**Asia Proceedings of Social Sciences
(APSS)**

www.readersinsight.net/APSS

URBAN SCREEN AS A VISUAL ART AND ADVERTISING AREA

Santo Tjhin

Department Visual communication Design

Universitas Sampoerna

L'Avenue Building 6th Floor, Jl. Raya Pasar Minggu Kav.16, Jakarta 12780

santo.tjhin@sampoernauniversity.ac.id

**Corrospounding author's Email:* santo_tjhin@yahoo.com

Peer-review under responsibility of 5th Asia International Conference 2019 Scientific Committee

<http://connectingasia.org/scientific-committee/>

© 2019 Published by Readers Insight Publisher,

lat 306 Savoy Residencia, Block 3 F11/1, 44000 Islamabad. Pakistan,

editor@readersinsight.net

This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Copyright © 2019 Authors. This is an open access article distributed under the [Creative Commons Attribution License](http://creativecommons.org/licenses/by-nc-nd/4.0/), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Abstract

Jakarta is a big city in Indonesia, a modern or developed city is a city whose development is sustainable and has the role of being an icon for the country. Jakarta has an important role and function in supporting the national economy in addition to being an icon for Indonesia. It's role as the capital of the country also adds to its appeal, this encourages improvement both in terms of the appearance of the building and in following technological developments. Buildings and malls in Jakarta, offering a variety of products and gathering places for urban communities, where urban communities are born out of interest, atomized (united but anonymous), and there is a reciprocal (cause-and-effect) relationship with urban spatial planning, architecture and design that shapes characters the community. Improvements carried out by buildings and malls in the city of Jakarta, by building Urban Screen LED Facade. Light Emitting Diode or LED has an important role in changing the appearance of buildings to be more beautiful and attract attention as a reflection of developed and modern cities, in addition it also acts as a media advertising. So it is expected to increase added value, the value of communication and cultural exchange. With the placement of the urban LED screen, the Jakarta Building and Mall hopes to create a metropolitan building that is sparkling and has aesthetic value, so that it is worthy of being an icon of the city of Jakarta.

Keywords: Led Façade, Visual Art, Advertising.

Research Highlights

LED Facade is an urban screen in the form of an electronic screen, and has become the latest technological trend. In a life dominated by various visual relations - rather than hearing and touch - the screen becomes an important force. With the placement of urban screens in buildings and shopping centers such as in Taman Anggrek, Neo Soho Central Park, Season City and Emporium Pluit have the hope of creating a different situation and communication value, where there are messages and impressions to be conveyed to the general public. But what impressions and images can the Taman Anggrek buildings and shopping centers, Neo Soho Central Park, Season City and Emporium Pluit have to offer with the use of urban screens, which clearly make a difference in the exterior of the building and have a symmetrical aesthetic

concept based on vision. The research highlight is about How urban LED facade screens in shopping centers become media branding? How is the visualization displayed on the screen contained visual art and has aesthetic value?

Graphical Abstract

Fig. 1. Taman Angrek UrbanScreen
(Source: pariwisatawestjakarta.blogspot.com)

Fig. 2. Neo Soho UrbanScreen
(Source: www.mariowibowo.com)

Fig. 3. Emporium Pluit UrbanScreen
(Source: santo)

Research Objectives

The placement of the urban Façade LED screen, which displays a variety of visual arts, is a medium in which the world of life is represented through screen images. With the placement of the urban screen, the building and shopping center of Taman Anggrek, Neo Soho Central Park, Season City and Emporium Pluit to create a different condition and new meaning compared to other buildings, the determination of positioning in the minds of consumers as buildings and shopping centers that are different from the center other shopping, thus creating a different impression. However, what impressions and images can arise for the buildings and shopping centers with urban screens, which clearly make a difference in the exterior of the building and have a concept of aesthetically pleasing symmetrical beauty based on vision. This study aims to determine what is the use of the screen that was built in the front facade of a shopping center in Taman Anggrek, Neo Soho Central Park, Season City and Emporium Pluit, which can display the image of motion and appearance of the screen itself. The main thing is as follows: Interpret the use of LED screens that cover the front view of a shopping center, visual art or self-image what arises? Describe the use of the screen, as a communication medium for delivering messages or as advertising media wrapped in visual art technology.

Methodology

Research conducted on the topic of urban screen research in buildings and shopping centers as one of the elements of media outside the visual arts supporting space and as an advertisement, is viewed in terms of approaching the object using the approach qualitative, because researchers want to get in-depth, more detailed data that emphasizes critical aspects of detail and uses case study methods. Therefore, researchers conduct research directly and are involved as research instruments. It also uses descriptive research, namely research that aims to develop (generate) theories or hypotheses through exposure, data collected in the form of words, images, and not numbers (Lexy J. Moleong, 2010: 11), in obtaining comprehensive results on the object of research. The author analyzes the topic discussed using discussion through the perspective of visual culture, which is where looking for links to the form of cultural concepts (values) and material culture (objects) that can be immediately captured by the visual senses (eyes) and can be understood as models of the human mind to improve quality of life. In the research process the authors do the process of recording images of the object being observed. Photo shoots and videos were also taken to observe the message content conveyed by the buildings and shopping centers of Taman Angrek, Neo Soho Central Park, Season City and Emporium Pluit using urban screens as outdoor media.

Results

The use of LED screens in front of the building's facade is an advertising tool in communicating with the public that is used by building management to attract public attention. Where visual art is displayed on a static or moving screen, which has a variety of visual images and contains various signs. According to Charles Sander Pierce, in his semiotics, that the sign can be divided into verbal signs approached with a variety of languages, themes and understandings obtained, and visual signs seen from the way they are described, whether iconic, or symbolic. The visual appearance by using a large screen and has interesting lights and shapes is expected to cause the impression of atmosphere and certain sensations such as providing a shocking effect, an unforgettable experience for the audience who see it. So that consciously or unconsciously, the audience who looks at the screen, according to Lubis, in his journal, then there will be a perception that will cause an image or an image, which describes the quality of a city. Urban

LED screens not only affect the visual landscape of city space, but also affect one's experience in public spaces. Every individual involved in the city space and staring at the screen will experience social interaction that all enter into experience.

Findings

The aesthetic paradigm of beauty has been part of the contents of human intellect, for centuries, and has become a single myth in belief. Even though new concepts and theories have been born, they still leave a strong imprint. Aesthetics is in the area of everyday experience related to the human environment, both natural and social. Experience has two important aspects namely sensory and meaning. This experience can be in the form of objects of art, nature, environment and social world. The use of LED screens in the facades of buildings and shopping centers looks mesmerizing views as part of visual art, but the value of a message to be conveyed, sometimes can't always be understood, because it's necessary to study from an easy visual side understood by the general public, using clear sentences, so that the communication of advertisements delivered can be understood. The urban screen, seen from a great distance away, can be used as a powerful advertising medium.

References

- Armstrong, Gery dan Philip Kotler(2001). *Prinsip-Prinsip Pemasaran*. Jilid 1. Erlangga: Jakarta.
- Lynch, Kevin (1960). *The city image and its elements-from The image of the city*, Journal.
- Parera, J.D. (2004). *Teori Semantik*. Jakarta: Erlangga.
- Pierce, Charles Sander. Hoopes, James (2008) *Pierce on sign :writing on semiotic*. University of north carolina press, US.
- Schari, Agus (2007). *Budaya Visual Indonesia*: Erlangga, Ciracas, Jakarta.
- Struppek, Mirjam(2010). *The social potential of urban screen. Visual Communication Essay*, Journal.
- Sulaksana, Ujung, *Integrated Marketing Communications Teks dan Kasus*, Pustaka Pelajar Offset, Yogyakarta.
- Wells, Burnett and Sandra Moriarty. (2000). *Advertising Principles and Practice*. 5th edition. New Jersey: Prentice Hall

Wells, W., Moriarty, S., Burnett, J. (2006). Advertising Principles and Practice. 7th edition. New Jersey: Pearson Education

Zumtobel (2014), *light for facade and architecture*, Journal

Author's Biography

The author is a graduate of fine arts and design, followed by taking a master's degree in entrepreneurial management and a master's in product design. When graduating from college, the author began his work experience by working in an advertising agency, many interesting experiences in the world of design and advertising. The author's desire to share experiences and knowledge, making the author actively teach as a part-time lecturer in several well-known state and private universities in Jakarta. Learning certainly doesn't recognize age, until now the author is still learning and exploring the potential for self-development and design development accompanied by technological advances. Currently the author is actively sharing his knowledge and experience by becoming a permanent lecturer in visual communication design at the University of Sampoerna, Jakarta.