

ROLE OF HIGHER ART AND DESIGN EDUCATION IN SUPPORTING GOVERNMENT POLICY

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Abstract

Policies and regulations on government institutions are a necessity. Change of leaders often gives birth to new policies and regulations. New policies and regulations can provide positive circulation regarding programs within a government institution. One example is the new regulations and policies issued by the current Governor of Bali. The Bali Governor's Regulation number 80 of 2018 is about the protection and use of Balinese language, scripts, and literature and the holding of the Balinese language month. One of the implications is the use of Balinese script with a red and white background on the nameplate of government institutions from the provincial, district / city, sub-district to urban villages in the Bali region. In the implementation of government policies in the form of design, at least the contribution of universities in the arts and design is needed to provide design studies and analysis before they are realized. Based on a design perspective, this study aims to analyze the suitability of the text with the background color, readability of the text, and the consistency of the background color applied to the nameplate of each institution. Data is taken through observation, visual analysis, and in-depth interviews. The theory used is design theory. The results of the analysis show that not all signboards in government institutions apply the same rules for writing texts with alphabet letters and Balinese characters. There is an application of a white outline on nameplate text in one government agency, whose purpose is to increase the readability of black text above a red background. However, similar things were not applied to the sign of other government institutions. This gives the impression that the design is not used. For this reason, a new regulation is needed that can regulate the consistency between the text and the background used on the nameplate, so as to produce uniformity from the provincial to the sub-district to urban villages in the Bali region. Besides that, it is necessary to involve art and design universities to study deeper designs before they are realized.

Keywords : *Government, Policy, Higher Education, Art and Design.*

INTRODUCTION

Change of leaders in any institution often gives birth to new policies in the institutions they lead. Leader turnover provides positive value because it can provide new thoughts on development towards the progress of the institution. Change of leaders followed by strategic policies provides positive circulation in the work environment, the institutions they lead and for the community. Including what was done by the Governor of Bali elected in 2018 ago. After being inaugurated by various programs and regulations related to policies for the public interest and the welfare of the people issued.

One of the regulations issued by the Governor of Bali number 80 in 2018 is about the protection and use of Balinese language, scripts, and literature as well as the holding of the Balinese language month. One of the implementations of this regulation is the use of Balinese script with a red and white background on the nameplate of government institutions from the provincial, district/city in the Bali region. The regulations that have been issued are welcomed and implemented by government institutions. The proof is in the field there have been many government agency nameplate using Balinese script with a red and white nameplate background.

However, from the implementation there were some irregularities that seemed inconsistent. Inconsistency lies in the application of the gradation of the nameplate background, as well as the Balinese script used. The most prominent inconsistency lies in the background color. This inconsistency is likely due to the lack of perception or translating language into the regulations issued. The limitation of vocabulary can also inhibit sound production from a language. So that the resulting concept that can be fully described can only be partially described. If this happens, there will be a communication process that is hampered due to misunderstanding (Rokhman&Surahmat, 2016: 27). This phenomenon raises a question and is also interesting to explore more deeply related to the translation of a rule or policy. And can provide the right solution to this problem. This study uses design analysis, and data are collected through observation, in-depth interviews, and documentation.

RESULTS AND DISCUSSION

2.1 Results

The following are some inconsistencies of the nameplate found in the Bali Provincial Service.



Figure 1. Display of the Nameplate of the Office of the Governor of Bali and the Regional Development Planning Agency

(Source: Author Documentation, 2018)

The two signboards above appear to use a fairly thick red color. Color gradations tend to show similarities. There are differences regarding the inclusion of logos. The nameplate of the Governor's office does not include the logo of the Provincial Government of Bali, while the Regional Development Planning Agency includes the logo of the Bali Provincial Government.



Figure 2. Display of the Nameplate of the DPRD Office and Bank Indonesia
(Source: Author Documentation, 2018)

The nameplate in the DPRD and Bank Indonesia offices tend to be different in applying color gradations, and the red selection is not the same as the Governor's office and BPPD. Likewise with the form of gradation and dominance of the color, which is used, dominated by white. But these two signboards have in common do not include the Bali Provincial Government logo, as well as the selection of a slightly soft red color.



Figure 3. Display of the Nameplate of the Communication Service and the National and Political Unity Agency (Source: Author Documentation, 2018)

Both the nameplate of the Communication and National Unity and Political Agency are different from the gradation and color selection. Both of these institutions use red which tends to be orange. Even the National and Political Unity Agency gradation in red is more dominant than the white color. But both of these institutions together included the logo of the Bali Provincial Government.



Figure 4. Display of Nameplate of the Regional Disaster Management Agency and Environmental Agency
(Source: Author Documentation, 2018)

The two nameplate above applies red and white like a red and white flag, where red and white are made balanced with minimal gradation or no gradation. But both of them did not include the logo of the Bali Provincial Government.



Figure 5. Display of the Nameplate Immigration Office for Class I of TPI Denpasar and Archives and Library Service
(Source: Author Documentation, 2018)

The two signboards above apply a little red and tend to be soft. Red and white color gradation is more dominated by white in the background. There is a prominent difference seen in the writing from the nameplate of the Denpasar TPI Class I Immigration Office, namely the presence of a white contour or stroke on the writing of the institution's name.



Figure 6. Display of the Nameplate Office of the Klungkung Regent and SMP PGRI 2 Denpasar
(Source: Author Documentation, 2018)

The use of the second background color of the nameplate above is far different from the nameplate color gradations in other institutions. If other institutions apply color gradations referring to the red and white flag, these two institutions apply slightly different color gradations. For example, SMP PGRI 2 Denpasar applies red-white-red gradations, while the Klungkung Regent's office is red and white, but beside it uses white. In addition, the writing of the regent's office uses the white contour or stroke for the text on the red background.

DISCUSSION

Nameplate in general there are visual elements such as letters, colors and logos that are downloaded in a harmonious whole. The readability of a text in a nameplate is a priority that needs to be considered, as the image that you want to display from an institution. The nameplate of the institution is one form of creativity in the form of objects of art and design. The form of artwork and design is something that appears from outside the work itself. Therefore it is necessary to consider the beauty and attractiveness. As expressed by Suparli (1983: 20-21), that works of art can be interesting and arouse a sense of beauty for those who look. That is because in art and design there are important parts of the object and forms that have important meaning or meaning. This important form of art according to Suparli can evoke an aesthetic feeling for those who see it.

In design, especially visual communication design has design principles used in designing an art or design object. The design principles include simplicity, clarity (clarity), balance, unity, emphasis (emphasis), rhythm, and proportion. The aim is to achieve a visual message. Anggraini&Nathalia (2016: 41) argue that visual messages must be creative, original, innovative, communicative, efficient, effective, and have aesthetic value. Likewise in the design of nameplate in government agencies in Bali, by applying a red and white background color certainly gives the impression of uniformity between agencies with each other. In designing the nameplate of government agencies in Bali, it certainly displays uniformity in the use of background colors namely red and white, and displays text with letters of the alphabet and Balinese script. But what needs to be considered is the consistency in the application of colors, and considering the readability of the text on each agency's nameplate.

Consistency is needed in designing the nameplate of government agencies because the nameplate is an identification and the identity of the place represented. In this case, as a sign and identity of government agencies it should have a strong unity of design elements. This is necessary so that there is no misunderstanding in identifying each government agency that has a nameplate design with some differences in the use of design elements in it. Based on observations from several nameplate agencies that were used as samples, there were some differences including the placement of agency logos, the use of red tones, and the application of gradations to red and white that did not show consistency and unity. Unity is one of the important principles in terms of design and design. According to Sanyoto, (2009: 213) a work of art / design without unity will be seen scattered, chaotic, chaotic, messy, scattered, scattered like a broom without ties, and as a result the work is not pleasing to the eye. Likewise, the opinion of Supriyono (2010: 97) which states that design can be said to be united if overall looks harmonious, there is a unity between the typography used, illustrations, colors and other design elements.

Regarding the absence of a logo on the government agency's nameplate, it will certainly raise questions about the validity of the agency that houses and is represented by the signboard. The application of different color tones in the nameplate will also produce different visual perceptions, because in the discipline of visual communication design, color is one of the important parts in corporate identity which serves to display the character and identity of the company or agency represented. The right color selection is a very important process in designing visual identity (Rustan, 2009: 72). So that the application of different color tones on the nameplate of government agencies is said to be less effective for displaying the identity of the government agency represented.

Besides looking at the samples studied, there are uses of red to white color gradations that resemble the colors of the Republic of Indonesia flag, presumably one of the ways to show the identity of government-owned institutions on nameplate media. As we know that on the red and white flag, the division of the red and white fields has equal or equal proportions. In addition to the red and white flag, there is no color gradation as a barrier from the red and white fields, but uses to be limited by a firm line. But in this government signboard, there were found differences such as the proportion of red and white colors that were not the same in the planks which were sometimes dominated by red or white. There is also the application of a combination of red and white colors as the basic colors of the nameplate, which of course has strayed far from the identity of the colors of the flag of the Republic of Indonesia. This inconsistency will certainly result in the emergence of many perceptions and misunderstandings in the process of identifying the community which may raise other problems related to that understanding.

Based on the above problems, then in drafting a government regulation that will be used in a mass manner and has a broad effect, the government should also pay attention to matters relating to the regulations that will be made and implemented especially in the field of design. In this case, the identity of the institution regulated in the regulations should have clear and appropriate limitations in order to function optimally and not cause new problems. If in the discipline of visual communication design, to bring up the identity of an agency requires a lot of things to do one of which is consistency. There is no consistency, especially in showing identity, it will cause many perceptions and

misunderstandings on the identity that is raised. The impact on the ineffectiveness of the identity in representing other objects. For this reason the government is very important to pay attention to these matters in an effort to compile a regulation and policy.

Especially in the province of Bali, there are several agencies that have the strength and scope of the design that can be involved in the preparation of regulations and policies. One of them is college, especially in the field of art and design. Art and design colleges especially those that have a focus on the field of visual communication design have the opportunity and the dominant opportunity to play a role in the creation of effective designs to support the government in implementing policies. As stated by Piliang (2018: 207) that design science has a fairly broad domain which includes material and human aspects, physical and non-physical, concrete and abstract, body and mind, material and non-material, tangible and intangible. Because according to him design knowledge involves sensory data, awareness, unconsciousness, feelings, emotions, ideas, concepts, intuition, even unspeakable or unexplained. Therefore arts and design colleges can be involved to review designs before they are published. The designs that have been studied in depth can later be used as a guideline in drafting regulations regarding the next design. According to Saidi (2017: 19), giving ideas in the process of creating designs is done when a product is articulated in public space through advertising. At this stage the design of visual communication can collaborate with the advertising industry has a very dominant role to express an object. So that it can produce effective design products as a means of public communication.

CONCLUDE

An ideal design is able to convey a message and be able to show consistency. The design will be able to materialize well if it is able to pay attention to design principles which include simplicity, clarity (balance), balance, unity, emphasis, rhythm, and proportion. Visual messages contained in the design must be creative, original, innovative, communicative, efficient, effective, and have aesthetic value. Institutions of higher education in art and design can be involved by the government to review regulations and policies related to design before being legitimized and applied to the public. The involvement of art and design colleges is needed. The designs that were created, before being consumed by the community, have gone through an in-depth assessment process in accordance with the realm of art and design. This is where the role of art and design universities is to support government policies and regulations. Thus art and design colleges carry out their functions to support government development, in addition to creating reliable human resources.

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