in Indonesia nowadays, Yogyakarta is also kept from various problems. One of them is the problem of placing outdoor advertisements that are disorganized, chaotic (*semrawut*), and very disturbing, even destroying the beauty of the city of Yogyakarta, which is known as the slogans "Jogja Berhati Nyaman" and "Jogja Istimewa." The existence of outdoor advertising in Yogyakarta had abated or decreased significantly when the Covid-19 pandemic hit the world, including Indonesia. At that time, the government implemented a lockdown system, which meant that people's outdoor activities were minimal (large-scale social restrictions). The COVID-19 pandemic also had an economic impact that resulted in a financial crisis worldwide, including in Indonesia. This economic crisis affected logistics, tourism, and trade activities, which had a considerable impact. Indonesia's economic growth has decreased amid the coronavirus outbreak. Indonesia's economic growth has slowed because of the COVID-19 pandemic. *Badan Pusat Statistik (BPS)* informed that the Indonesian economy grew slower by 2.97% (year on year), which occurred in the first quarter of 2021 ([Fibrianti, 2021](#)).

The COVID-19 pandemic has had an impact on almost all business sectors and including outdoor media, whose targets are active outside the home. This situation makes a person, or the industrial world/institution advertise outside the room to overcome the business and economic downturn. Along with the sloping down of Covid-19 cases and the loosening of restrictions on community activities, outdoor activities are getting more active towards the end of 2021. This situation received support from the Indonesian government by issuing policies through three stimuli, namely fiscal, non-fiscal, and economic sector stimulus, to encourage economic growth. At that time, the presence of outdoor advertisements began to spread again in the corners of the Yogyakarta Street corridors. The presence of Outdoor Advertising can indicate community activities outdoors, and the economy is starting to look good so that a person or company/institution starts advertising again. Outdoor advertisements (posters, billboards, billboards, et cetera) are again scattered in the

corridors along the streets of Yogyakarta. This messy situation is wider than placing out-of-place advertisements allegedly but also because the billboards had exceeded capacity significantly ahead of the 2024 Election. The government and officials concerned have made various efforts. Still, they have yet to yield satisfactory results that make Jogja feel comfortable, significantly in line with the slogans and expectations of all parties. In fact, at every crossroads and junction, more and more banners, posters, and billboards are installed. Views of various types and forms of outdoor advertising, such as banners, posters, and banners placed inappropriately, are also seen along the protocol road.

The problems and phenomena of urban planning in Yogyakarta are severe and have become a topic of discussion in various forums. In fact, in the last ten years, the City of Yogyakarta has faced a dilemma, namely the uncontrolled construction of multiple shopping centers and hotels all over the city, plus the problem of outdoor advertising on the streets to the corners of the city, such as posters, banners, banners, billboards, sign systems, and the like. It is undeniable that, on the one hand, this phenomenon has encouraged the growth of the regional investment. Still, on the other hand, it has created problems related to public safety and security. *Masyarakat sebagai bagian dari suatu wilayah tidak dapat dihindarkan dari permasalahan yang dihadapi oleh wilayah tempat masyarakat itu hidup* ([Oka Prasiasa, 2022, p: 205](#)). The emergence of Outdoor Advertising in Yogyakarta has created a different perspective between the installer, the community, and the local government that owns the area. Therefore, there is a need for social criticism of outdoor advertising work that begins with anxiety about the condition of the social environment. As reported in early 2022, several billboards collapsed on the power grid and blocked roads. Some fallen billboards needed permits ([Antara, 2022a](#)). This fact has undoubtedly disturbed the comfort of the people of the city of Yogyakarta. This condition raises concerns because it can impact the loss of the slogans of Yogyakarta, *Jogya Istimewa dan Jogja Berhati Nyaman*, which are the pride of the people of Yogyakarta. The problem of outdoor advertising in the city of Yogyakarta conceptually cannot be solved with a single and absolute science, considering that advertising is colored by various issues (advertising is based on a problem). According to [Davidson \(1994\)](#) and [Frascara \(2004\)](#), *di dalam iklan terdapat berbagai kepentingan, seperti kepentingan ekonomi, sosial, budaya, politik, teknologi, komunikasi, maupun seni rupa*.

Meanwhile, regarding outdoor advertising issues related to urban aesthetics, [Djelantik \(1999\)](#) argues that the structure, layout, and ornaments, including the town's beauty, tidiness, and cleanliness, shape the aesthetics of the city. Based on this, outdoor advertisements on the roadside, road media, city parks, trees, electricity poles, and buildings around the city of Yogyakarta in the form of banners, posters, billboards, neon boxes, and Videotron when viewed from an aesthetic point of view exist. Tendencies are not in harmony with the aesthetics of the city.

A literature review of several sources is necessary to obtain information and supporting data and present authenticity and novelty (in providing a concept regarding the regulation of outdoor advertising in post-pandemic Yogyakarta). Several research results have been carried out, including the research by [Nurhadi et al.](#) entitled "Kajian Spasial Keberadaan Reklame Luar Ruang terhadap Etika dan Estetika Ruang Publik di Kota Yogyakarta." Likewise, this research aims to determine Yogyakarta's typology of outdoor billboards. This study also examines the distribution of outdoor billboards in strategic and non-strategic locations, residents' perceptions of the effect of outdoor billboards, and recommendations for alternative locations for public spaces that are recommended and not recommended. Public perception shows that the presence of billboards has not created urban order (82%), has not completed the beauty of the city (78%), is not follow the conditions of public spaces (85%), and the size is not appropriate (91%). Furthermore, the research of [Devin Defriza H. \(2006\)](#) aims to understand the effect of outdoor advertising on urban space. The universal aspect related to the character of outdoor advertising can be a factor in forming a sense of place in urban areas to create a city identity. The criteria for urban spaces that have the potential to be a prime location for outdoor space advertising are considered in the potential advertising plan that needs to be identified by potential advertisers. From the literature review, this study places Outdoor Advertising research in a socio-design perspective. Socio-design is closely related to society and certain social or environmental situations so that it can lead to the emergence of various discourses, thoughts, and problem-solving dimensions in real life.

Based on the problems described above, this research needs to be carried out to obtain the concept of public spatial planning related to the placement of outdoor advertisements in Yogyakarta, considering that Yogyakarta has become an urban city where many people who live come from various regions in

Indonesia. This study is expected to help build awareness of all interested parties using urban space in Yogyakarta (outdoor advertisers, regulators, and the public).

RESEARCH METHODOLOGY

The Approach of the Study

This study used a descriptive-interpretative qualitative method with a social-aesthetic approach (socio-design). Social aesthetics appreciates and relates a work of design to the social-environmental context, both the human, natural and social environment ([Berleant, 2010](#)). The design work referred to in this study is the design of outdoor advertising as an essential variable. Outdoor advertising design is an essential variable because remembering the message conveyed through outdoor advertising will also determine the ad's content, the type of ad, and its placement. Qualitative research is characterized by interpretive, directed to think and find answers to what is currently the center of attention in research ([Bungin, 2007](#)). This qualitative-interpretative study seeks to understand the importance of text and its construction and to interpret the phenomenon (outdoor advertising in Yogyakarta) from a social-aesthetic perspective. Through the scientific-critical thinking stage, the research stage will begin with an inductive thinking process through field observations. Through field observations, researchers can capture various facts and phenomena to analyze and theorize. This research is a search for outdoor advertisements posted in the Special Region of Yogyakarta.

Data Collection

Observations, interviews, documentation, and references are data collection steps carried out to obtain the required data. The explanation for each step can be described as follows:

1. Observations

Observasi atau pengamatan adalah kegiatan mengumpulkan data melalui atau menggunakan pancaindra sebagai alat bantu utama ([Denzin & Lincoln, 2009, p: 524](#)). This study's observations were carried out in stages and progressed from simple things to the next step. Observations of this research are carried out in stages and develop from simple things to the next steps. The steps in the observation are as follows:

The first stage: examining the core group of outdoor advertisements posted in the Special Region of Yogyakarta. The author uses the method in this first

stage to collect data by observing directly in the field. This observation is done in two ways: recording and focused sighting. The author makes focused observations (pursuing the required data according to the object under study) to collect as much data and information as possible by observing outdoor advertisements installed in public spaces. The writer also recorded findings per the research objectives at the observation time. The focus of observation narrows down to two categories of outdoor advertising: Commercial and Social. The commercial categories of outdoor advertising include advertisements offering products, services, or food & beverage. What is included in social advertising is public service advertisements and the like.

The second step: at this step, the author directs and focuses attention on the type of advertisement, message structure, space or space, model, use of materials, construction, et cetera. This observation collects data by photographing promotions (reproducing) with a camera according to predetermined criteria. The activities in the form of observations were also recorded. This recording is done so that what is seen or observed is not missed. This is because a person's ability to keep is sometimes weak, and it is easy to forget the data that should be remembered. A recorder is also used. Apart from being an interview or interviewing tool, this tool is also used to recall what was heard during the interview. Thus, the author can focus attention on data that requires more observation.

The third step: the primary purpose of observation is in the context of discovery, but observation can also produce findings that align with the context of verification and systematization of the patterns of events that appear in the field. By observing these things, it is hoped that answers can be found in this study. Observations were made in this study to get an idea of the types of advertisements, placement locations/spaces, and the format or construction of various outdoor advertisements in Yogyakarta.

2. Documentation

Documentation is information stored or documented in writing, artifacts, photography, et cetera ([Miles & Huberman, 1992](#)). In connection with this research, this documentation data collection was carried out as a material to assist in analyzing the data as a complementary document in the study. Data is needed to reveal a relationship between the research object and something that has ever existed.

3. References

Libraries that match the problems in the research are found through books, journals, mass media, and searching on the internet to find appropriate and necessary data and references.

RESULT AND DISCUSSION

Dilemma Outdoor Advertising in Yogyakarta

One of the supporting elements in activities to offer and sell goods or services to prospective buyers requires Outdoor Advertising. Outdoor advertising is a powerful medium in marketing efforts and delivering information to the public. Outdoor advertising is the most popular visual communication media and the most potential marketing media for individuals, companies, and governments. While related to social or lifestyle issues, advertising activities are suspected to influence people's consumption trends. Advertising can change people's knowledge about the advertised product's characteristics, information, existence, and value. Advertising is considered a means of creating consumer tastes, producing desires, and forming social symbols. Therefore, advertising can influence contemporary society to be more interested and have a strong desire in the form of an excessive thirst for items that are not too important ([Udayana, 2018, p: 315](#)).

Concerning outdoor advertising, potential consumers are local people and passers-by who can make the corridor a strategic land for ad placement. It is the taking of urban open spaces that are considered strategic that tends to be used for the installation of Outdoor Advertising, with the hope that potential buyers will notice the message conveyed by the advertisement. Crossroads in the city of Yogyakarta, such as the Demangan T-junction, the Colombo T-junction, the Condong Catur intersection, the Janti T-junction, and protocol roads, are strategic places for outdoor advertising. On the one hand, the existence of Outdoor Advertising related to the advertisements displayed has a positive impact on regional income through taxes, can improve the quality of a city that can be seen visually, and provide access to information to the public. Nevertheless, on the other hand, the existence of Outdoor Advertising can also harm the city because it can damage the beauty/aesthetics of the environment. For example, installed Outdoor Advertising blocks or interfere with the view toward interesting city elements such as architecture, historic buildings, and city elements. - elements of the urban landscape can even threaten the community's safety. (See Picture 1 and 2).



Picture 1. Yogyakarta Outdoor Advertising disturbs the beauty before it is brought under control, namely around the *golong-gilig* monument (*tugu paal putih*) Yogyakarta, which has historical and philosophical values as an icon and landmark of the city of Yogyakarta.

(Source: blogspot.com)



Picture 2. The collapse of billboards and the massive installation of Outdoor Advertisements of various sizes and heights give the impression of chaos that can interfere with the beauty, comfort, and safety of the Yogyakarta citizens.

(Source: Documentation foto.bisnis.com and Prayanto WH, 2022)

Up to now, the issue of outdoor advertising in Yogyakarta has not been well resolved. The study the author did in 2014 on the Yogyakarta issue under ad siege has not changed until now. Still, it is even more concerning when comparing outdoor advertising data in 2013 and 2022. According to Badan Periklanan Daerah Persatuan Perusahaan Periklanan Indonesia (P3I) DIY, *jumlah iklan yang dipasang di Kota Yogyakarta pada Januari hingga Oktober 2013 ada 1.329 unit*. If the billboards on the side of the city road are 32 meters long and all the billboards are displayed in a row, the length is 28 kilometers. Thus, advertising with a density of up to 87.5 percent makes public areas uncomfortable. Meanwhile, data from January to the end of September 2022 found 3,433 illegal billboards ordered by the municipal police of Yogyakarta. The lawsuit against 91 Outdoor Advertising installers

who violated Regional Regulation No. 2 of 2015 regarding the installation of billboards has also been won by the Yogyakarta City Government ([Harian Jogja.com](http://HarianJogja.com)). Based on these 2 data, within nine years, it was found that outdoor advertising in the city of Yogyakarta has increased almost three times. Even though the area/space has not expanded, the area and length of the road have not improved. However, it is precisely the increasing number/volume of Outdoor Advertising installations.

Based on the author's observations, the volume or number of outdoor advertisings in Yogyakarta experienced a drastic decline when there was an outbreak of covid 19 (early 2020 to early 2022). The atmosphere along the city streets is not filled with billboards, especially commercial-type billboards. Strategic places where advertising contests usually

occur with crowds of billboards, banners, and posters, but during the COVID-19 pandemic, only 1-2 billboards that is the only type of social/non-commercial advertisement from the government that conveys information, appeals or social messages related COVID-19. However, after the COVID-19 pandemic began to slow, the installation of Outdoor Advertising re-emerged along the corridors of the right and left sides of the city of Yogyakarta. Positively, it can be said that this is a sign that the post-pandemic economy is starting to revive after two years of sluggishness. It is time for the industrial world and community business to rise again after lying down. It is time to again offer goods and services in various ways, one of which is installing Outdoor Advertising as a marketing communication medium. Outdoor Advertising is an attempt to convey messages effectively. It must be admitted. Outdoor Advertising is still needed by the industrial world, producers or communicators to bring commercial and non-commercial messages to the public. Although in the development of information technology today, promotion can be done by utilizing social media through the website/internet, Outdoor Advertising is still considered the suitable medium to increase brand awareness. Placing advertisements in public spaces is believed to increase brand awareness for audiences who do not have internet access so that ads on social media cannot reach them. Compared with other marketing strategies, the placement of Outdoor Advertising (billboards, billboards, banners, et cetera.) placed in a place where people are busy passing by has a powerful impression. This means that outdoor advertising is the type of advertisement that people who pass by cannot simply ignore (Outdoor Advertising forces the audience to see it). Unlike online advertising, one can choose to skip it.

However, behind the effectiveness of Outdoor Advertising as a medium of conveying messages, several issues have not been appropriately resolved, where the installation of Outdoor Advertising becomes a dilemma for an urban planning environment. In urban public spaces, such as Yogyakarta, it is still common to find outdoor advertising installations that violate the law. Public outdoor advertising facilities, including trees, telephone poles, electricity poles, rolling door shops, walls, fences, and pedestrian bridges, are not spared as places for advertising. People who pass by often feel disturbed by sight. It is considered to be complicating the city's spatial planning. Not to mention the addition of large billboards/billboards scattered in the corridors of urban streets, which increasingly terrorize the people who pass by. Although the local government has repeatedly

appealed that the installation of advertisements/billboards must have a permit and follow the applicable rules, many still violate it.

Dodi Kurnianto, as the Head of Enforcement of Laws and Regulations for the Invitation of the Yogyakarta City Civil Service Police Unit, has taken a judicial and non-judicial approach to curb billboards that violate the installation rules in the city of Yogyakarta. In the judicial process, billboards are known to be unlicensed, so they have the potential to harm regional finances because there is no income from advertising taxes. The non-justice enforcement process is done by warning, stopping the billboard function by sticking a sticker or closing the billboard until it is demolished ([Antara, 2022b](#)).

As a city of students, a city of culture, and a city of tourism, Yogyakarta is visited by many people from various regions throughout Indonesia. This is a golden opportunity and becomes one of the targets of Outdoor Advertising in the competition to convey messages for the company's products and services. In almost all parts of the public space, the city of Yogyakarta has been dominated by advertising contestations made by the creative industry. Advertising contestation has become a daily visual consumption because it constantly fills public spaces and adorns the face of the city of Yogyakarta. However, it cannot be denied that its existence is felt to disturb the public space. For example, the facades of buildings along Jalan Affandi, along Jalan Magelang, and even the beauty of Malioboro are no longer visible because they are filled with billboards of various products. It looks like the front of the shop is almost covered with billboards for multiple products more conspicuous than the name of the shop there. The existence of Outdoor Advertising through advertisements displayed has unconsciously caused symbolic violence. People who pass by are forced to see advertisements on the road. Unconsciously, advertising terrors will continue to haunt us because subconsciously, it has been embedded in people's minds. If the government as a regulator allows this, supported by the absence of public awareness and various related parties, the slogan of *Jogja Berhati Nyaman* will not materialize.

The presence of outdoor advertising has provided benefits or interests to various parties in the industrial sector, local government, and the wider community. In this context, the word 'space' can be understood that this place is a concern for various interests, not only targeting the ad placement space itself. The appeal referred to here is to direct the

public to the purpose of advertising, such as influencing the development of advertising ideology and lifestyle and encouraging a wasteful society. Still, it must be realized that physically placing outdoor advertising media often interferes with the beauty of the city environment. Nowadays, it is difficult to see and interpret design separately from social issues. When it comes to visual communication design (Outdoor Advertising), it is almost impossible to talk about it only as a medium. Based on the socio-design concept, technical systems and systems are two things that cannot be separated in a design work process. The two must be seen as a unit. Victor Papanek, through his theory, emphasizes the importance of designing/designing that can show social considerations as a form of responsibility. Papanek emphasizes the importance of designers having social responsibility. When outdoor advertising is associated with human visual perception, it is often referred to as social perception, whose selectivity is indirectly influenced by social and cultural values.

In the context of design, social theory underlies the purpose of the design approach concerning the audience, which is efficient and effective. Design based on socio-systems theory seeks to emphasize and apply design without forgetting social issues. Therefore, socio-design involves the participation of all parties using the design/design. Participatory design is a concept that was later developed to complement socio-design. An approach is taken to design and develop a social-technological system that emphasizes the need for comprehensive user and stakeholder involvement. This thought has given birth to the concept of social-environmental aesthetics because individual experiences deal with the experiences of other individuals, even with the community environment (Berleant, 2010). Thus, this can be said for contextual aesthetics because it departs from design works that are realized and appreciated based on the social-environmental context. In this study, the work of advertising design as an essential variable serves to convey messages that determine what it looks like and its type and is installed outside the space where passing people are forced to see. People who see outdoor advertising as having sensory experiences that are not always positive, and if they are hurtful and painful, will have an evil and destructive effect, this aesthetic experience leads to negative territory (Berleant, 2010).

Outdoor Advertising, when we focus on the message conveyed, can be divided into two, namely commercial advertising and non-commercial advertising. It is a commercial advertisement

because the message provides information on a product or service for trade promotion purposes. Based on observation, this type of commercial advertisement seems to dominate several public spaces in Yogyakarta and is scattered throughout the road corridors in the Yogyakarta area. Outdoor Advertising in the form of giant billboards can be seen on Jalan Solo, Jalan Laksda Adisucipto, Jalan Colombo, Jalan Affandi, and other main roads. In Yogyakarta, this billboard also contests at every T-junction and crossroads. In contrast to non-commercial types of advertisements, they generally convey service messages to the public, such as delivering messages/information about taxes, appeals always to maintain health during the COVID-19 pandemic, and other social services. Based on the author's observation, this type of non-commercial advertising is not so numerous and not prominent but can be seen in particular locations, such as in front of or near government offices (sub-district office, district office, et cetera) and hospitals.

Further more, when viewed from the material side and the installation period of Outdoor Advertising can be divided into two, namely permanent Outdoor Advertising and non-permanent (temporary) Outdoor Advertising. In general, permanent Outdoor Advertising was made with good construction (foundation, iron frame) and planted into the ground. This type of Outdoor Advertising is generally installed after the licensing process. Meanwhile, non-permanent (temporary) Outdoor Advertising is the media that is installed that is easy to move or disassemble and is not sturdy because the construction is made of bamboo/wood. Media Outdoor Advertising of this type is very common and is usually installed in any place (such as tied to trees, electricity poles, telephone poles, and walls of houses on the side of the road). It is often found that Outdoor Advertising is installed across the sidewalk, even placed into the body of the road to damage the beauty. Even in some cases, the installation of temporary outdoor advertising interferes with sidewalk/road users' rights, ultimately ignoring public safety. Outdoor advertising should be understood not only as a business communication activity but should also have various roles and interests in society. In Yogyakarta, there are still many outdoor advertisements that violate advertising ethics (laws), as an example is a *GrabBike* advertisement that visually displays two figures, one of an actor, Raffi Ahmad, being ridden on a motorbike. The dominant color is green with the text "*GrabBike hemat, KeepKalem, Keep Murah*," a vertical design format about 175 cm high with a bamboo frame. The problem is how this advertisement is installed by tying it to telephone

and electricity poles (see Picture 3). The *GrabBike* ad, starring Raffi Ahmad, was installed, and can be seen on almost all roads in the city of Yogyakarta, such as along Jalan Solo, Jalan Laksda Adisutjipto, Jalan Colombo, Jalan Affandi, Jalan Condongcatur, and Jalan Babarsari. Raffi

Ahmad's version of the outdoor *GrabBike* advertisement violates the rules set out in the Yogyakarta Regional Regulation No. 2 of 2015, article 6 section 1 which reads “Reklame dilarang diselenggarakan: Menempel pada pohon, tiang listrik, tiang telepon, dan rambu lalu-lintas”.



Picture 3. Non-permanent/temporary Outdoor advertising is the most dominant installed on the streets of Yogyakarta and refuses regulations.

(Source: Prayanto WH Documentation, 2022)

Shifting the point of installation of the billboard

The rapid development of the economy, whether individuals or business entities/institutions that have a business or product, to introduce a product business requires advertising media. Business activities in the city of Yogyakarta, both in the service and trade sectors, after the COVID-19 pandemic, began to increase again. The installation of advertising media is one of the tools for promotion. One of the objects of local taxes is Outdoor Advertising which is one of the potentials for the Yogyakarta Municipal Government in local tax revenues to increase *Pendapatan Asli Daerah (PAD)*. Considering that the potential for advertisement tax in Yogyakarta is enormous, it must continue to be optimized. The licensing process and provisions following the legislation regarding the installation of billboards should be carried out. The Yogyakarta Municipal Government cannot collect taxes if the concerned person does not care for licensing and fulfill the provisions. However, it cannot be denied that the existence of Outdoor Advertising is, at the same time, a dilemma for the government.

On the one hand, the existence of Outdoor Advertising is licensed to contribute taxes to the Yogyakarta municipal government. However, on the other hand, the installation of Outdoor Advertising is in an area where many historical buildings stand, magnificent buildings that also beautify the city of Yogyakarta. Therefore, a socio- design approach is needed for urban spatial planning with the aim that

Outdoor Advertising arrangement follows aesthetics, urban spatial planning, personality, and national culture and does not conflict with cultural norms, religion, order, security, decency, decency, and environmental health. Mayor Regulation (*Peraturan Walikota*) Yogyakarta No.26/2010 concerning the Advertising Master Plan and Mayor Regulation No.85/2011 concerning the Implementation of Advertisements in the Malioboro Area as the basis for regulations issued to reduce violations of Outdoor Advertising installations. Based on this regulation, several roads, such as Jalan Sudirman, Jalan Suroto, Jalan Mangkubumi, Jalan Malioboro to *nol Kilometer*, are considered sterile areas from billboards/advertising. The corridor along the road has a sense of place that has its physical and social character.

It should be noted that between Jalan Sudirman and Jalan Mangkubumi, there is a landmark and an icon of Yogyakarta, namely the *Tugu Paal Putih*, which is widely known by the public. This location is recognizable and has unique characteristics, so it can be influential, especially in forming the relationship between visitors and a place. Likewise, it becomes the city community center along Jalan Malioboro, up to the *nol kilometer* (post office and BNI building). The surrounding location is not only a business center that brings buyers and sellers together but also a cultural center because of the social interactions that take place every day. The *titik nol* area is one of the unique destinations and is one of the identities of the city of Yogyakarta. In this place, physical and

social elements are essential to become the sociocultural identity of Yogyakarta. The physical sense of place in the Malioboro area as a shopping center until the *titik nol* area (*Gedung Agung*, Vredenburg Fort, BNI Building and Post Office) has architectural buildings and historical buildings that are unique and interesting as forming physical factors. While social factors are many exciting activities and events held to bring in visitors, this location can provide comfort and safety. Community attachment to a place is part of the sense of place. Socio-demographic characteristics and environmental experiences usually drive the attachment to a place. Likewise, memory and the history of a place are significant factors in forming a sense of place, as explained by [Najafi & Shariff \(2011\)](#).

Concerning the preceding, the mayor's regulation, Master Plan Advertising and Major Regulation (*Peraturan Walikota*) No.85/2011, looks like it works. This can be seen when the author collects data by combing the streets mentioned in the mayor's regulation to make observations, observations, and documentation. There are no billboards/billboards that cross the road. In previous years (before the covid 19 pandemic), there were still several billboards installed across the road so that they could interfere with the comfort and damage the aesthetics of the city. Space advertisements are usually found on every street corner and are very disturbing to the view of people who are on the move. However, outdoor (non-permanent) advertisements violate the rules, such as placing advertisements on electricity poles, telephone poles, and building walls/walls. With the Yogyakarta mayor's regulation, at least there is a space or place that can no longer be used for advertising using billboards. Therefore, Outdoor Advertising organizers, both individuals and companies/institutions who will promote their goods and services, must find alternatives to place their advertisements. Based on the author's notes, there has been a shift to Outdoor Advertising installation points outside Major Regulations, including Jalan Colombo, so the volume of Outdoor Advertising/billboards and the distance between media to other media is getting closer. If readers look closely, the density of billboards/Outdoor Advertising on Jalan Colombo has continued to Jalan Affandi. Another shift to installing Outdoor Advertising/billboards is on the main road to enter the city of Yogyakarta. For example, from the east, starting at the Adisutjipto airport fork in the west to Jalan Janti (Janti flyover), many billboards are installed on either side of the road. The content of billboards/billboards of various sizes can be seen at

the airport T-junction, Maguwo T-junction, and Janti T-junction.

The shift in the place of placing outdoor advertisements is closely related to the design of a city, with the hope that there will be balance and harmony with interests according to the concept of urban planning that considers the order, order, and beauty of a city. The balance in question can be measured from the layout, size, color, construction, and amount in one area. Therefore, the design of a city is carried out by considering the interests of the public or the wider community and following a particular process and design criteria agreed upon by the community/citizens. Although it cannot be ignored for the sake of regional development, local governments will try to optimize permits for public open spaces to increase local revenue through taxes. However, it must still be noted that there is a public right to enjoy the aesthetics of neat urban planning, lest this public right not be fulfilled because of outdoor advertisements installed irregularly and haphazardly.

CONCLUSION

This research has explained the role and importance of ways to convey promotional messages for goods and services through advertising. The selection and use of media are essential for the message to reach a wide area by persuading and influencing consumers. Outdoor Advertising media is an effective strategy to trap and force potential consumers to read the advertising message. Outdoor advertising effectively conveys messages to the audience in public spaces. Although the development of information technology is relatively rapid and most companies have used online advertising a lot to advertise their products, the conventional way of advertising through Outdoor Advertising is still effective in attracting the audience's attention.

Based on the study results, the types of commercial advertisements in the public spaces of Yogyakarta dominate more than non-commercial advertisements. Meanwhile, the installation of outdoor advertisements in urban road corridors is still standard, which impacts the visual system of urban spaces/public spaces. This happens because there is no harmony and regularity between one advertisement and another, nor is there harmony with the surrounding environment. Various forms of Outdoor Advertising are installed without regard to social/environmental aesthetic aspects, proportions, and safety aspects, especially commercial advertising.

The government/regulator must periodically evaluate and implement the regulations correctly and consistently because the existence of outdoor advertising contains a dilemmatic thought. On the other hand, it disturbs the environment/urban planning if the concepts and regulations are incorrect. Still, on the other hand, it provides a significant enough income for the local government. While the public perception of the existence of advertisements in public spaces in Yogyakarta, most consider that they have not considered the elements of an order, comfort, and the beauty of the city. There is a trend of shifting the point of placing outdoor advertisements (billboards) previously near the city center (Jalan Sudirman, Mangkubumi to Malioboro) to change to recommended alternative locations.

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