

CREATIVE SIGNAGE FOR COMMERCIAL BUILDING IDENTITY IN DISRUPTIVE ERA, AS A STRENGTHENING CHARACTER OF LOCAL ARCHITECTURE IN DENPASAR, BALI

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ABSTRACT

The Denpasar city as the provincial capital of Bali. The architecture, like the existing buildings along the road in Denpasar City are mostly used as commercial functions, such as *Rumah Toko*, *Rumah Kantor*, café, restaurant, shop, boutique, *warung*, modern mini supermarket, etc. The face of this building is varied and not reflects the Balinese architecture. One of the characteristics of Denpasar architecture is the use of red brick material and *pepalihan* with red brick forms. The *pepalihan* is front and back plotting as a pattern on a pair of bricks. Creativity and new ideas can be applied in building facades, such as signage, nameplate, and certain types of materials and engravings, with their own uniforms for each different building function. The design use local materials, with the *pepalihan bebadungan*, and affordable price, designed with uniform size, inscribed Balinese script or Aksara Bali and writing the café or restaurant name. This idea is expected to give the character and identity in architectural of Denpasar. The strengthening of local characteristics, while in various building functions. This effort also give the advantages to increase the tourism in Denpasar city also in Bali. The sustained Denpasar architecture style become a benchmark for the sustainability of its Denpasar architecture as the local genius and identity of Denpasar in disruptive era of present day. The era when the culture change and cultural pluralism dominate.

Keywords: signage for commercial building, identity of local architecture, disruptive era.

INTRODUCTION

Bali is one of the world's tourist destinations, as evidenced by the election of Bali as the best destination in the world. The award is given by Trip Advisor through Travelers choice Awards in 2017, beating destinations in Europe, America and the Middle East. The city of Denpasar as the provincial capital of Bali is also a tourist destination. With the launch of city tourism in Denpasar City, now has made various efforts in beautifying the city. The arrangement of pedestrian on Jl Gajah Mada with local characteristics, structuring Badung Market while often visited by foreign tourists, Bajra Sandi Monument as the icon of Bali, structuring the Tukad Badung River around Jl Gajah Mada while decorated with murals on the wall and place for seating to relax for visitors.

About the architectural facade, the buildings along the roads in Denpasar City are mostly used for commercial functions, such as Rumah Toko, Rumah Kantor, café, restaurant, shops, boutiques, warungs, mall, supermarket, modern market, etc. The facade of this building in general is very varied and not yet reflects the Balinese architectural facade. In the Provincial Regulation of Bali No.5 of 2005, on the requirements of Building Architecture in Bali, explained that each building should reflect Balinese traditional architecture. But the implementation has not been realized properly.

Balinese Traditional Architecture

Balinese traditional architecture is a manifestation of the beauty of human and nature that appear into the forms of buildings with decorations (Gelebet, 1985: 331). Variety of ornamental is a work of art that is taken from the forms of flora, fauna, and religious values and beliefs are implemented into the harmonious beauty of art. *Pepalihan* is one of decoration in Balinese Traditional Architecture which has composition of lines arranged varies in a rule according to its building function. *Pepalihan* can also be interpreted as meaningful *bebatuan* levels with the symbols itself.

Character of Denpasar Architecture Style

Pepalihan bebadungan are commonly used in traditional Balinese architecture buildings in Denpasar and Badung. *Pepalihan bebadungan* is one of decoration in Balinese Traditional Architecture which has composition of lines arranged varies in a pattern. It has unique style seen from the level pattern of red brick with the game of put it on the back and front when it paired. *Pepalihan bebadungan* also become an ornament even if made without carving method. *Pepalihan bebadungan* can also used in the form of *kekarangan*, like *karang asti* (elephant shape), *karang goak* (bird shape). It can also used in traditional Balinese architecture buildings like *palinggih*, *bale kulkul*, *bale bengong*, and *candi bentar*.



Figure 1. Several forms of *pepalihan bebadungan* in Denpasar
Source: Personal documentation, 2018

Signage on Commercial Building

A commercial building is defined as a building that serves to accommodate various commercial activities, to gain profit. The facade of a commercial building is made attractive in order for the building to be clearly visible and easily recognizable. Commercial buildings in Denpasar city include hotels, villas, restaurants, rental offices, shops, supermarket, modern market, etc. According to the Oxford Advance Learner Dictionary of Current English, signage is a word or design and others on a board to give a

information or to direct someone to something or someplace. Signage also means messages and information in relation to important signs and a human response.

Research Method

The method used in this study is qualitative research with analytical descriptive approach. The study take place in Denpasar, as a barometer of architectural development in Bali. Library studies and field observation were conducted to get a deep understanding and the real data for character of Denpasar Architectural style. The creative design process used the design method, while trough the 3 step: input process, analize process, and output process. Input process is how to get the problem (problem seeking); analize process is try to mix the theory and fact in field, the output process is how to design as a solving problem step.

RESULT AND DISCUSSION

***Pepalihan Bebadungan* as an Identity of Denpasar Architecture Style**

The use of *pepalihan bebadungan* in Denpasar architecture style is widely used in building Puri, Pura, and bale banjar in the city of Denpasar. *Pepalihan bebadungan* has a unique style seen from the pattern of red brick with the game of put it on the back and front when it paired. This *pepalihan bebadungan* at the same time become an ornament even made without carving. Brick material is a representation of Majapahit Architecture. The kingdoms in the city of Denpasar are mostly using brick material that shows that this kingdom is a generation of Majapahit Kingdom.

Signage on Commercial Buildings in Denpasar

Signage is use form of *pepalihan bebadungan*, using red brick colour, and also using red brick material, can give the identity of Denpasar architecture style. Some signage criteria on commercial building that can strengthen the Denpasar architecture style, can be seen in the following Table 1.

One character of Denpasar architecture style is the use of red brick material and *pepalihan bebadungan* motif. The creativity of put it on the back and front when it paired. Creativity and new ideas appear in the building facade, in the form of signage with their own same form for each different building function. The design is made with efficient local materials and affordable price, designed with a uniform size, writing the name of a company or building, as well as translations written in Balinese script.

Table 1 Signage Criteria on Commercial Buildings in Denpasar

No	Signage Criteria	Type 1 Projecting Signs	Type 2 Standing Signs	Type 3 Wall Signs
1	Material	Iron, board. Customized with placements	Iron, red brick, board. Customized with placements	Iron, red brick, board. Customized with placements
2	Colour	Black, red brick colour, white (Primary colour) Brown, grey, caramel and natural colour (Secondary colour)	Black, red brick colour, white (Primary colour) Brown, grey, caramel and natural colour (Secondary colour)	Black, red brick colour, white (Primary colour) Brown, grey, caramel and natural colour (Secondary colour)
3	Motif	<i>Pepalihan bebadungan</i>	<i>Pepalihan bebadungan</i>	<i>Pepalihan bebadungan</i>
4	Dimension of signage	60 x 80 cm	100 x 120 cm (for standing level/bataran); free dimension for high level signage; use the iron carving on top.	200 x 50 cm
5	Local genius implementation	Balinese script/ Aksara Bali (Write on below of signage).	Balinese script/ Aksara Bali (Write on below of signage).	Balinese script/ Aksara Bali (Write on below of signage).

Source: Personal Analysis, 2018

Some of the signage types that the author uses in this discussion, including:

1. Projecting signs, put on walls and usually have two sides so they can be read from two opposite directions at once.
2. Standing signs, not put on the building, supported by foundation, stands on the ground or floor.
3. Wall signs, functioning as exterior signs, put it on the wall of a building (fasade), has one side only and generally rectangular.



Figure 2. Projecting signs
 Source: author design, 2018



Figure 3. Standing signs
 Source: author design, 2018



Figure 4. Wall signs
Source: author design, 2018

Use some of these signage types with consideration of how easily signage can be seen by someone, the accuracy of the placement, the use of colors and materials, shapes, and places. The information shown can be understood, seen from the construction of sentences and the contents of the signage. Cost efficiency is also become the important thing to make it done properly.

Some functions if signage include: (1) Give the information for public, contains information about everything so that one can recognize an object easily; (2) Give the identity, which serves to introduce the identity of a place in an area so that people can distinguish the place with other places; (3) give the decoration, serves to beautify or enhance the appearance of a building. So signage also functions to strengthen the quality of the environment visually by creating the aesthetics sense. This signage design is create to get all this function above.

The local identity of commercial building architecture in Denpasar

One of the unique of Denpasar architecture style is the use of red brick material and *pepalihan bebadungan* shapes. This feature can be an idea in shaping the identity of commercial building architecture in Denpasar. Architecture of commercial buildings, as a dominant function in the architectural facade of Denpasar, can be the front guard in determining the architectural character in Denpasar. So the signage on this commercial building, is expected to give identity for Denpasar architecture style.

Signage requirements on the facade of this building can be arranged in a law on building in the process of Building Permit (*Ijin Mendirikan Bangunan*) in Denpasar. In the real condition, the technical process can be done by the Department of Licensing in cooperation with the Department of Industry and several related Department. So that supervision and management, is in authority of the local government of Denpasar. With the idea and creativity is expected to strengthen the architectural facade of Denpasar style character and self-identity. The strengthening of local genius although in various building functions.

The Identity of Denpasar Architecture Style

Design can satisfy people and society, while it able to accommodate local values such as a local genius. Design should be able to be adaptive in changing and disruptive era. The new design while use the old models and pattern, creative new designs and innovative forms, but still shows the local genius,

without losing its identity. So that can be born a design that is rooted in its own culture. Implementing the local genius and identity is the main point of the benchmark of Balinese traditional architecture sustainable today. Moreover the city of Denpasar as the capital of the province of Bali, which is a world tourist destination. The identity is reflected in the well maintained Denpasar architecture style, can be a tourist magnetism.

The meaning of the application of signage design is: (1) the application of *pepalihan bebadungan* on commercial building signage in Denpasar; (2) Sustainability "*ajeg*" its Denpasar architecture style as local genius and identity of Denpasar, in disruptive era of present day. The era with many chaos and changes happen while affect by culture change.

CONCLUSION

1. The identity of the commercial building architecture in Denpasar Bali, is manifested by presenting signage design that gives the character of traditional Balinese architecture and identity of Denpasar architecture style. Signage design is use form of *pepalihan bebadungan*, using red brick colour, and also using red brick material, can give the identity of the architecture style of Denpasar. Architecture of commercial buildings, as a dominant function in the architectural facade of Denpasar City, can be the front guard in determining the architectural character in Denpasar. So the signage on this commercial building, is expected to give identity for the architecture style of Denpasar.

A design work should be able to be adaptive in disruptive era. The new design while use the old models and pattern, creative new designs and innovative forms, but still shows the local genius, without losing its identity. So that can be born a design that is rooted in its own culture.

2. The reinforcement of the architectural identity of the Denpasar style is achieved by continuing to accommodate local genius. Implementing the local genius and identity of local architecture is the main point of the benchmark of Balinese traditional architecture development today. The strong and sustained Denpasar architecture style will be a benchmark for the sustainability of its Denpasar architecture style in disruptive era of present day. The era with many chaos and changes happen while affect by culture change.

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