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ABSTRAK

Penelitian ini adalah kajian tentang media komunikasi visual *outdoor* (*billboard*, baliho, spanduk) di Kota Denpasar yang difokuskan pada dua hal yaitu elemen desain dan estetika. Elemen desain merupakan bagian vital yang membentuk sebuah desain, begitu juga dengan estetika yang memberikan nilai-nilai keindahan dalam sebuah media komunikasi visual *outdoor*. Di Kota Denpasar, media komunikasi visual *outdoor* diletakkan di pinggir jalan dan di atas gedung, yang keberadaannya tidak terlepas dari berbagai kebutuhan. Sebagai media informasi, pada media komunikasi visual *outdoor* juga ditemukan permasalahan terkait keberadaannya yang semrawut serta jauh dari kesan keindahan. Melalui elemen desain yang tepat dan nilai-nilai estetika didalamnya, media komunikasi visual *outdoor* akan bermanfaat sekaligus tidak merusak pemandangan kota yang ada. Mencermati kondisi yang terjadi di atas, dua permasalahan yang diungkap dalam penelitian ini yaitu bagaimanakah elemen desain dan estetika media komunikasi visual *outdoor*.

Untuk menjawab permasalahan yang ada, dibedah menggunakan teori desain komunikasi visual dan teori estetika klasik dengan metode kualitatif. Dalam kajian ini ditemukan elemen desain terdiri dari ilustrasi, teks, tipografi, warna serta *layout* yang menyusun media komunikasi visual *outdoor* sesuai dengan isi pesan yang disampaikan. Estetika media komunikasi visual *outdoor* dipengaruhi dari dalam desain terkait elemen estetikanya dan di luar desain itu sendiri, seperti alam, rambu lalu lintas dan media informasi lain, kemudian perlunya prinsip desain berupa ritme, kesatuan, dominasi, keseimbangan, proporsi, kesederhanaan, dan kejelasan, dijadikan acuan dalam mendesain media komunikasi visual *outdoor* yang dapat memberikan kenikmatan pembaca terkait dengan indera mata secara visual.

Dapat disimpulkan bahwa media komunikasi visual *outdoor* dengan elemen desain yang tepat akan menjadi media promosi yang efektif. Dengan estetika media komunikasi visual *outdoor* tidak merusak pemandangan, dan mendukung Kota Denpasar sebagai kota yang berwawasan budaya Bali.

Kata kunci: elemen desain, estetika, media komunikasi visual *outdoor*

ABSTRACT

This study about outdoor visual communications media (billboard, baliho, banner) in town of Denpasar which focussed at two matter they are element of design and esthetics. Element of design represent vital shares which form a design, so also with esthetics giving values of is beauty in it. Outdoor visual communications media In town of Denpasar set up on beside of the road and above building, which existence is not quit of various requirement. Besides as information media, outdoor visual communications media still found by many problems which make clash and also far from impression of beauty. The good outdoor visual communications media by element of design and esthetics able to give information same time not destroy view of existing town. Formulated by two problem of this study that is element of design and esthetics, using by visual communications design theory and classic of esthetics theory to analyze whit qualitative method.

In this study is found by element of design which consist of illustration, text, tipografi, colour and also layout compiling outdoor visual communications media as according to message content to be submitted. Later then visual communications media esthetics of outdoor influenced by various factor. Principal of desain in the form of ritme, unity, predominate, balance, proportion, moderation, and clarity, made by reference in visual communications media design of outdoor able to give reader freshment related to eye of visually.

This study conclude that outdoor visual communications media with element of desain correct in it will become effective promotion. With esthetics outdoor visual communications media not destroy view, and support town of Denpasar as town which with vision of Balinese culture.

Keyword: element of desain, esthetics, outdoor visual communications media

Design and Aesthetic Elements of Outdoor Visual Communication Media in Denpasar City

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Penelitian ini adalah kajian tentang media komunikasi visual *outdoor* (*billboard*, baliho, spanduk) di Kota Denpasar, yang difokuskan pada dua hal yaitu elemen desain dan estetika. Elemen desain merupakan bagian vital yang membentuk sebuah desain, begitu juga dengan estetika yang memberikan nilai-nilai keindahan dalam sebuah media komunikasi visual *outdoor*. Melalui elemen desain yang tepat dan nilai-nilai estetika didalamnya, media komunikasi visual *outdoor* akan memberikan kenyamanan sekaligus tidak merusak pemandangan kota yang ada. Mencermati kondisi di atas, dua permasalahan yang diungkap dalam penelitian ini yaitu bagaimanakah elemen desain, dan bagaimanakah estetika media komunikasi visual *outdoor* di Kota Denpasar. Dalam kajian ini ditemukan elemen desain terdiri dari ilustrasi, teks, tipografi, warna serta *layout* yang menyusun media komunikasi visual *outdoor* sesuai dengan jenis pesan pada media komunikasi visual *outdoor* yang disampaikan. Estetika media komunikasi visual *outdoor* dipengaruhi dari dalam desain terkait elemen estetikanya dan di luar desain itu sendiri, seperti alam, rambu lalu lintas dan media informasi lain, kemudian perlunya prinsip desain berupa ritme, kesatuan, dominasi, keseimbangan, proporsi, kesederhanaan, dan kejelasan, dijadikan acuan dalam mendesain media komunikasi visual *outdoor* yang dapat memberikan kenikmatan pembaca terkait dengan indera mata secara visual. Dapat disimpulkan bahwa media komunikasi visual *outdoor* dengan elemen desain yang tepat akan menjadi media promosi yang efektif. Dengan estetika media komunikasi visual *outdoor* menjadi teratur, serasi serta tidak merusak pemandangan, sehingga mendukung Kota Denpasar sebagai kota yang berwawasan budaya Bali.

This study explored the outdoor visual communication media (*billboards*, *baliho* street benders) in Denpasar City and focused on two things, that is, the element of design and the element of aesthetics. The element of design is a vital part which contributes to design, and aesthetics contributes to the values of beauty of an outdoor visual medium. The proper elements of design and the values of aesthetics will cause the outdoor visual communication media to give comfort and not to degrade the view of the city. Based on what was described above, the problems of the present study are formulated in two questions; what the design elements consisted of and what was included in the aesthetics of the outdoor visual communication media. It was found that the elements of design were made up of illustration, text, typography and layout which contributed to the formation of the outdoor visual communication media based on the message intended to communicate. The aesthetics of the outdoor visual communication media was internally influenced by the aesthetic elements, apart from being externally influenced by the nature, the traffic signs, and the other media of information. In addition, the principles of design included rhythm, domination, balance, proportion, simplicity, and clearness, which might be referred to when designing the outdoor visual communication media to make the reader enjoyable. It could be concluded that the accurate design elements could make the outdoor visual communication media well composed, not degrade environment; as a result, Denpasar City would be a culture-based city.

Keywords: Design element, aesthetics, and outdoor visual communication media.

Denpasar, as the capital of Bali Province and one of the big cities in Indonesia, is full of various types of promotional media. Many billboards, *balho* street benders, as the outdoor visual communication media, are found along the streets in Denpasar. They are affixed by the street sides, outside buildings, and at the public spaces. The outdoor visual communication media have several advantages, one of which is that they are directly aimed at the intended target; as a result, many are used in Denpasar City. The message is aimed at all the layers of people of different ages. The elements of the design of the outdoor visual communication media and their existence should be paid attention to; otherwise, consumers cannot understand the message which is intended to be communicated.

The visual component of the outdoor visual communication media should be clear, brief, and intense; otherwise, the message cannot be communicated to the target consumers. The disadvantage of the outdoor visual communication media is that they cannot present long texts, meaning that the information they contain is limited. The design elements should be composed depending on the size of the media and glaring colors should be used to make them interesting to look at. Not all the design elements need to be given equal priority and made to appear on the same space. If all the design elements are given equal priority and are made to appear on the same space, it will be difficult for the reader to understand it. Many outdoor visual communication media in Denpasar are affixed at the street side, making them not readable entirely. In addition, the street user should pay attention to the street and traffic signs. Therefore, it is important to limit the use of the design elements to avoid the reader from being confused. In addition to having the design elements, the outdoor visual communication in Denpasar City should contain aesthetic values. The aesthetic design of what the outdoor visual communication medium look like should refer to particular norms in order to stimulate the public which is expected to give input (Udayana, 2007: 90). It is highly important to apply the aesthetic principles to the outdoor visual communication media such as rhythm, unity, domination, balance, proportion, simplicity, and clearness. A designer and a business agent should take aesthetic elements into consideration; it is not necessary to make the

number of the elements of the message which should be communicated conspicuous. The outdoor visual communication media which are beautiful and well composed make the eyes comfortable.

The existence of the outdoor visual communication in Denpasar City cannot be separated from various needs. It is easy to find the outdoor visual communication media in Denpasar City, indicating that they are highly made use of by the advertising agents. From what has been observed, the visual aspects have not been paid attention to. The design elements which should have been selected and where they should have been placed have not been paid attention to. The types of letters, the texts, the illustrations and colors used have been wrongly selected, making the outdoor visual communication media difficult to read. There are so many messages which are communicated that it is difficult for the consumer to read them one by one. The outdoor visual communication media which are affixed in several places in Denpasar City have not been paid attention to by the city government; even they degrade the beauty of the space layout of the city.

The outdoor visual communication media in Denpasar City should be created from accurate elements containing aesthetic elements. If they are created applying accurate compositions, the reader will obtain information from them, meaning that they will be functional and useful. This present study explored the elements of design and aesthetics of the outdoor visual communication media in Denpasar City which are applied in accordance with particular principles. It was expected that the present study would reveal what outdoor communication media had the accurate design elements and contained aesthetic values making the messages comfortably and effectively communicated to the reader without degrading the beauty of the city.

This present study is a qualitative one using art approach. Two types of data were used; they are the primary data source and secondary data source. The primary data were obtained from field observation and several interviews in which the interviewees were several designers, businessmen, and the government which is concerned with the outdoor visual communication media. The secondary data were obtained from books, newspaper, journals and

results of seminars. The data were collected using the techniques of observation, interview, library research, and documentary study.

RESULTS AND DISCUSSION

The Design Elements of the Outdoor Visual Communication Media in Denpasar City

A piece of work of intact design is formed by various elements. Elements are parts of a piece of work of design which cannot be separated from one another (Kusrianto, 2007: 29). The elements which form a design should not only be aesthetic but should also bring a particular mission (Sanyoto, 2005: 4). Seeing that most of the outdoor visual communication media are big and are aimed at all layers of people, then the design elements should be taken into account so that they will be more useful and not disturbing.

It is still necessary to revise the design elements of the outdoor visual communication media in Denpasar City. In addition, how the design elements should be used should be taken into consideration as well. If they are wrongly used, the message which is intended to be communicated will be less effective and understood. The outdoor visual communication media whose design elements cannot be read will not well function and will make the city more disorganized. The too many elements used in several outdoor visual communication media should be reduced. The too many elements used on a space means that there are too many messages which should be understood by the reader who has limited time. Such elements should be reduced as if there are too many messages intended to be communicated, what is really intended and aimed at will disappear. The reader only has a few seconds to read; therefore, the design elements used should be taken into consideration.

The effective outdoor visual communication media in Denpasar City are those which can communicate what is intended and aimed at to their readers. Sumbo Tinarbuko (2009: 24) reveal that the concept and creative expression should be applied to various visual communication media by processing the graphic design elements which include illustration, typography, color, composition and layout.

Illustration is derived from a Latin word *illustrate*, meaning explaining or showing something. Illustrations may be in the form of pictures, symbols, reliefs, and music which are intended to communicate or explain something (Santosa, 2002: 57). Illustrations may be in the forms of photographs, pictures, collages, caricatures, products, and so forth.

A text is made up of headlines, sub titles, body copies, logotypes, and closing words (Pujiriyanto, 2004: 38). In this case, the text is in the form of the writer's original words or the written material which is intended to give lessons, speeches and so forth.

Typography means a science which is concerned with how to learn to select, make and use letters in the design of letters (Hendratman, 2008: 65). Typography is identical with the composition of the letters which are important elements in a piece of work of visual communication design used to support the adjustment of a concept to the composition of the work (Santosa, 2002: 108). However, selecting and composing letters only is insufficient in typography. It should have the characteristics of being legible and readable. Legibility is related to identifying letters easily and readability is related to how much a text can be read (Suriyanto, 2011: 73).

Color is the impression which will be caught by the eyes when seeing something. Color can be objectively defined as the nature of the transmitted shine, or, subjectively/psychologically, as part of what is experienced by the eyes (Sayoto, 2005: 9). For printing, the colors used are those belonging to what is referred to as CMYK (Cyan, Magenta, Yellow, Black), and for the monitor screen (such as web, wallpaper, game, video) the colors usually used are those belonging to what is referred to RGB (Red, Green, Blue).

Layout means where things should be properly placed; making layout means an attempt made to compose, arrange or combine the elements of the graphic communication (text, table, and so forth) in such a way that they will form a communicative, aesthetic and interesting visual communication medium (Hendrawan, 2008: 85).

From the outdoor visual communication media used as the sample in the present study, it could be identified that billboards used the illustration of the topographic technique to present objects apparently; in addition, computer was also employed to describe the characteristics of fictive objects. The texts were composed of the main title, sub titles, content and slogan. The body of the text contributing to the intensity of the elements made the reader longer to read the billboard. Typographically, the types of the letters used were those referred to as *san serif* which was easily read. The colors used were already adjusted to the illustration. The colors used for the letters were not extremely striking; the letters were black and white in color and were adjusted to the background. The layout was made horizontal, random and vertical. The random format gave the impression of being seriously unorganized and not focused; this is not recommended being applied to billboard.

As far as *baliho* (a type of billboard) is concerned, in general the design elements applied to *baliho* were exactly the same as those applied to the billboard. The difference was only in regard to size. The size of the *baliho* was relatively smaller than the billboard. The construction was semi permanent and affected the elements used. The messages communicated by the *baliho* were incidental/temporary in nature and were presented for a shorter period of time. Generally, it was intended to communicate campaigns, particular events and activities. From what was observed, from the point of view of elements, it was densely illustrated. In addition, the types of typography used were too varied, reducing its readability. The text contained too many elements; as a result, they could not be read one by one. As well, the colors used did not suit and paid no attention to the principle of contrast, leading to the difficulty in reading them. It was not recommended at all to use the random layout which might lead to the impression of being uncomposed.

The elements of *spanduks* (the street banner affixed on both ends) were made up of pictures explaining a condition created using the technique of photography as an illustration. However, in the street banner of Biznet no illustration was used; what was made to be conspicuous was the text elements. The texts used in several street banners were short and clear; however, those used in the

other banners were so dense that nobody could read them entirely. Typographically, the letters used were not related as they were easily read; however, the related letters used gave formal impression and were less readable. The colors showed the principle of contrast, making the color used for the background completely different from that used for the text; as a result, the text was easily readable. The layout with a horizontal format on the street banners was good enough; however, the banners, which were randomly laid out, were inaccurate and gave the impression of being irregular.

The Aesthetics of the Outdoor Visual Communication Media in Denpasar City

Showing the characteristics of how to infer form, color and intrinsic valuable rhythm is one of the ways of explaining that an object and artistic and aesthetic events are important (Marcia, 2010: 162). Similarly, the outdoor visual communication media should reflect the values of beauty through the elements in them. Attention should be paid not only to the informative aspect which could give adequate information as what had been intended to but should also be paid to the surrounding environment so that information could be clearly communicated. The significance felt by consumers and the positive response given to the outdoor visual communication media made them more valuable. Any beautiful design should refer to the principle used as the reference when setting the design elements available. When planning the outdoor visual communication media, a designer should pay attention to the design elements and principles. Sanyoto (2005: 114) stated that paying attention to at least seven basic principles may lead to a beautiful work, although there are still many other principles to which attention should be paid. The seven principles are as follows:

The principle of rhythm; it is frequently referred to as rhythm. It is a pattern of repetition which produces the rhythm which is good to listen to (Krusianto, 2007: 282). It may be obtained from repetition or the components of graphic design. The repetition made forms a sequence of movements with a particular pattern. The principle of rhythm applied to an outdoor visual communication medium is intended to create harmony.

The principle of unity or integration; it refers to the relation among the design elements which

were previously independent and had its own characteristic and then are combined into something which is new and functionally intact (Kurrianto, 2007: 285). Unity is something which is important in the design of media including the outdoor visual communication media. Without unity the elements of the design of visual communication will look irregular and dull to look at.

The basic principle of domination should be applied to any work of design as the center of attention or attraction. The dominating design elements are created by showing off what is superior and what is special. Domination in composition is needed as vitality; otherwise, it will give the impression of being monotonous. Domination should certainly be made as needed as if it were made more than what is needed, it might lead to irregularity and disharmony (Krusianto, 2007: 42). The principle of domination applied to the outdoor visual communication media should pay attention to a fact that one design element is not as equally important as the others. The reader should be made to pay attention to a dominating thing which may attract his/her attention.

The principle of balance; it refers to equal distribution of weight. As a whole, the design components should be made balanced. Balance is divided into several types; they are symmetry, asymmetry, being centralized and radial (Hendratman, 2008: 31). What is basic in this principle is that balance is created so that the outdoor visual communication media is interesting to look at; in addition, they will not look empty and give the impression of being imbalanced. The imbalanced elements of the outdoor visual communication media will be covered by the balancing elements depending on the types of balance used.

The principle of proportion; it refers to the comparison in measurement among parts and between the parts and the whole (Kurrianto, 2007: 43). The objective of applying the principle of proportion to design is to give emphasis on the measurement of a measurement and on to what extent such a measurement may present harmony in the space available. The space can be made spacious, far, medium, narrow and close by proportionally composing the design. The proportion which is seen on the outdoor visual communication media may be applied using the measurement of the media which

is adjusted to the space made available; otherwise, the space will be full. Similarly, the size of the letters and illustrations should be adjusted so that the outdoor visual communication media become readable although thoroughness is needed.

The principle of simplicity; it basically refers to selective simplicity, meaning the accuracy in grouping the artistic elements in the design (Dharsono, 2004: 56). Simplicity may also mean accuracy and no exaggeration. Simplicity stimulates the enjoyer to look at the outdoor visual communication media long and causes him/her not to feel surfeited. The use of textual elements such as the headline, the sub headline, and the body text on the outdoor visual communication media should be minimized, and so should the other elements. Too many illustrations may confuse the reader, and the selection of the letters which are complicated and asymmetric may too. Simplicity also means neither more nor less than what is needed; if something is added it seems that there is something which is exaggerated and if something is reduced it seems that there is something missing (Sanyoto, 2005: 209). Too many design elements may make the reader difficult to understand what is intended and too scarce elements may reduce the informative aspect.

The principle of clearness; the outdoor visual communication media should be clearly readable; what is intended and what it is aimed at should be clear. A design should be easily understood and should not lead to ambiguity. Clearness appears from each element used in the media.

The outdoor visual communication media which refer to the principles of design should also pay attention to the surrounding environment and things affecting from outside. It is the things which affect the outdoor visual communication media which are defined as a composition of several visual parts which can contribute to the visual unity. The visualization aspects of the outdoor visual communication media are made up of their elements and the other external factors available in Denpasar City. The visualization of the outdoor visual communication media which are affixed in the city space are made up of the aspects of what the elements look like and where they are placed.

The view of the outdoor visual communication media in Denpasar City is the view which appears from the design elements of the media (such as illustrations, text, typography, color, and layout) after being adjusted to the external factors/elements already available in the city. The design elements are realized as the printed outdoor visual communication media using the digital printing technique in which the large scale printing digital machine is involved. Most outdoor visual communication media use the *high res flexyface* paper which is durable and water proof, making the design durable for a long time.

The principle of aesthetics may be applied when placing the outdoor visual communication media which pay attention to beauty. As an illustration, the repetition made on the billboards with the same size which are placed orderly gives the impression of regularity and harmony. The billboards will be the urban rubbish, contribute to disharmony and make the reader feel uncomfortable if harmony is not paid attention to. If no attention is paid to harmony and integration with the surrounding environment, the outdoor visual communication media will be the urban rubbish and make the urban space more irregular. The billboards should pay attention to environmental balance, and it is expected that their existence may beautify the city. The placement of the outdoor visual communication media should pay attention to the types of products, the traffic, the scope, the speed of the traffic, the perception of the location, and the harmonious relation with the surrounding buildings (Supriyanto, 2008: 65).

Not all the outdoor visual communication media with their aesthetic elements appear as a whole, as there are many things contributing to beauty. The design which has been well made will not function optimally if the elements which externally affect it are neglected. The factors which externally affect the beauty of the outdoor visual communication media are as follows.

Vandalism; the damage made and stealing done by irresponsible persons using blunt tools and *pilok* paint. Such deeds inflict the advertising companies and make the view uninteresting.

The nature; nobody can predict what the nature will do. The rain and heat cause the quality of the

design to become faded. The billboards which are affixed for a long period of time are extraordinarily affected by those things. The dye ink will become faded within a period of time and it will become worse if it is not laminated. A high position will make the billboards easily visible and reachable from a particular distance. The time needed for paying attention to the traffic signs and the time needed for paying attention to the outdoor visual communication media make the readability of the media extremely limited. The cables which are irregularly installed also damage the appearance of the media. The design which has been well made paying accurately to the design elements will be damaged by the electric cables spreading out in front of the media. The electric cables often conceal one element of the design.

The existence of other media such as neon box, the sign indicating name, the sign indicating area, the sign indicating pedestrian, banners, flags and so forth cause much information not to be discovered. If harmony is not paid attention to, the outdoor visual communication media will be the urban rubbish causing the reader/buyer to be getting confused.

CONCLUSIONS

The conclusions which can be concluded from the present study are as follows. *First*, the design elements of the outdoor visual communication media in Denpasar were made up of illustrations, texts, typography, colors and layout. The illustrations were in the forms of pictures or photographs which functioned to attract attention, describe the content of the message intended to be communicated and to support the text. In regard to the typography or the types of letters used in the outdoor visual communication media, it was the sans serif type which was the most accurate one. The colors showing contrast were used to make the elements which were intended to be prominent and analogy was used to create unity, in accordance with what was firstly viewed by the reader. The layout was adjusted to contribute to regularity. *Second*, the aesthetics of the outdoor visual communication media in Denpasar City was affected by the factors which were outside the media and the internal factor, that is, the beauty of the media. The comfort visually acquired by the reader through the eyes gave the impression of

regularity and was useful to the existing outdoor visual media.

Three suggestions are provided by the writers related to the present study. *First*, it is suggested to the designer who will plan any outdoor visual communication media that he/she should pay attention to the design elements such as illustrations, texts, typography, colors and layout which are expected to remind the reader of the other more complete information provided by the other media. *Second*, it is suggested to the advertising companies that design should be taken into account and that the principles of design related to beauty should be referred to. *Third*, it is suggested to the government that it should understand where the media should be affixed and what types of advertisement should be presented. The advertised products which increased every year should be legal and restricted. The government should not only focus on the high rate of tax imposed upon advertisements which can increase its revenues but should also pay attention to the beauty of the city.

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