LED Facade as an art form of visual aesthetics and communication in branding

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ABSTRACT:Malls and shopping buildings are part of public spaces, where communication is established, buildings and shopping centers in the capital city of Jakarta are developing, accompanied by increasingly modern technological developments. Monotonous appearance has now changed drastically and significantly. Technology and design take an crucial role in this stage of development, from the use of standard lamps which are now completely changing with the presence of urban screens, Light Emitting Diodes or LED, electronic components that emit monochromatic light.
Light Emitting Diode takes an important role in changing the appearance of buildings and shopping centers, now has a function as an advertising medium other than as aesthetics in Jakarta and other big cities. Nowadays shopping centers not only offer products but have turned into a gathering place for urban communities as a lifestyle, shopping centers are becoming meeting places and promotional events. Buildings and shopping centers now have a reciprocal (causal) relationship with urban spatial planning, architecture, and design that characterize urban society. In addition, Light Emitting Diode as an urban screen changed its function to become advertising communication media and create a metropolitan building that shines and has aesthetic value in the touch of technology.

Keywords : Urban screens; aesthetics; advertising.

1. INTRODUCTION

The population of Jakarta according to the data from the Central Statistics Agency (BPS) is around 10.5 Million in 2019, an increase of 0.73% from the population in 2018 of 10.4 million and continues to increase each year, referring to data from the Provincial Government of DKI Jakarta, there are about 700 tall buildings in Jakarta, various high-rise buildings built by displaying various architectural models of building concepts with dreams can become icons in the capital of Jakarta. At present, the capital city of Jakarta, which has an area of 661.52 square kilometers with a population of more than 10.5 million, has established 80 shopping centers. Based on data from Colliers International this year. there will be the addition of three shopping centers in Jakarta and three in Bodetabek (Bogor and Bekasi Bogor) which are satellite cities of Jakarta. Overall, the additional supply is predicted to reach 600,000 square meters in the 2019-2021 period, of which 70% are in the capital.

Outside the context of building development that is growing rapidly in the city of Jakarta, the

author limits the discussion to how a shopping center tries to offer itself with various concepts created in the face of the development of visual technology that has implications for visual aesthetics and forms of communication in branding, in order to attract the attention of the people of the capital city of Jakarta, which is an urban society. In the architectural design article V, Ir. Budi Susetyo MT., Revealed that in designing a shopping center must pay attention to several things, which is a circulation space in a shopping center that connects all areas in a shopping center. The function of a shopping center is not only as a means of interacting the process of buying and selling face to face, but has a recreational function, therefore the shopping center is equipped with facilities and infrastructure, in supporting its function as a means of recreation and economic function as a supporter of the dynamics of the city's economy (1).

The process of renewal, or revitalization, has become a priority in buildings and shopping centers better known as malls in the capital city of Jakarta. This is done to increase transaction activities in the mall that has been renewed, by increasing the value of the building, of course, this will have implications in growing competitiveness for shopping centers, and encourage investment growth in a stable and trend environment in urban communities(2). Revitalization functions to create a new image as part of branding, revitalization also raises a pride for cities and countries in following the socio-cultural development.

Interesting and unique interior concepts are common, so that building managers and shopping centers turn to improvements in the exterior sector so that at the moment there are many attractive exterior displays in shopping center buildings in Jakarta(3). Of course, this becomes a new landmark for the city and the surrounding area. Some major shopping centers that make changes to attract are the Taman Anggrek shopping center, Neo Soho Central Park, Season City, and Emporium Pluit. For example, the Taman Anggrek shopping center building uses an urban LED screen on the exterior display of the building, by building an LED Facade covering an area of 8,675.3m2 which follows the curve of the building with dynamic moving lights and displays animated color images. In the world is dominated by various visual relations - rather than hearing and feeling - the screen becomes an important force (4).

Figure 1. Taman Anggrek shopping center
(Source: http://www.panoramio.com)

Figure 2.Taman Anggrek UrbanScreen

(Sources: instanbooking.id)

LED Facade is an urban screen like an electronic or television screen, which is the latest technological trend. In the world of life that is dominated by various visual relations - rather than hearing and feeling - the screen becomes an important force. With the placement of urban screens in the shopping centers, it is expected to create a situation that is different from other shopping centers, and has a different impression when viewing the appearance of the mall building. Based on this background, the formulation of the problem in this study is as follows: How does the visualization displayed on the screen have aesthetic value and can communicate to build brand towards the Metropolitan Jakarta community as a new landmark?

While   the   purpose   of   this   study   is   to   :

1. Interpret the use of urban LED screens that cover buildings
   and   shopping   centers   as   part   of   visual   aesthetic   art.
2. Describe the relationship of communication in building
   branding, between communities and urban screens in urban
   environments, and become a new landmark for the
   community Jakarta city.

2. LITERATURE REVIEW

2.1 Media urban screen and visual creative

Charles sander pierce explained that there are three dimension signs and the concept of sign functions, is a theory for analyzing signs to find creative visual processes on LED urban screen media, three-dimensional signs. Something that is used so that the sign can function, by Pierce referred to as a representamen, where finally a sign (representamen) always has a triadic relationship, namely representamen, object, and interpretant (5).

Object
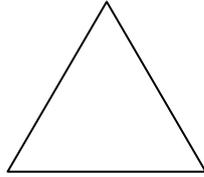
Represtamen   **Interpretan**

Diagram 1. a triangle diagram of a Pierce sign
(T. Christommy, 2004: 127)

The relationship between Visual Creative and LED urban screen media can be examined from one of the characteristics of LED urban screen media due to the hidden nature of the message being conveyed. Because visuals displayed on LED urban screens have various interpretations (meanings), and representamen are forms or "outer faces" a sign that is first "sensed" by humans, occurs on urban screens, where the screen is large in the building, so it gives the impression of "big" because it is compared with the screen that has never existed, until finally it is understood to be a phenomenon that the screen is the largest screen on the exterior of the building(6).

Figure 3. Vivere Building Urban Screen
(Sources: Santo, 2019)

2.2 Visual Culture

The method of approach or observation through visual culture. Visual culture is a link to the manifestation of concept culture (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 the quality of life (7). Visual culture encompasses various aspects related to the final manifestation of human ideas to 'go global': to exist in civilization. The social phenomena that accompany the visual culture are now generally mixed with current issues that accompany the dynamics of culture itself, such as the growth of postmodern culture, environmental awareness, ethnocentrism, local-global, subculture, multiculturalism, pluralism, to various things related to the development of digital culture.

Visual culture tries to understand culture through the unconscious gaze that refers to Jacques Lacan's theory, visual culture concentrates on the sight of information that has a value or

entertainment and is determined by consumers through visual technology. Jacques Lacan said that the objects around us are not passive, because every object has meaning, Lacan said that objects exist along with perception, and our perceptions are constructed based on values and agreements about these objects.

2.3 Urban Screens and Urban Space

The urban screen is a media in the form of a screen that displays moving images and is in public open spaces (roads, buildings). Urban screen media is a technology of LED (Light Emitting Diodes) in the form of massive screens that are attached to the physical structure of urban space, such as buildings, bridges, roads, and so on. The urban screen has the purpose of attracting public attention in visual form. The media facade has a considerable influence on visual appearance in a city (2). With such rapid development between 2005 and 2019, urban screens have become a part of contemporary urban space.

The urban screen can be understood as a context regarding the discovery of a public space and city character, based on a mixture of functions and ideas arising from the city community, the urban screen combines the commercial functions of public space and commercial functions of the cultural role that reflects the well-being of urban society. The screen which has a visual display of the motion supports ideas for creation, cultural exchange and the formation of public spaces that contain the meaning of criticism and reflection. The main target is to manage and control consumer behavior with the incorporation of interactive features, where companies are beginning to realize that billboards that have visual moves are a powerful medium for communication to achieve the company's goals and mission, in line with the new paradigm of the digital economy.

Figure 4. Media advertising Urban Screen
(Sources: Santo, 2019)

2.4 Advertising Theory

Advertising is derived from the ad-vere Latin language which means to convey thoughts and ideas to the public. So advertising is defined as a product offering message that is targeted to the public through the media and has the intention of persuading people to take a purchase action. According to Moriarty, Micthell, and Wells (2011: 6), advertising is a type of marketing communication, which is a general term that refers to all forms of communication techniques used by marketers to reach consumers and deliver their message. Moriarty et al stated the importance of uniting objectives and message strategies. In principle, to get attention, advertising must have the power to stop (getting attention), which originates from originality, relevance, or intrusiveness - new and surprising ideas, advertising must also be enticing

(creating interest) and must be embedded (in memory). Ads must attract attention (attention), attract interest (interest), easy to remember (memorability) (8). Ads must have sticking power.

Figure 6. Mobile Urban Screen
(Sources: Santo, 2019)

2.5 Aesthetics

Aesthetics comes from the Greek "aisthetike" which means feeling, taste or taste. has the understanding of science in knowing something through the senses, According to Alexander Gottlieb Baumgarten, 1735. Aesthetics are also often interpreted as a beauty (das Schone), namely, perfection that is captured by the senses (perfectio cognition is sensitivity, qua talis), so that there are different understandings or perceptions in interpreting the meaning of beauty.

One branch of philosophy is aesthetics, which examines and discusses art and beauty and human responses to it.
Design refers to aesthetics, not only with visual perception and appearance, but reaching abstract concepts such as true, orderly, and useful. Nowadays in the era of modernization, aesthetics have a challenge between usability and beauty. This is because the understanding of aesthetics continues to develop following civilization, the conception of human life, circumstances and times. Beauty can be found anywhere, such as nature, art, and design. In creating works, designers in creating design works are always satisfying aesthetically (psychologically) themselves and others (consumers), so the works created by designers are works that meet the elements of the needs of human life physically and psychologically.

3. METHODOLOGY

3.1 Analytical Approach

The research topic of the use of urban screens in the shopping center building as one of the elements of media outside the aesthetic and promotional space is supported, in terms of approaching the object using a qualitative approach, this is to obtain in-depth data, emphasizing critical aspects of detail and using methods case study. Therefore, researchers conduct research directly and are involved as research instruments. Descriptive research, namely research aimed at developing (generating) theories or hypotheses through exposure, data collected in the form of words, images, and not numbers are also conducted in this study (Lexy J. Moleong, 2010: 11), to get more comprehensive results on the object of research.

3.2 Data Collection Techniques

3.2.1   Studi Literatur

References from books relating to the use of urban screens as a medium for visual branding and outdoor aesthetics, as well as books that discuss cultural theory related to research. A literature study is conducted to find data related to written information, especially regarding research results that are relevant to the theme and the object under study. Researchers analyze the topic of discussion through the perspective of visual culture by looking for links to the form of cultural concepts (values) and material culture (objects) that are captured by the visual senses of the eye) and can be understood as models of the human mind in improving the quality of life.

3.2.2   Observation

Observation of direct observation in the field to find out factual data related Observation or direct observation at the research site is carried out to obtain direct information about the environmental conditions in which the LED screen is installed as it interacts directly with the visualizations displayed.

3.2.3   Documentation

Documentation or data recording and writing are done by utilizing the forms of research instruments including field notes, interviews, writing, photography, videography and visual - sound recorder, following the problems discussed, visual culture studies, knowing the visual culture ideology built by that screen.

3.2.4   Stage of interviewing

In-depth interviews were conducted by researchers with the actors involved in the management, namely the management of the Taman Anggrek shopping center management, Neo Soho Central Park, Season City, and Emporium Pluit, and respondents in the object area studied. In the process of selecting respondents as a result of the analysis carried out randomly (random sampling) by considering things, such as age, gender, type of profession and education.

4. RESULTS AND FINDINGS

Research on electronic screens that have the ability to provide a visual display for the viewer, and there is awareness to receive the visual, because it is placed outdoors or in public areas, so that everyone who passes in front of the shopping center Taman Anggrek, Neo Soho Central Park, Season City, and Emporium Pluit can see the screen, and receive the visuals that are displayed.

Figure 7. Mall Taman Anggrek Urban Screen
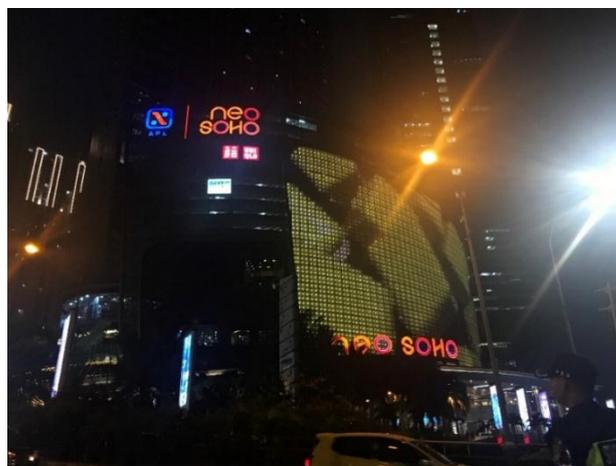(Sources: Santo, 2019)

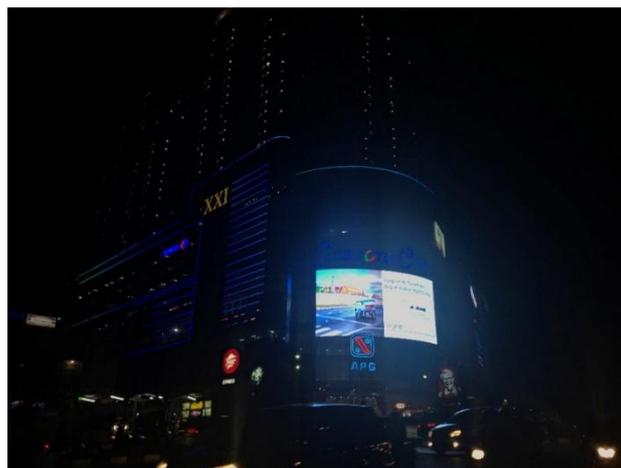Figure 8. Neo Soho Central Park Urban Screen
(Sources: Santo, 2019)

Figure 9. Season City Urban Screen
(Sources: Santo, 2019)

Figure 10. Emporium Pluit Urban Screen
(Sources: Santo, 2019)

An urban culture that creates urban society is expected to be a phase for people to be able to transform into a process of greater social change. Urban screens that are contained in urban spaces and continue to grow, can be interpreted as having a deep communication value to the urban community of Jakarta, because the screen raises an exchange culture, and is understood by urban society, as an example of the appearance of a large screen shape and is attached to a towering building, which is an identity of an urban community.

Urban Screen creates beautiful visuals with minimal electrical power but is effective, durable and environmentally friendly compared to ordinary light sources. Only by using 3% of the total electricity usage for the entire mall building, LED lights can create solutions that not only look beautiful but are also functional. Urban Screen is used for advertising screens which are generally placed outside the room as a substitute or alternative to the static billboards that are now widely available on the roadside. By using the Urban Screen, in one location can display more than one display ad at a time. Unlike the static billboards that are replaced at least a few weeks or a few months. advantages that can be obtained,
include:

1. Showing a variety of animated moving pictures or videos
   and films. With this animation effect, more and more
   people are interested to pay attention and observe the
   contents   of   the   message   conveyed   by   the   ad.
2. Display more and more complete information so that the
   message delivered by the owner of the ad will be more
   informative.
3. Large screen size, also obtained greater visibility to obtain a
   broad   audience   reach.
4. Higher resistance to dust and water protection, meaning
   that it can completely prevent the entry of small dust and
   will not be damaged at all with rainwater.

Urban screens, combining the function of public space for trade and cultural exchange that reflects the welfare of society. The use of urban screens that have technological value, are able to provide entertainment (aesthetics) and information (branding area) needed by Jakarta Metropolitan society, where urban society is a society full of dynamics and is a heterogeneous society. Social aesthetics are all forms of experience, the individual towards the social

environment (9). The use of urban screens placed in front of the shopping center building, has an interesting impact from the viewpoint of the building's appearance, so that buildings that used to look normal, without anything interesting, turn out to be having something spectacular in this case the building becomes prominent compared to the others. So that aesthetically the building, has a chance, and has a beauty, which is comfortable to note. In Kevin Lynch's reference, the shopping center building, become a new landmark for the people of Jakarta and fulfill elements of environmental character that create their impression, luxurious impression, and attractive views

5. CONCLUSION

The use of LED urban screens in front of the facade of the Taman Anggrek shopping center building, Neo Soho Central Park, Season City, and Emporium Pluit is one of the communication tools used to build branding and attract public attention. The visuals displayed on the screen in the form of motion, which have beauty with a variety of visual images that contain a variety of signs, ambient and the atmosphere that is built to provide a surprising effect and an unforgettable experience for viewers watching.

Urban screens not only affect the visual landscape of urban space but also affect one's experience in public spaces. This is a social interaction that is built, for those who see to get an unforgettable experience. The image created by Taman Anggrek, Taman Neo Neo Soho, Season City, and Emporium Pluit as a competitive shopping center, is to create a self-image as the best shopping center building in Jakarta in shopping and entertainment centers. The use of urban screens is intended to attract the attention of Jakarta city residents, in providing messages and experiences so that those who pay attention to the city screen are persuaded to visit shopping centers. Giving rise to the perception that the Neo Soho Park Center, Season City, and Emporium Pluit are the best urban shopping centers, and must be visited.

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