BOGOR-YUKE ARDHIATI-Full Paper

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THE PROCESS OF BECOMING
TOWARD THE GREEN CITY JAKARTA:
BY EXPANSION ARTIFACTS SURROUND THE CITY PLAN

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ABSTRACT

Jakarta a Green City on Jakarta Megacity (Jabodetabek) and Asian Megacities is can be expansion the policy mindset to land use-cover change in the presence the cities artifacts in surround Jakarta. The new concept is including an 'architecture way of finding' in city scale to contribute the megacity in order to be Jakarta Green City. The concept is how to improve the potentially used of the cities artifacts ie; the 'side back' of the outdoor advertising's construction, also the pedestal of cities sculptures, and the structure overpass structures, and also the façade of the building. Because the potential of them is need to explore as the creative ideas that integrated with the Governor's policies by includes the environmental graphic design as a part of megacity plan. The ideas not only as city beautification, but the effects are potentially toward the Jakarta Green City. By refers to Grounded Theory in phenomenological investigation at Jakarta 2000-2013 was found the importance of this idea linkage in the rules of landscape management, the advertise companies, and artists who creates their work. The main problem is the separation of science in graphic design with the landscape architecture and architect urban designer. The constraint is also cause by disparity of them to governor's policy maker. To clear of the constraints of them, is must be create through a collaboration between their professions.

Keywords: artifacts surround the city, environmental graphic design, professional- collaboration.

INTRODUCTION

The architecture way of finding is the sign system for the area/city that an integrated design. The presence is necessary as role as a director in a large region, as well as images creation to impress the region. The megacities design is also should concern not only the two dimensional of the environmental graphic design, but can be expanded with three dimensional elements; city artifacts ie: city sculptures / monument, includes the element of color, smell and sounds. Even if it have an important role of the image of city, but they has not been fully implemented and make the city is looks disorder. The main problem is obstacle separation of *graphic design* with *architecture design*. The practices is a proof of visual *communication design graphic* as a different with *architecture science*. Both disparities triggers a less qualified Architect/Planner ignore the *way of finding* as a part of her/his design. The disparity constraint needs to be united through the collaboration between Architects and Graphic Designers to result the integrated in a *Megacity Plan Design*.

In the 1960 Robert Venturi Architect recognized to improvement of the marker on the building. He needs increase the sign system development areas such as transportation systems, freeway, which triggers the need of graphic design in the form of directional sign systems, and location of the place. Around in the 1970s the architecture way of finding, signages, and information systems as a sub category of EGD – *Environment Graphic Design* which various in design, color, typography and the birth of new symbols related to EGD.

RESEARCH METHOD

The research study is a part of architecture field with refers to a Qualitative Research, to reveal the characterized of artifacts presence in surround the Jakarta city. After data collected, the categories named in to the coding data analysis. And finally the research concluded into memoing – to build a new theory (Glaser, 1967). The research based on phenomenological investigation at several street and place in Jakarta focussing in cities artifacts e.i: the outdoor advertising, the pedestal of cities sculptures/monuments, and the overpass structures, and the façade of buildings. The new theory in the Megacities Planning is need to improvement to an *architecture way of finding* as a part of design, because they are not only as city beautification, but also role as peoples activities.

RESULT AND DISCUSSION

The study is based on visual investigation as a phenomenological research in 2009-2013 to Jakarta by visiting several cities artifacts. By investigation, it was found that artifacts contribute to the city crowded. Refers to Grounded Theory was revealed a city texture disorder. The fact reflected the megacities ideas needs 'a movement' by re-design in *land use-cover change*. Based on the study, the Planner must be concern to cities artifacts fact as a potensially artifact to contribute a Jakarta's city dreaming as *Jakarta a Green City* by utilizing them by adopt the architecture way of finding as *Environment Graphic Design* is a part of Megacity Plan Design. The innovative ideas to treat the all cities artifacts, e.i: 1) the vertical gardens is potentially used the 'side back' of the advertising's construction to a vertical garden construction, 2) the pedestal of cities sculptures/monuments change as a green design surfaces, 3) the structure overpass structures is also become a space to planted, 4) the façade of the buildings to be a 'space' to explore the creative ideas. The Planner is must prepare they ideas integrate with the Governor's policies as part of the *Environmental Graphic Design* city scale in the Megacities Plan.

CONCLUSION

The cities artifacts reflected of the idea of "architecture stage" a [1] non-material architecture which is present in urban design given by the creator's before/ the Architect's/ Ruler's dream visualized in advertisings, pedestal of cities sculptures/monuments, the overpass structures, and the façade of the high rise buildings, even though they made the cities looks crowded, they also potentially to be a 'space' by exploring the creative ideas to become the *Jakarta Green City*. The creative ideas is must be integrated with governor's policies as part of the environmental graphic design in city plan. The ideas of the environmental graphic design in city planning is not only a city beautification, but it must be an integral policies to reflect the potentially the 'beautiful vertical gardens' as a part of *the process of becoming* toward the Jakarta Green City. [1] This idea carries the *imprint bearer* of the Architect's/ Ruler's dream/ ideology who realizes in his/her architectural works. Such ideas toward *the architectural form* is similar to characteristic of *khora* (Ardhiati, 2013). The idea of 'architecture stage' in the process to be Jakarta Green City is also called as the process of architecture presence.

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