Road Intersection as a Public Space and Venue for Advertisements in an Urban Setting

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Abstract. Advertising media uses a lot of public space as a place to advertise which can reduce the function of public space in urban areas. This study aims to determine the use of urban space as a medium for outdoor advertising that interrupts and reduces the function of space. This study uses a qualitative approach with descriptive data analysis methods. The four intersections on Jalan Raya Dalung have interrupted the function of public spaces, including functions as pedestrians (pedestrian paths), telajakan (as an element of reforestation), protecting the environment, and as borders. Inappropriate placement of advertising media creates a chaotic impression and visual chaos.

Keywords: advertising media, public spaces, crossroads

1. Introduction

The rapid development of the city raises a number of trends in the use of spaces within the city as the face of advertising media. Outdoor advertising media in urban areas such as billboards, neon box banners, video trons and posters continue to decorate corners of the city with various commercial, public, and informational purposes. Advertising activities through digital media have not been able to completely replace conventional outdoor advertising. Advertising conventionally such as installing billboards effectively has a reach (penetration) of 54 percent of the contents of the heads of people who pass the billboards [1].

The installation of advertising media in urban areas generally utilizes space that is widely traversed and seen by the public. Crossroads are one of the strategic places that are widely used to place advertising media by the public, private sector and government. We know that crossroads are public open spaces, spaces where community mobility occurs. Crossroads also consist of pedestrian paths, signposts, city parks, guard posts, rest areas, statues, monuments, and gates [2]. Advertising media installed at crossroads still cause a lot of disturbance to road users, discomfort, and the absence of standards for installing advertising media will affect the beauty of an environment [3].

Public open space is an important element in maintaining the efficient operation of life in urban areas whose existence and quality need to be maintained [27, 28, 29, 30]. Public open space is a space that belongs to all citizens of the city that reflects the character and has the function of social interaction for the people of the city of Kussoy [4]. Public open space is also expected to accommodate all activities and provide comfort for its users. Public open spaces should be well designed to maintain environmental balance between built and unbuilt spaces. According to Stephen Cars [5] in his book, Public Spaces,
public spaces in the form of parks, environmental parks, pedestrian roads, crossroads, parking lots, plazas, all of which are public open spaces of the city that accommodate various city activities and places for social interaction of urban communities.

I Gusti Ngurah Bagus Kusuma Putra in 2018 [6] has conducted a study on the phenomenon of installing outdoor advertising media at several intersections in Denpasar City. This study discusses regulations and violations of advertisements that are not culturally aesthetic and shows the level of satisfaction of respondents with promotional media in the city of Denpasar. Then in 2016 [7], Christianna conducted research on signage design as a solution to visual pollution in urban areas. Inappropriately placed advertising media often causes visual chaos on the road [8]. Roads in major cities in the world will not be able to escape the siege of signage in the form of signage, billboards, billboards and others. This indirectly also causes problems in the city related to many violations in the installation of signage that cause visual pollution. Signage that is not neatly arranged first will reduce the aesthetics of the city, the two cities will lose their uniqueness, thirdly the installation of excessive signage in public spaces will cause medical or psychological disorders such as stress, headaches, and aggressiveness and fourth visual pollution will be able to disrupt the concentration of motorists. The signage design by aligning local wisdom is expected to be a solution to this visual pollution. The existence of good coordination between architecture and urban planning will greatly reduce the clutter of signage and advertising media in a city.

Badung experienced a similar situation in the placement of advertising media in public open spaces. Many advertising media are placed in inappropriate positions, as is often seen at several intersections. Improper placement will disrupt the function of public spaces at crossroads. The research that will be conducted at the intersection of Jalan Raya Dalung aims to determine the use of urban space as an advertising media platform that interrupts and reduces the function of public spaces in urban areas.

2. Public Space and Urban Liveability

According to Darmawan [9] Public space is a space belonging to the people, rich or poor, young and old, men and women with all their social activities. City public spaces that are categorized as "good" must be able to accommodate the activities of their stakeholders fairly without discrimination, safe, comfortable, easy and freely accessible [5]. In public spaces, citizens can meet, interact in their spare time and fully actualize themselves where social roles at home and in the office are generally limited [10].

The road as one of the linear public open spaces [11], is an element of urban space that is very important in supporting the needs of citizens. Roads have a function and role as a medium of movement, a medium for the exchange of goods, services, and information (exchange) as well as a regulator of environmental and ecological conditions, [12]. As one of the public spaces, roads and road sections in the form of intersections are expected to become public facilities that can be used by city residents.

One of the studies conducted by Untung Joko Cahyono in 2012 [2] regarding the management of public spaces around road junctions. This study explains that the intersection is a strategic place that has a very high conflict of interest. Many parties are attracted to this crossroads because at the crossroads people will stop, walk slowly, be alert and careful. The community, government, and private sector will compete to take advantage of this crossroads according to their respective interests. One example of the use of road crossings as public spaces discussed by Joko Cahyono, stated that the Hotel Indonesia Roundabout (HI Roundabout) as a public space at a crossroads that functions well can accommodate the function of public spaces. The roundabout has a traffic function, namely the meeting of Jalan M.H Thamrin which intersects with Jalan Imambonjol, Jalan Sutan Syahrir and Jalan Kebon Kacang. HI
Roundabout is also known as a landmark of the City of Jakarta. In its social use, the HI roundabout is often used by residents for demonstrations, Car Free Day (CFD) activities and cultural performances.

Based on the explanation above, it can be concluded that the intersection as a public open space has an important role for all social activities of the city community. Public space at the crossroads is expected to be a space for interaction that accommodates the interests of various parties from the community, private sector, and government in a fair, safe, and comfortable manner without discrimination.

3. Public Space as a Media for Advertising

Public space with the development of the city in the modern era is widely used in various ways by city residents, the private sector and the government. One of its uses that is rife in urban areas is as a place for placing outside advertising media. In a good city design, public spaces that are used as media for advertising must pay attention to the visual area, namely the ease of a citizen to identify a visual area that is harmonious, proportional and aesthetic [13]. The fact that occurs in the field, there are still many installations of outdoor advertising media that have not paid attention to the aesthetic value of an area.

Edi Purwanto in 2014 conducted a study on the privatization of public space from a civic center to a central business district in the Simpang Lima area of Semarang [14]. One of these studies discussed advertising media in the Simpang Lima area of Semarang. The presence of advertising media at the intersection tends to take advantage of the economic potential of the region rather than viewing the area from its aesthetic value. The form of the proportion and scale of advertising media in the area is not considered and is very disturbing to public spaces. The advertising media installed are dominated by billboards, billboards, and banners (commercial identity).

The installation of advertising media in the Simpang Lima area of Semarang, apart from on land, also occurs in public spaces that are in the air. The expectations of city residents to get a good, beautiful and comfortable visual view of public spaces are not fulfilled. Citizens must be faced with the sight of advertising media placed by business people, and the government with various business objectives and reasons.

![Advertisements at Simpang Lima Semarang](source: [14])

Based on the explanation above, it can be concluded that public spaces used as media for advertising must pay attention to the visual value, beauty and aesthetics of the area. Advertising media installed at intersections so as not to interfere with the function of the area as a public space and the needs of citizens for public space.
4. Maintaining the Existence of Public Spaces

The spatial plan of a city is one way to solve the chaotic problem of installing advertising media which sometimes interferes with the functions of other public spaces in urban areas. Outdoor advertising media are media that are installed in open places such as roadsides, city centers, city buses, fences and walls [15]. The arrangement of outdoor advertising media can help build a sense of place in an urban area [16]. To achieve a sense of place in an area, the arrangement of outdoor advertising media is very necessary to create order and make the road more lively [17].

Prayanto Widyo Harsanto [18] also studied a similar problem that occurred in Yogyakarta. The streets in Yogyakarta, which are crowded with the activities of road users, experience confusion in the placement of advertising media. Functionally, advertising media is made to market a product, provide information, and various other purposes. Advertising media for the government is a source of regional income. There must be a good arrangement according to the city’s spatial layout so that the advertising media is more pleasing to the eye, does not damage the view and violates the rules. This arrangement is also expected to restore Yogyakarta’s slogan "Jogja is special and Jogja has a comfortable heart". The slogan indicates that comfort is needed in the design of a city’s public spaces.

Based on the explanation above, it can be concluded that urban spatial planning and regional regulations are needed to bridge and accommodate the procedures for placing advertising media in public open spaces. Advertising media in a city is something that cannot be avoided and must still exist to liven up the atmosphere of the city. Basically, public open space as a place for advertising in urban areas must be maintained to create a city that is comfortable and harmonious with all the activities of its citizens.

5. Rules Governing the Accommodation of Advertising Medias in Public Spaces

Until now, Badung Regency already has regulations regarding the installation of billboards, namely Regional Regulation (Perda) Number 80, Year 2014 [19] About the Implementation of Advertisements. Article 1 paragraph 10 of this regulation regulates the installation of billboards measuring more than 10 m². The pattern of distributing advertisements must refer to the Master Plan by considering norms, religion, norms of decency, morality, health, public order and security. Areas in Badung Regency that are of concern to the government in placing advertising media are parks that become regional mascots/icons, around the Ngurah Rai Statue, underpass areas, along the coast, the Catus Pata area of Mengwi Village and Taman Ayun, the entrance area to the Regional Government Center, parks assessment, intersection and median facilitated by the government/local government (figure 2).
Figure 2.
Map of Areas of Concern for Placement of Advertising Media in Badung
Source: Google Accessed on 2 August 2021

Advertising ethics that regulate outdoor media in advertising are as follows [20]:
1. Installed in a location that has obtained permission from the authorities
2. Obligation to respect and protect the building or the environment and preserve the monument
3. Outdoor advertisements may not be placed over other advertisements.
4. Cannot be installed close to competing products
5. Foundations, structures and panels for outdoor advertisements in the form of billboards must go through civil and mechanical calculations to ensure the safety and comfort of the surrounding community.
6. The construction and advertising area must be physically and aesthetically harmonious with the building and its surrounding environment in accordance with applicable local regulations
7. Outdoor advertisements in the form of billboards are not placed on medians, separators, or road islands
8. Outdoor advertising must not cover traffic signs, traffic signs and markings
9. Outdoor advertising lighting arrangements should not dazzle road users
10. Ads about liquor may only be placed in areas designated for an adult audience

6. Method

The research uses a qualitative descriptive method with a case study approach. The selection of descriptive methods is expected to describe the condition of public spaces used for advertising media at several intersections in Badung Regency. Data was collected by observation using research instruments.
in the form of cameras, and stationery to support research data. Literature studies are carried out through literature searches including books, journals, internet data and references related to the research to be carried out.

7. Data, Discussion, and Results

7.1 Location Overview

The intersection locations studied are Kwanji Intersection with map coordinates 8°36'36.3" South Latitude (LS), 115°10'41.9" East Longitude (BT), Bangsal Intersection with coordinates 8°36'39.0" South Latitude, 115°10'33.4" East Longitude, Dalung Village Office Intersection 8°36'38.7" South Latitude, 115°10'20.1" East Longitude and Toko Iwaka Dalung Interchange -8°36'24.8" South Latitude, 115°10'17.5 East Longitude. Heavy traffic and there is outdoor advertising media.

Figure 3. Intersection Location on Jalan Raya Dalung
Source: Google Maps accessed on 2 August 2021
7.2 Kwanji Intersection

Kwanji Intersection has a high traffic density and is classified as a small intersection. The condition of the intersection often experiences traffic jams during working hours and coming home from work [21] (balipuspanews, 5 Dec 2018). The intersection has elements of public open space in the form of roads, pedestrians that are quite well maintained and there are several advertising media at this intersection in the form of billboards, banners, and pamphlets. The width of the road is approximately 5.5 meters with pedestrian paths / sidewalks on both sides of the road. The intersection is also surrounded by houses and shops with trading and residential activities. The intersection is a meeting place between Jalan Raya Dalung and Jalan Panji which does not yet have a special space for placing advertising media. The placement of advertising media utilizes sidewalks and traffic signs. The ads that are installed are temporary ads that seem chaotic without a good design with various dimensions.

7.2.1 Intersection-as a Public Space, Its Functions, Its Uses as Advertising Venues, and Associated Problems

Kwanji intersection is a T-junction that has elements of public space in the form of roads, pedestrians, and street furniture. This intersection has a traffic function as a motorized vehicle circulation space, aesthetics as the beauty of the city corner and pedestrian circulation. The placement of advertising
media at Kwanji Intersection is mostly placed on pedestrian paths and slopes with advertising orientations to the west (figure 5, item 1), south (figure 5, item 2) and east (figure 5, item3).

Pedestrian paths are very important in urban areas as amenities that function as a safe and comfortable place for pedestrians [22]. Pedestrian paths are very much needed by city residents to move from one place to another easily, safely and comfortably.

The pedestrian path at the Kwanji intersection based on observations is designed for pedestrian activities with paving material with a width of approximately 1.2 meters. The use of pedestrians as an advertising platform that takes up approximately 60 centimetres of pedestrian path space based on observations will interfere with the safety and comfort of pedestrians. Pedestrians are also disturbed because of the presence of stones as a barrier to the construction of billboards that cover the pedestrians.

![Figure 6. Kwanji Intersection Pedestrian Trail](source: Author)

In addition, the visual comfort of motorists from the south, east and west is also disturbed by the placement of advertising media. The placement of advertising media on three sides of the road also reduces the beauty of the corner of the city and disturbs the elements of public space at the intersection.

### 7.3 Bangsal Dalung Intersection

Bangsal intersection is an intersection with high traffic activity. The width of the road is 5.5 meters with pedestrian paths on both sides of the road. The character of the intersection is very closely related to the history of the Bangsal Struggle Monument. The struggle monument is a very important historical building and is protected by the state [23]. This intersection has a traffic function as a motorized vehicle circulation space, aesthetics as the beauty of the city corner and pedestrian circulation. The social function is as a communication space between pedestrians, and the location of the monument to the ward struggle. This location is also surrounded by shophouse buildings with trading activities, ward monument tours, and parks on the north side of the slope.
7.3.1 Intersection-as a Public Space, Its Functions, Its Uses as Advertising Venues, and Associated Problems

Figure 7. Intersection Location Map, Bangsal Dalung
Source: Authors

Figure 8. Intersection Condition in Bangsal
Source: Authors

Bangsal intersection is a T-junction with high traffic density. The advertising media installed at the Bangsal Intersection are three banners oriented to the east (figure 8 item 2), one food promotion stand on the pedestrian street (picture 8 item 3), and one billboard above the park with an orientation to the south (picture 8), item 1). This type of advertising media is temporary. The placement of the advertising media utilizes pedestrians and gardens at the slopes.

Telajakan is one of the public spaces in urban areas which is interrupted by the placement of advertising media. Physically, Telajakan has the first three functions as reforestation, protecting the environment, and maintaining building boundaries for the safety and comfort of the building and its surrounding environment [24]. The placement of advertising media was deemed inappropriate and
interrupted the tread function at the intersection of the wards which were used as parks. The park at the intersection of the wards is very closely related to the values and concepts of belief related to the ward struggle. Telajakan in the form of a garden in front of a house in Bali is very close to the meaning of aesthetics, security, social and spiritual meaning [25].

![Figure 9. Condition of the Walk/Garden at the Bangsal Junction](image)

Source: Authors

The placement of advertising media is also placed at the pedestrian crossing of the ward. Every pedestrian in the city is expected to be a space for movement where data provides a sense of security and comfort. Pedestrians placed on temporary food promotion stands will disturb the space for pedestrians. The pedestrian path which has a width of 1.2 meters will be disturbed in accommodating pedestrian activities because half the width of the pedestrian is taken by advertising media (Figure 10).

![Figure 10. The Condition of the Bangsal Crossing Pedestrian](image)

Source: Author

7.4 LPD Intersection Dalung

LPD Dalung intersection is an intersection which is a traffic jam-prone point [26]. Congestion most often occurs during working hours and at work hours. The LPD Dalung intersection is classified as a small intersection with a road width of 5.5 meters with pedestrian paths on both sides of the road.
The character of the intersection is an office and shop area. The intersection is very dense with motorized vehicle activity, and the location of this intersection is close to schools. The social function is as a communication space between pedestrians. The traffic function of this intersection is a meeting room between Jalan Padang Luwih, Jalan Raya Dalung, Jalan Made Bulet and Jalan Gusti Ngurah Gentuh.

7.4.1 Intersection-as a Public Space, Its Functions, Its Uses as Advertising Venues, and Associated Problems

The LPD Dalung intersection is an intersection. The advertising media at the Dalung LPD Intersection are in the form of a promotional stand on the sidewalk with an east-west orientation (Figure 12, item 1) Banners above the park or an easterly orientated walkway (figure 12, item 2) and billboards on top of the walkway, banners with orientation north. (Picture 12, item 3). The placement of the advertising media on the pedestrian area interferes with pedestrian circulation, on top of the park/walk, disturbs the beauty of the corner of the city. One of the conditions of the park at the intersection of LPD Dalung where advertising media is placed. The condition of the garden is not maintained and the advertising foundation seems to damage the plants as seen in picture 13.
7.5 Iwaka Store Junction

Toko Iwaka intersection has a road width of 5.5 meters with pedestrian paths on both sides of the road with a width of 1.2 meters. Elements of public space at the intersection in the form of roads, pedestrians, and parks/trails. The character of the intersection is a trading area. The intersection is very dense with motorized vehicles, and the location of this intersection is close to a traditional market. Social functions as a place of communication include pedestrians, jogging, and selling. The intersection is surrounded by shop houses with trading activities. Traffic functions as a meeting place between the Abianbase, Buduk, and Cepaka roads.

7.5.1 Intersection-as a Public Space, Its Functions, Its Uses as Advertising Venues, and Associated Problems
The Iwaka intersection is in the form of a warning with dense traffic conditions. There are three advertising media at Iwaka Junction, billboards, and a promotional booth. Billboards are placed in permanent parks/walks that are commercially rented. The placement of the three billboards interrupts the climbing function which functions as greenery. The presence of advertising media on the slopes disturbs the space for the growth of trees. The orientation of the billboard to the north interferes with the view and circulation of vehicles from the north.

Advertising media in the form of promotional stands are mostly placed on pedestrians which interfere with pedestrian activities. Pedestrians as pedestrian spaces cannot function optimally because the placement of promotional stands covers almost all pedestrian access as seen in Figure 16.

8. Conclusion

The placement of advertising media at the four intersections of Jalan Raya Dalung largely interrupts the function of public spaces in the four research locations. The function of the public space that is interrupted is pedestrian with the main function of the pedestrian path, treads with the main function of
reforestation, protecting the environment, and maintaining building boundaries for the safety and comfort of the building and its surrounding environment. By using the space as an outdoor advertising media container in the four research locations, the pedestrian function used for pedestrian activities is now not optimal because half the width is used to place advertising media at several intersection points. Gardens with aesthetic functions are also declining due to the placement of advertising media that cover plants. The reforestation function has also decreased due to the placement of high advertising media and disturbing the space for plant growth in a relatively narrow garden. The placement of advertising media that is not in accordance with the rules will create a chaotic impression and visual chaos. The author hopes that the government needs to make strict rules [31, 32, 33, 34] and clear mapping regarding the installation of advertising media in public spaces.

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