

# The Arrangement of the Space Billboard : Semarang City

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**Abstract.** The advertisement is a systematic and integrated effort which is carried out in relation to the advertisement, including the planning, structuring, implementation, licensing, supervision, and law enforcement and control activities. This is stated in Semarang City Regulation Number 6 of 2017 concerning Billboards. Based on the experience of the writer, who has been in a motor vehicle accident due to improperly installation of billboards. The duties and functions of the Semarang City Spatial Planning Office in the process of formulating billboard policies include the activities of making study of the layout of billboard points, planning and structuring billboard points, checking and field technical research, as well as requesting billboard point permits. The Semarang City Regional Government has the responsibility to protect the public to the potential risk of danger arising from the installation of billboards in public spaces. In addition, billboards are one of the important elements in regional public services to create order in urban spatial planning and beauty.

**Keywords:** Office of Spatial Planning, Billboard Administration, Regional Government.

## 1 Introduction

Article 18 paragraph (1) of the 1945 Constitution of the Republic of Indonesia states that the Unitary State of the Republic of Indonesia is divided into several provinces which then divided into some regencies and cities. Each of which has a government, province, and regency, regions, which are regulated by law. The implementation of the article in question is Law Number 23 of 2014 concerning Regional Government.[1] Furthermore, Article 18 paragraph (2) of the 1945 Constitution of the Republic of Indonesia states that the Regional, Provincial, Regency and City Governments regulate and manage their own government affairs according to the principle of autonomy and duty of assistance.

The capital of Central Java Province, Semarang City, functions as a center of growth in the regional constellation of Central Java. As the Capital of the Province of Central Java and the center of growth, Semarang City has modes and mass public media that play an important role in the distribution of goods and services on a city or broader scale. The availability of facilities and infrastructure of the City of Semarang is an attractive factor for migration, which has resulted in the development of the city's population. With the population increasing, the city of Semarang has an appeal for the organizers of the billboards. This is because the commercial side of the community is the goal of the billboards.[2] Therefore, the billboard is quite potential for the future and will certainly affect the regional income.

The advertisement must be in accordance with the aesthetic arrangement of the city and protect the public interest. As an effort to create order and control the growth of billboards in the city of Semarang, it is necessary to arrange the placement of billboards. Arrangement for advertisement management is an effort to improve guidance, control and supervision as an effort to protect the interests and public order, further improve services to the public in a transparent, open and fair manner.[3]

Semarang City Spatial Planning Department is the executing element of government affairs in the field of public works sub-spatial planning and land affairs. The Spatial Planning Office is led by a Head of Service who is domiciled and is responsible to the Mayor through the Regional Secretary. The composition of the organizational structure of the Semarang City Spatial Planning is regulated in Semarang Mayor Regulation Number 64 of 2016 concerning the Position, Organizational Structure, Duties and Functions, and Work Procedures of the Semarang City Spatial Planning Office.[4] The task of this office is none other than to plan, coordinate, foster, supervise and control and evaluate in the field of advertisement structuring, calculation field and billing field.

Billboards are objects, tools, deeds, or media whose forms and features are designed for the purpose of commercially introducing, encouraging, promoting, or attracting public attention to goods, services, people, or bodies, which can be seen, read, heard, felt, and/or enjoyed by the public. This is regulated in Article 1 number 15 of Semarang City Regulation Number 6 of 2017 concerning Billboards.[5]

The Semarang City Government has the responsibility to protect the public against the potential risk of danger arising from the installation of billboards in public spaces. In addition, to create order in the spatial and beauty of the city, the Semarang City Government needs to reorganize the organization of billboards in the city of Semarang. Therefore, Semarang City Regulation Number 6 of 2017 concerning Billboards was formulated.

Today, despite the implementation of the rules regarding the implementation of billboards, the Semarang City government is still quite difficult in its efforts to control advertisement growth. Many of the establishment of irresponsible advertising spots so that it really disturbs the view, even for the safety of road users. The author's experience in the impact of running an improper billboard was when the writer had an accident because the road signs in Jalan Kaligarang, Semarang were blocked by a billboard which hinder the writer the writer to see the directions, and crashed with other motorists.

The discrepancy in the billboard installation activities results in a deterioration in the quality of the city because urban space is plagued by excessive billboard pollution. In addition, many of the establishment of these signs are not compliant with the rules that have an impact on regional losses from the local revenue sector. As a result of these conditions, if not controlled it can have a negative impact on the quality of Semarang City's public spaces, where each media will compete with each other without regard to the visual pollution that will result and the reduction in local revenue.

As described above, the author would like to conduct a legal research under the title, "Duties and Functions of the Arrangement of the Space of Semarang City in the Operation of Billboard."

## **2 Method**

This study uses a normative juridical approach. The research specifications in this study were analytical descriptive. The main data source used in this study is secondary data obtained from literature studies. The data analysis method used is qualitative and is presented in the form of sentences arranged systematically so that clear interpretations and descriptions are given in accordance with the subject matter and then conclusions are drawn descriptively.[6]

## **3 Research Results and Discussion**

### **3.1 Duties and Functions of the Semarang City Spatial Planning Office in Policy Formulation and Supervision of Billboard Operations**

Duties and Functions of the Semarang City Spatial Planning Office in the Administration of the Billboard consist of 2 (two) stages, namely the policy formulation stage which includes 4 (four) stages and supervision stages based on the Spatial Planning Office policy as follows:

Policies on Spatial Planning:

- a. Ad Layout Policy;
- b. Construction Policy for Establishing Billboards;
- c. Setting the Road Equivalent Line as regulated in the RTLB; and
- d. Material for Displaying Billboards.

Policy Formulation Phase:

1. Making Study of Layout Point Advertisement;
2. Advertising Point Planning and Structuring;
3. Examining and researching the Field
4. Requesting for a Billboard Point Permit with the procedure:
  - a. The applicant submits a request for recommendation to install the billboards to the Spatial Planning Service through the Spatial Planning Service Counter by attaching the necessary requirements;
  - b. The Office of the Office of the Spatial Planning Office will check files submitted by the applicant;
  - c. If the application file meets the requirements, then it will proceed with the next stage; if not, the file will be returned to the applicant
  - d. Application file that has fulfilled the requirements will be continued to the Field of Structuring and Utilization of Buildings to issue recommendations for the installation of billboards;
  - e. The Recommendation Letter is submitted to the applicant to proceed to the PTSP DPM in order to issue an advertisement license;

Supervision Stage:

1. Complaints made by the community are chosen to be followed up based on the following criteria:
  - a. Construction beyond the GSJ road (Border Line)
  - b. Inadequate construction

- c. Harm pedestrians
  - d. Using zinc so glare material
2. Findings in the field mean that the facts are found by a working team formed by the Spatial Planning Office to conduct curbing around;
  3. Complaints and findings in the field that enter the Spatial Planning Office will be continued by giving dispositions to the relevant sections to be followed up to the next stage;
  4. Billboards that violate the provisions are given the opportunity to clarify or also called the mediation stage;
  5. After mediation, the parties involved, namely the Spatial Planning Office and the bill organizers make the minutes of the agreement. The minutes of the agreement consist of several forms, namely the issuance of warning letter I, warning letter II, warning III (giving stickers), and notification of demolition;
  6. Warning III (sticker printing) will be directly given if the advertisement organizer is not licensed, the advertisement does not come during clarification/mediation, the advertisement violates the GSI, or the advertisement organizer does not heed the warning letter I and warning letter II;
  7. Demolition of billboards can be done in various ways. First, conducted by the Spatial Planning Office, where the poles and panels become the property of the Spatial Planning Office. Second, carried out by the advertising bureau itself. Third, coordination through judicial operations (Bapenda, DPM PTSP, Spatial Planning Office, Satpol PP).

### **3.2 Obstacles and solutions in Policy Formulation and Supervision of the Implementation of Billboards in the City of Semarang**

Obstacles and solutions in Policy Formulation and Supervision of the Implementation of Billboards in Semarang City are as follows:

- a. Obstacles: Semarang City Spatial Planning Department's licensing and supervision system is still offline.

*Solution:* the service will be based online. The Spatial Planning Office is trying to deal with the potential for large number of billboard advertisement requests in the city of Semarang, one of which is by preparing online-based services for the smooth and easy service in the Spatial Planning Office, so that, later on, in organizing billboards in the city of Semarang only requires a process and time brief and can be integrated with related parties such as DPM PTSP and Bapenda to prevent violations committed by advertising bureaus.

- b. Obstacles: Letters of recommendation from the Spatial Planning Office were not continued to PTSP DPM licensing.

*Solution:* simplification of the bureaucracy, which is the recommendation and licensing phases combined into the authority of one institution so that there are no more cases such as billboards that do not proceed to the licensing stage in different institutions.

- c. Obstacles: Lack of quantity of Human Resources lacking.

*Solution:* acceptance of Non Civil Servants of the State. The Semarang City Spatial Planning Office has just opened vacancies for the reception of Non-State Civil Servants (Non-ASN) City Government Employees aimed at optimizing functions in the Field of

Supervision, especially for field supervisors, so that the Spatial Planning Office's performance can run optimally and organizing billboards in the City Semarang shows order in the layout and beauty of the city and in accordance with applicable regulations.

d. Obstacles: Advertising billboard is misbehaving.

*Solution:* confirmation of sanctions by the authorities and a solution to the obstacles to the lack of information disclosure is the official web update of the Spatial Planning Office. The Spatial Planning Office is currently trying to keep updating the official website of the Spatial Planning Office so that information needed by the public can be obtained easily on the official website of the Spatial Planning Office.

## 4 Conclusion

From the results of the study conclusions can be drawn as follows:

1. The policy formulation process carried out by the Semarang City Spatial Planning Office covers the following activities, namely:
  - a. Making of Billboard Point Layout Study
  - b. Planning and structuring the billboards
  - c. Field Technical Examination and Research
  - d. Application for Advertising Point Permit

The current regulation stipulates that the billboard organizing process is carried out by the Spatial Planning Office only at the stage of providing billboard advertisement recommendations. The following is the flow of request for recommendation to install billboards in Semarang City:

- a. The applicant submits a request for recommendation to install a billboard to the Spatial Planning Service through the Spatial Planning Service Counter by attaching the necessary requirements.
- b. The representative of the Spatial Planning Service will check and verify the files submitted by the applicant.
- c. If the application file meets the requirements, then the applicant will proceed with the next stage; if not, the file will be returned to the applicant
- d. Application file that has fulfilled the requirements will be continued to the Field of Structuring and Utilization of Buildings to then issue recommendations for the installation of billboards.
- e. The Recommendation Letter is submitted to the applicant to proceed to PTPM DPM so that the billboard installation permit is issued.

The process of supervising billboards in Semarang City is carried out by the Spatial, Land and Building Dispute Management Section, as follows:

- a. Complaints made by the community are chosen to be followed up based on criteria.
- b. Complaints and findings sent to the Spatial Planning Office will be continued by giving dispositions to the relevant sections to be followed up to the next stage.
- c. Billboards that violate the provisions are given the opportunity for clarification or commonly called the mediation stage.

- d. Furthermore, there are minutes of the agreement consisting of several forms, namely the issuance of warning letter I, warning letter II, warning III (giving stickers), and notification of demolition.
  - e. Demolition of billboards can be conducted in various ways. First, it is conducted by the Spatial Planning Office, therefore, the poles and panels become the property of the Spatial Planning Office. Second, it is carried out by the advertising bureau itself. Third, coordination through judicial operations (Bapenda, DPM PTSP, Spatial Planning Office, Satpol PP).
2. Obstacles faced and solutions used by the Semarang City Spatial Planning Office in Organizing Billboards are divided into two, namely:
- Formulation of advertisement policy
- a. Internal: The recommendation and supervision request system that regulates billboards in Semarang City is still offline and not integrated. The solution is that in the future, services should be based online.
  - b. External: Many applicants who have received letters of recommendation from the Spatial Planning Office are not proceeding with PTSP DPM licensing. The solution is to simplify the bureaucracy, which is the recommendation and licensing stages combined into the authority of one institution so that there are no more cases such as billboards that do not proceed to the licensing stage in different institutions.

Supervision of advertisement management:

- a. Internal: The amount of human resources in the Office of Space Management is lacking. The solution used is the acceptance of Non-State Civil Servants who are intended to optimize the function in the Field of Supervision, especially for field supervisors.
- b. External: There are still a lot of advertising bureaus in Semarang City which are still doing a lot of fraud in the form of placement and administration. Next problem is the lack of information disclosure in the Department of Spatial Planning to the community. The solution related to the non-professional advertising bureau is the affirmation of sanctions by the authorities and the solution to the obstacles to the lack of information disclosure is the official web update of the Spatial Planning Office.

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