

Understanding the Urban Arts in Visual Communication

Visual Communication on Mural Created by Polo Triuns

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Abstract—This study aims to find out how to understand the urban art that communicate visually through a mural Polo Triuns. The basic theory used in this study adopts from Peirce, which states symbol is a process to interpret and describe an object in the form of images. The question in this research is why people can not understand the urban art through the works of visual communication. The method used is descriptive method qualitative with data collecting observations and data collection from the source. Researchers are also using purposive sampling technique, the technique of sampling data sources, through social media. This research was conducted in Semarang with research subjects are artists and teachers Joko Riyatmoko (Polo Triuns), complete the thesis within a period of less than 4 months, and in doing thesis using qualitative research methods. Comprehension concluded that the urban art in visual communication where researchers got results in a work of urban artists have produced good meaning of icons delivered and textual delivered.

Keywords— *urban art, visual communication, Qualitative*

I. INTRODUCTION

Urban art is an art that characterizes the development of a city, where the development then gave birth to a system in society that is structurally and culturally different from the structure and culture of rural communities. Currently art is no longer just a background of tradition but it is more to respond to new traditions, especially in urban areas that are demographically populated by members of a very heterogeneous community.

Urban art is born because of the longing to respond to the creativity of people living in urban areas with all its problems. Then the effort came from a group of people to showcase and bring art in the middle of society by way of freedom of expression in public space. Expression shown is an expression that tries to capture the problems that often occur and dominate the urban community includes social, economic, political and cultural issues.

Through the media of art and backed by the growth and capitalization of the city itself. Nowadays art is no longer a representation that is displayed only, but a medium of expression that fights in public facilities with other media such as advertisements on TV, advertising billboards, promotional posters, billboards and others. Urban art is an art that arises from the streets and becomes an area that is very familiar and intersect with the public, where art is the one who approached the public.

Urban art succeeds in reducing the relationship between the public as an appreciator and a work of art. Replaced the functions of art that was grand, classical, pure, high and traditional. Art is positioned as something conservative and loaded with the value of glorification. Urban art succeeds in undermining these values by presenting them to the public through media that closely with the daily life of urban society. When attracting local elements in urban art, painting on the walls of public space and electrical boxes is an example of urban art.

Street art is placed into an alternative way for street artists as an anti-hunger movement that is used as a symbol of artistic expression, social criticism in society [1]. Concrete forms of urban art can vary as long as the artworks carry the spirit of urban dynamics.

Cultural codes that are often encountered become an establishment in the signs themselves. As in traffic light culture, red, green, yellow, road users will know by themselves when to walk and when to stop when they see the colors. There is no universal review of why the color should be and referring to that meaning, the relationships are arbitrary (arbitrary, manasuka). Third color is like a cultural refraction, so when you see the three colors will immediately be remembered by traffic lights [2].

In everyday life many we encounter a variety of art on the streets of mural or graffiti and such graffiti (also spelled graffiti or graffiti) is a picture that is often found on walls that use the composition of colors, lines, shapes, and volumes to write words, symbols, or certain sentences. Many different types of murals and characters are aligned in the moldy street artists who began to draw on the walls of the city but only a few that exist and can be accepted in the community as an art that can communicate social problems or criticism of the

government that occurs in everyday life in the community, but Polo Triuns is different from other urban artists, one of the mural artists from Semarang character has a strong picture character in conveying its meaning and unique, his work often take the background about social life everyday in the community, more to talk about grief and the restlessness of the people around the social problem that is happening and they feel everyday.

One media that can be used as an alternative media channeling the aspirations of the people is the art of mural. In addition to having an aesthetic value that can beautify the city, the mural is also one of the effective media to convey a message so that it can be used by the community as a medium to channel the aspirations because through the mural of socialization is expected to be more communicative to enter the public space. Polo Triuns in every picture there is always a meaning that wants to be communicated to the widespread that there is something in the social system and the circumstances in society with its unique delivery, with a firm and loud inscription accompanied by a protruding character, one-eyed, smiling and hand-to-hand distinctive tentacles and witty facial expressions in their delivery. So that the works of Polo Triuns very easily accepted in the community. This means what is in the art of drawing, related to the social state of society. The link can be human existence related to need. Primary and secondary needs are divided into 6 sections, namely physical needs, the need for security, the need for love and affection, the need to be respected, the need for self-actualization and the need for art and beauty [3].

From the uniqueness that makes Polo Triuns different than other mural artists, with only the delivery of messages through pictures of typical characters of pink and orange accompanied by writings that are sometimes witty and supported the appearance or facial expressions of the characters can already convey the unrest what happened in the community when this, mural images in addition to the visible is also the basis of how to describe, interpret and communicate what is in the environment. Mural is an art activity that uses the composition of colors, lines, and shapes to write certain sentences on the wall. The art of mural or art by using a wall paint that way by using a brush is not a new phenomenon in the community. Initially, this art is used as a form of protest to the world of politics or anything by graffiti on the roadside wall. However, in its development this action even changed the function into art.

Art mural itself has grown long in big cities like Jakarta, Bandung, Yogyakarta, or Bali. As the age of urban art evolves into an art of expression, Mural is now the art of drawing on walls that are made in color and made as plainly as possible. Creating a mural is an inner satisfaction, beautifully painted on the strategic walls and can be enjoyed by people who can enjoy the mural [4].

The term describes, interpret and communicate the visual art can not be separated from the word "see". How to view the visual image and then describe it in mind, then how to see and then interpret the visual image and communicate the image in an environment [5].

II. RESEARCH METHOD

In one study, in order to problem the problem can be run with that used, then need to need to be supported by a research method appropriate to problem which will be discussed. Based on the problem nailed in this research that has done more meaningfully from a mural work of Polo Triuns then the best research and strategic type is semiotics research, analysis by using Sanders Peirce icons and index theory. Text analysis is a research method that does not use human as the object of research. Analysis of text using symbols or text that exist in certain media, for then the symbols or text is processed and dianalais. In general, content analysis seeks to reveal the various information behind the data presented in the media or text. Content analysis can be defined as the technique of collecting and analyzing the contents of a text. "Content" in this case can be a word, meaning (meaning), images, symbols, ideas, themes, or some messages that can be communicated. In qualitative research data analysis is done from the beginning down to the location to collect data, by installing or saving information reducing, grouping and so on until the last interpretation.

Research on the meaning of symbols contained in several mural works Polo Triuns on the type of research that does not use the quantity of statistics is a qualitative research. Bogdan and Tailor as quoted by Moeleong, defines a qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words or from the form of policy action [6].

In the study of meaning symbols in the work of mural trying to interpret and describe some of the selected works that have a strong intention in communicating something and in conveying the meaning to the mural by Polo Triuns as part of the effort to gain knowledge. The approach used is qualitative which has descriptive characteristic. The data collected in the first form directly from the source, in this study researchers looking for data sources from websites, social networking and some articles that discuss the subject (Polo Triuns) and researchers become part of the main instrument of analysis, the two data in the form of words in the sentence or images that have meaning [7].

III. RESULT AND DISCUSSION

A. Polo Triuns

Polo Triuns is the name of a mural art character created by Joko Riyatmoko, an animated teacher at SMK Negeri 11 Semarang, a father with a son named Rafael, and is also finishing a master's degree. Polo Triuns character is born with the aim of moral message and social criticism which is accompanied by textual containing communication to the reader or society that use public space, although conveyed humorously, unique, intriguing, and simple, but the message and social criticism can be delivered to the public or who read and or see the character.

The uniqueness of the Polo Triuns character is to have a manifestation of the human body in accordance with the original form of Joko Riyatmoko, with one eye which means that in all things need to focus, toothless teeth that correspond

to the original, a smiling mouth that indicates that life should always be happy and grateful, the tentacle hand in which there is ink as a tool symbol to work, berdapapsi or folds of clothes that gave rise to the artistic impression in his work, shoes and belly bloated where sulking on the physical characteristics of Joko Riyatmoko in imaginative form. Polo Triuns has a black base, pink and orange. According to the three colors are very easy to apply in any field, fresh look by the eyes and the reason to choose the color is the favorite color Polo. For pink and orange also has an attraction for the audience to see. Dynamic lines using multiple lines such as straight lines, curved, dashed, stiff and zig-zags that add to the artistic impression in the mural works because it only wears some color in the coloring.

The simplicity that is displayed from the name, color and character shape aims to make the message delivered more easily accepted and remembered by the people both in the city itself and outside the city.

Polo Triuns who were born as part of street art not only as a visual art form but grow up to be teachers who from small things began to educate their students to do good with long-term goals, and want to always communicate visually and textually.

B. Symbol

The symbol Peirce intends is a sign that the relation between the sign and the object is determined by a generally accepted rule [8]. The general rule of law in society for example is when someone asks the other then the others give a sign by showing the nod of the person asked to the questioner can then be interpreted as an agreement.

Communication media in this case is a wall of intermediaries in the delivery of information from urban artists to the public about the unrest that existed in the community and visualized through mural images and again have a good impact for the community, in the dissemination of information and messages. The information here is a self-expression of Polo Triuns to the surrounding environment that has been responded with some messages and pictures.

Placing murals in places that are considered to have a story and a suitable place and often passed by road users, the story is there in every problem in the area or the Polo Triuns way to convey his aspiration for the unrest he felt and in the visual through the media murals on the wall that has been selected. However, in fact it takes a dual understanding to be able to define the symbols and meanings contained in the Polo Triuns image. Not everyone is familiar with messages that are represented by only a few words, requiring more knowledge and extensive insight to be "right" in capturing messages from Polo Triuns mural's work.

In today's modern world, art is no longer a representation that is displayed only, but a medium that can represent expressions that compete with other media such as TV, Billboard ads, promotional posters, billboards, and so on. All of these expression media almost dominate in almost every public facility. Urban art succeeds in trimming the distance between the public as an appreciator with a work of art that responds to public space. Waiting for the function of art that was great,

kalsik, pure, high, and traditional. Mural is a form of urban art. The art of mural is one example of a social movement that lays art as a shifting axis of meaning to social reality, that is, as an art that characterizes the development of the city, where it gives rise to a structurally and culturally distinct social system with the structure and culture of rural communities [9].

The most important element in communication is not just on what is written or said, but on the characters and how to convey a message to the recipient of the message. If words or writings are constructed from superficial human relations techniques (personality ethics), not from the deepest self (character aesthetics), others will see or read the writer's attitude in this case the street artist. So the main condition of effective communication is a solid character built on a strong foundation of personal integrity [10].

C. Mural

Of urban artists who have been selected researchers, Polo Triuns want to show about keresahanya against an emotional that occurs in the daily life of individuals. In the mural work "Ati adem, tentrem urip" located in Wahidin road that there is a two character icon being Polo Triuns with open arms and wayang togok as reinforcing the identity of Java. It is explained that there are frequent congestions that make Polo Triuns respond with pictures and messages so that road users can see the work and think.

From the mural that the researchers have chosen, Polo Triuns wants to show about the keresahanya against egoism in the use of public facilities such as the road "Ati Adem Urip Tentrem" the existence of a symbol of a character figure is smiling and open both hands with the intention where all back to individual choice, of all the descriptions above that the character describes Polo Triuns in textual and wayang togok, symbols are marks based on mutually agreed covenants, rules or agreements. The new symbol can be understood if someone already understands the meaning that has been agreed previously [11].

The above explanation wants to communicate that something is not true in a human individual mindset, aims to make our society more able to think about the people, and not close the eyes of the ugliness that will happen. And in other pictures such as "Peace That's Beautiful" in the majapahit street there are various symbols that led to the emergence of a connotation meaning, as seen waving hand that is actually as something to say hello, the message is a symbol of peace and there are other symbols, the character figures depicted as characters Uwak and Spoiler inc that is meant among the three emerge a beautiful peace. The expression of a single eye focused on Uwak and Spoiler Inc, and a smiling mouth as if to invite to be together in happiness. Beside the character is the words "Peace Is Beautiful". The meaning of "peace" in the sentence is the expression of opinion and speech. From the description and description of some of the symbols in the picture above shows an allusion to urban artists and people who still put ego and do not want to establish relationships between differences. What is meant by a sense of sindirian toward the behavior of modern society about an egoism of unwillingness to create mutual love and peace creates a

polemic that occurs from the thinking of modern society that it is now better to live alone without caring for any differences.

In the work "So People Should Be Optimistic" in one stamp on the Gajahmada road is a deliberate concept or idea by Polo Triuns to convey the message, because in that place besides the street side also many consumers order the license plate or stamp. "Patience and Stay Smile" on the Soekarno-Hatta road with heavy traffic and fast flow that the riders do not rush in to reach the goal and must be patient and smile under any circumstances to cause a happiness in a

Then drawn from some of the Polo Triuns work investigated by the researchers raises a common thread that the basic concept of all Polo Triuns works is the current drawing of our society, local issues, social issues and criticism of the wrong system can be drawn to the outline that Mural drawings investigated by the researchers are phenomena that occur and is taking place in the community. The findings of this result have been confirmed to the subject studied in this subject. Joko Riyatmoko is a person behind the character of Polo Triuns (author of urban character and artist) and gets approval of his work to be investigated, that it is true what the researchers thoroughly, in line with his thoughts and philosophy in work on the streets. The researcher reinforces the findings by referencing several references, including works from social media, Barometer print media, Kompas which has been reviewing Polo Triuns, suggested by the object that is (Polo Triuns) and reinforced with some local media articles that lift the work of Polo Triuns, that this research is really supported by its object in this case Polo Triuns, and is very supportive in supporting research on some of his work.

IV. CONCLUSION

From some of the discussions that have been described in the previous chapters, then drawn outline that can explain from the course of the research process to answer the questions that underlie the formulation of the problem in this study can be concluded as follows.

In a study that has been done using semiotics the study of Charles Sanders Peirce has a meaning consisting of three trichotomies that in some works Polo Triuns contains a meaning that consists of a trichotomy of the three trichotomies that exist. The first trichotomy is viewed from the point of view of the relationship between representamen and objects in Polo Triuns mural works, covering the basic concepts of image formation, the location of the drawing, as well as what communications Polo Triuns wants to convey through his mural work. The following briefly summarizes the conclusions of the results of this study:

With the first trichotomy that appears is the meaning of the Index, icons, and then also Symbols. This can be explained because the iconic form is not only in the form of a visual form but also the shape of a line, and has the meaning of each part in a character being studied.

The selection of media in the delivery of messages on Polo Triuns image is very strategic and always has a meaning in every place, meaning can be popping from where the image is located, from public space, facebook, social media (Instagram,

twitter, up). And based on the content and meaning of some works of the Polo Triuns can be inferred to have other functions of the mural as the disclosure of Joko Riyatmoko (Polo Triuns) or pique, satire, warning and motivation or invitation.

Researchers evaluate that the mural, especially mural by Polo Triuns, is able to create a mindset in accordance with what is the basic goal of Polo Triuns work, when viewed repeatedly, both about the social conditions, politics, culture, and environment around us, with unique way of delivery coupled with witty elements, supported by messages through words or sentences strong results from the thoughts and experiences of people who are behind the figure of Polo Triuns characters.

In the work of Polo Triuns already discussed in this study, of the four mural works discussed has an objective that impacts on people widely. The technique used by Polo Triuns is Mural is a feasible and suitable technique used in delivery in the public sphere as a way to complain opinions conceptually.

The results of this study can have implications for the development of thinking in semiotic studies. This research uses the Semiotics of Charles Sanders Peirce to understand the meaning contained in the "Artwork of the Urban in Visual Communication According to Polo Triuns". It has previously been explained that this study aims to obtain a description of how the visual communication messages to be conveyed by the Polo Triuns in each mural work that has been made, through the study of semiotics Sanders Peirce. The focus of the research is on understanding the urban art of mural image of Polo Triuns through Sanders Peirce semiotics study by applying it to every discussion on Polo Triuns mural work, so that the description of meaning or message contained in every Polo Triuns mural works.

In the research results depicted in several works of Polo Triuns mural produce a representation which in this context is understood as the production of the meaning of concepts contained in the human mind through visual communication or mural.

This research uses descriptive qualitative research method using semiotic approach. This research method does not use human as object of research. Analysis of the text using symbols or text that exist in certain media, for then the symbols or mural is processed and analyzed aims to gain an understanding of a meaning of the mural images by Polo Triuns, therefore research text analysis is devoted using descriptive qualitative research method with semiotic approach.

In this research one of the things that become weakness is the opinion of the people who still consider the urban art as a dirty and disturbing action. This can not be separated from the emergence of other street artists (street art) new but in drawing on the wall of the road in a messy way without having a concept, so the work is made has no meaning whatsoever except as an existence of self.

The art of mural and urban art "right" is also a challenge for a street artist. Because not everyone has the same understanding of a sentence or picture presented. However, some street artists have their own way of dealing with it, but

every street artist has a characteristic that wants to be restrained like Polo Triuns has unique characteristics, witty, but critical. But there are also street artists who facilitate in pemaknaannya so mengerucutkan the possibility of interpreted meaning that can be on target, but there are also deliberately created by involving the opinions of each person so it has many meanings.

Results of research on the meaning of mural images by Polo Triuns. Provides some implications that provide an overview and understanding of the process of application of the concept of the concept of semiotics, the reason underlying the creation of a work of mural that has a deep meaning. With the objective is expected to alert the community, government and parties concerned with all mural images by Polo Triuns to find out what is communicated to the mural.

Mural is also a street art and is a medium to convey a message to social issues and criticism, but in fact many found various works of murals that do not contain the meaning of just a show of existence and lifestyle of young people living modern times today, if for the artists the street (street art) more mengedepan aspects of delivery or communicate, grievance mass, or phenomena in the community, satire of government with a unique conveyor to attract attention, should be able to pay attention to the ethics that exist so that the message conveyed can be accepted by society large. And simple in penyampaianya on a mural work so that people are not difficult to know the meaning and truth of the image of the gaffiti. And to dismiss the general assumption that street art is not important, dirty, vandalism and so on.

As an ingredient for students who want to do research on urban art examined in terms of different from this research, because in urban art many art techniques performed by the perpetrator or urban artist who can be in more thorough. In communication of course can not be separated from the visual or image that has a certain meaning that will be interesting if researched.

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