



Street Furniture Design Consultation Signage for Place's Name for Puri Kembangan Fly Over Area

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ABSTRACT

A flyover is known as a facility on the road as an option to drive to reach the destination. On the streets, signage is known as a medium to explain the direction or purpose of someone to be able to know the direction and purpose. As street furniture, signage is one of the facilities that are not infrequently present somewhere. So someone can find out where he is. By using the consultation method and including interviews with partners, solving the problem through community service programs will be carried out in the form of signage design that will be made on any part that requires information about the place or crossroads in the basement area of the flyover in the area of West Jakarta. The signage design of the consultation results as a guide can be continued to the stage of making the object by taking into account the elements of the environment and the people in the area. So that in its application, signage design can help the general public to know the direction and the area to be addressed.

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1. Introduction

Science is one important element that must be possessed by humans. Besides, science will be better if it can be applied. Because the application of science can be increasingly developed. Besides, in line with the development of science, its application can also provide a better life. One of the opportunities in the application of knowledge is through community service. As a gate between knowledge and understanding of knowledge

In the implementation of community service programs, the aim is to provide and develop the knowledge they have to be accepted by the community so that it can be reused as a way to provide comfort for them. In design science, giving comfort to the community can be through various methods. One of them is through consultations to overcome various threat problems faced by the community.

Consultation is "a process in an atmosphere of cooperation and interpersonal relations to solve a problem in the professional sphere of people asking for a consultation. There are three elements in consultation, namely the client, the person asking for the consultation, and the consultant" (Mu'awanah, 2009). Consultation service aims to be the clients (students) with his ability to handle the conditions or problems experienced by a third party. a third party is a person who has a good relationship with consultants so that the problems experienced by third parties is at least partly the responsibility of consult" (Tohirin, 2011).

Consultants: si pad design implemented a program community service this time was consulted on street furniture for under the overpass expressway in the west Jakarta tread area. Because it is known street furniture is one part of the existing facilities on the street that can be used by the community to support activities that will or are being carried out.

Etymologically the word design is thought to originate from the word *designo* (Italian) which means picture (Jervis, 1984). Besides, in its development the presence of new meaning in practice is often known as a skill (Sachari & Sunarya, 2000) In the world of art in Indonesia, the word design is often paired with: visualization design, design, engineering ideas, planning, framework, sketch ideas, drawings, clothing, craftsmanship, crafts, crafts, presentation techniques, styling, visual communication, layout, layout, space, good objects (Haks, 1995). Not infrequently enter into a problem-solving form, art, visual form, layout, color, carving, motifs, ornaments, graphics or; organize, compose, design, plan, decorate, combine, compile, create, create, imagine, contemplate, draw, imitate pictures, copy images, paint, install, present works and various activities related to the process of visualization in broad meaning (Green, 1978).

Street furniture is known as "objects or equipment installed along the road, in tourism is a complementary element in an area. Street Furniture is important because they are complementary elements that can help and make visitors or users comfortable and safe "(Wardiyanto, 2011). The elements contained in street furniture have diversity in terms of name, function, and shape. In planning a place it is not uncommon to have signage as a means of delivering information from a place or referring to a place.

Signage is "words on a material to give a warning or direct someone to a place that can regularly cause a response to humans" Norman, 1976). Besides, signage can also be interpreted as a tool to find a place to help humans reach the desired place well "(Pettersen, 1993). So that the application of science in community service programs will be made signage designs that can help the community to be able to know the direction and objectives to be passed as an element of service to the community to reach the destination accordingly.

Issues

At present, fly over is one of the facilities provided to an area for vehicles that want to go to a place, fly over is also known "is an effort to reduce the volume of vehicles that accumulate. Through the construction of this flyover, road traffic flow is expected to be smooth. The smooth flow of traffic is not only supported by road conditions but also influenced by factors of the mode conditions " (Sinuhaji, 2016).

In addition to activities on the main street, there are also activities outside the bottom part of the flyover. What is not uncommon is there are a variety of human activities in utilizing the conditions of the bottom because not infrequently the activities carried out are simple activities such as walking.

The impact of the existence of these activities indirectly the construction of a flyover has a very significant impact on the surrounding community both in terms of economic, social, and cultural. Such is the case through the greater control they have over their environment "(Janu, 2013). So that the use of the bottom of the flyover cannot be separated from the presence of the surrounding community in utilizing it.

Signage is known as one of the developments in communication that is used as a means to convey information. So it can help to regulate the smooth life of society (Suryantini, 2001: 54). Signage is a series

of graphical and symbolic visual representations, which aim as a medium of interaction between humans and public spaces. (Andrijanto, 2018: 225). Signage can be seen simply from the presence of a sign is a traffic sign. Not only on the road, various public facilities, and important buildings such as hospitals, tourist attractions, office buildings, and traditional villages also need a sign in the form of signage (Gibson, 2009).

From the observations, the area around the flyover there can tread the path d a pat directed to a different place, so the need for steering a place that can give direction to those who will be heading somewhere. Because if there is no signage it can have an impact in the form of errors on the journey that will be carried out by people who are first accessing the place.

2. Methods

Activity Method

The method of implementation that will be carried out in the community service program this time is through a design method that will be applied until it leads to the initial design (Ramadhan & Pertiwi, 2019). It is hoped that the application of the design method can be used well until it leads to the initial design that can help the partner to determine the next direction.

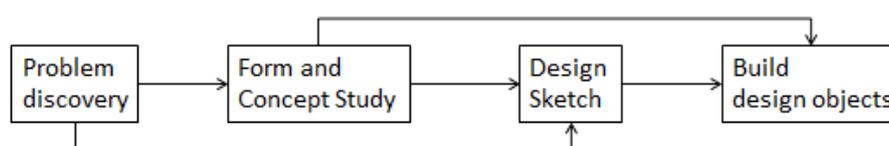


Figure 1. Design methods applied

In realizing activities in the form of design consultations from street furniture in the form of signage for community service with related parties, the implementation team divided the training activities into 4 stages (Hakim & Ramadhan, 2020), namely the Empathy stage (sensing the conditions of the design destination), the stage of forming ideas through sketches to be made, design determination stage and fixed design stage through the initial design (Rapp et al, 2018). A detailed explanation of the implementation phase consists of:

Table 1. Activity Phase and Method of Implementation

PHASE	ACTIVITY	METHOD
Empathy	- Coordination with partners - Field studies (design locations) - Formulation of the problem - See the conditions (design location)	Look at the immediate conditions and circumstances of the design target to determine the design to be made.
Forming ideas	-Coordination with partners regarding the ideas to be implemented -Coordination with the implementation team regarding the ideas to be made - Determine the design concept to be created	Interview method with partners to be able to explain the ideas to be made Group discussion method with the team to be able to determine design ideas and concepts to be implemented
Designation	Sketching and from ideas to be made from each section that is designed	The design method is in the form of a sketch to show the various designs that will be made
Product Concept (Design)	The lecturer team shows the design results that have been selected and determined through conformity with existing concepts and facts.	The method of presenting design ideas to partners is included with an explanation of the designs made

Implementation of Activities

Empathy Phase

Empathy comes from empathetic which means to feel. feel empathy I of imitation physically at the expense of others, which led to similar feelings inside a person. (Goleman, 1996: 139). Empathy is present because of a tendency that is felt by someone to feel something that is done by someone else if he is in another person's situation. Also, empathy means to position oneself in the position of others (Umar & Ali,

1992: 72). The essence of the presence of empathy is the presence of abilities that revolve around other people who create the desire to help others (Agustin, 2008),

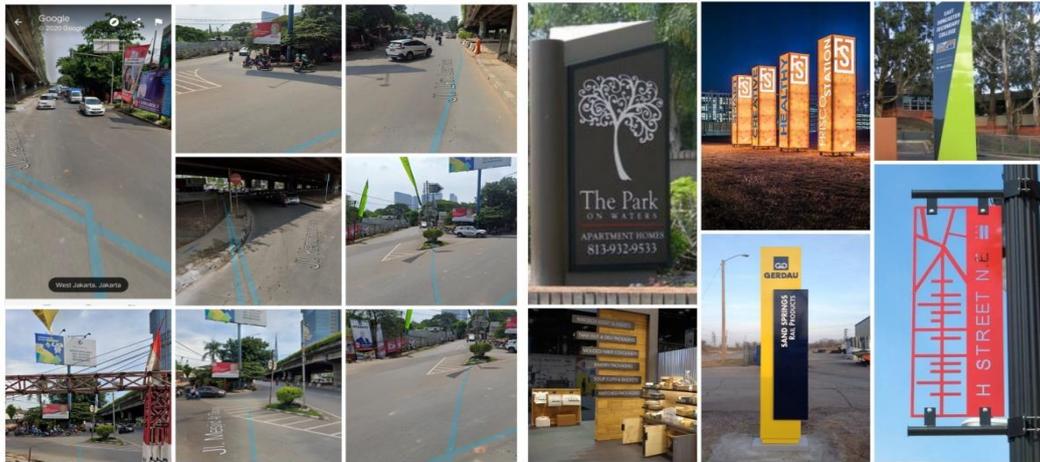


Figure 2. Empathy phase and observation data search activity

The empathy phase carried out in the service program in the form of this consultation. Conducted by the observation method by the implementation team (Skarr et al, 2016). Observations made to be able to find out the actual conditions faced and can be seen directly. In carrying out this phase, the implementation team has already gotten directions and information about the existing conditions through the partners (Sylvain et al, 2019). Which openly and explains various information related to the circumstances surrounding the place that will become the implementation area. The implementation of this phase was responded to by the implementation team who directly attended not only at the time of coordination but also when reviewing the conditions of the region (Humphreys et al, 2017).

Idea Forming phase

Nowadays, various kinds of property wealth have developed in an area. This can be directly related to the presence of symbols (Sansaniwal et al, 2017). Public knowledge and appreciation of the various halls can encourage the emergence of ideas in making design objects (Bridgen et al, 2018). An idea can come out in no order, and is incomplete, but can also arise as a whole.

The presence of ideas can demand to be able to think of techniques and the accuracy of the product and its shape. Which in the process is not much different such as looking for information related to the object to be designed (Wilson et al, 2017). Therefore, in the search for ideas, there needs to be cooperation with parties related to the design object (Roth & Jornet, 2018). Coordination and cooperation carried out have the aim of an effort to create and maintain that the atmosphere and behavior that respond to and anticipate each other in each work unit whether related or not. (Siagian, 1993: 110) Also, being able to prevent differences in approach and implementation.



Figure 3. Idea Search Phase and Coordination with Related Parties.

The idea-finding phase is carried out in the implementation of the service program in the form of a consultation. Not only as a moment to look for ideas through image-making (Wheadon et al, 2017). However, it is supported by coordination with related parties related to related parties to discuss ideas that have been made so there is no misperception between the implementation team (McIsaac et al, 2019).

Design setting Phase

Development of service programs carried out. There is a phase for defining designs. It is known that design as a creative activity involves the creation of something new and useful that did not exist before (Maymun, 2014). In the process, the design is a creative activity that compiles plans and designs for an object, image, or another object before it is realized to become real to have more value, better comfort, and be accepted by its users (Heskett, 2014).

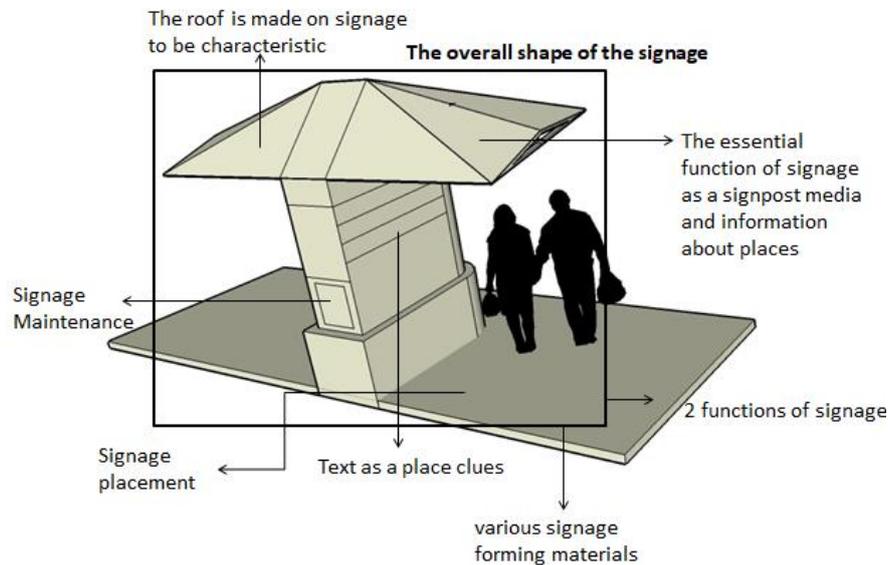


Figure 4. Determination of signage design

Signage design is one area of design that has the aim to communicate information in forming an environment. Communication on signage is communicated in the form of graphic communication. This requires the systematic development of an information system that is cohesive and visual graphics with the built environment (Calori, 2007: 4). In the design of signage that is made up consists of several core parts defined in the design.

1. The form of signage in addition to providing visuals must be able to have a unified and three-dimensional form (Maymun, 2018). This results in various combinations of distinctive shapes
2. Location of signage that does not interfere with traffic and access to people on the road. This is because the signage is designed is used to heal & condition clicking the information (Damanik & Weber, 2006) so it should not make design signage that will be hard for people to get information.
3. A material basis used for signage is a material that can be applied to the outside environment (outdoor). It is known that outdoor signage has a limited and must have the power not only the effect of the sun but avoid the weather that can damage the material (De Garmo, 1969).
4. Color as a factor to support the design of the signage is required in drafting signage. Because with the right color choice, signage can be observed and easy to remember. Because it is known that colors can influence people who see it (Darmaprawira, 2002).
5. In addition to color, typography also enters the design component of signage. Because with typography, ideas can be communicated or informed to observers (Calori, 2007: 70). Therefore, Lack of attention to typography can affect a beautiful design to be less or not communicative.

Product Concept Phase

Design is known as a creative activity-progressive with products, which ultimately is the presence of a novelty and difference. (Pilliang, 2008: 384). Besides, the design is known as drawing to plan an object form consisting of several elements to realize a real result.

In the design process, the term design concept is known which is the idea behind a design. This concept will be the basis of logic, thinking, and reasoning for how to design (Weisbrod & Kroll, 2018). The concept produces a variety of choices in shapes, colors, and types (Ramadhan et al, 2019). This explains that the concept of design is a rationale for designers in their efforts to solve design demands. This explains that the concept is the result of human capture or translation when faced with a demand (Hamari et al, 2017).

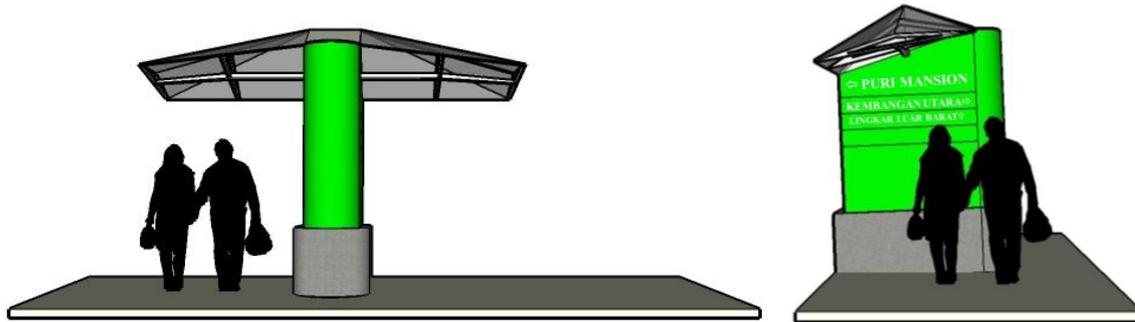


Figure 5. The proposed signage design concept

Signage design emphasizes several visual concepts that are presented in the design. Because the visual concept in signage design pays attention to various elements (Fajardo et al, 2016) and design elements such as colors, typography, and elements to be accepted by the target audience and presenting images and showing impressions according to the characteristics of the region and target audience (Došen & Lidija, 2018).

Table 2 . The visual concept of signage design

No	Element	Explanation
1	Function	The function of <i>signage</i> that is designed will lead to signage as an information guide that is combined with the <i>signage of the signpost</i> . Other elements related to functions are explained as design elements which are important points of the unity of <i>signage</i> design.
2	Form	The form of signage that is designed focuses on the presence of other functions of signage. Because the form created will lead to the form of signage added to its function as a shelter or waiting.
3	Color	The colors that are applied to the signage design, emphasize the colors that can give effect to the audience. So the audience can see clearly. Because of its effect, the colors used also need to be considered to be visible in outdoor conditions along with the weather and time of the day and night.
4	Material	Not much different from signage in general, the material used is a material that is good enough to be applied to outdoor conditions. Not only this. The use of the material in the design of signage will refer to existing standards.
5	Typography	Typography applied to signage design is typography that can provide readability value to the audience. This is caused by the importance of conveying information in the form of social or commercial messages. So that typography must be read in every condition. (Wijaya, 1991: 48).

(Maymun, 2018)

The results of the visual concept of signage design that is made are the result of identification of information/messages made because it matches the function as a signpost and place information. The signage design that is created also aims to increase attention so that the audience who is in the surrounding streets can know the information provided through the signage created

3. Result and Discussion

The relevance of the service program

Activities of consultation within the framework of the program community service Mercu Buana University held. Generate relevance through the application of science that has an executive. The intended application is the existence of practical and theoretical forms. In its application, the executor has also faced with the Enhancing knowledge about technical factor which has evolved to produce designs that specifically generate objects signage. Which can then be applied to have use-values



Figure 6 The relevance of the implementation of community service program consultations

In the application of the service program that has been carried out. Began of purpose to contribute to the broad community of science through design objects that have a function and can directly answer one perm a wrong early on in the area of public facilities.

The implementation of the consultation program that was carried out was also intended to present and face real conditions to the implementers. It is known that in real conditions, there are various kinds of technical obstacles and directly affect the design process and results. The presence of the application of science in engineering which is owned by the implementation team can produce practical science evolving new scientific about design. This proves that changes are needed for the common goal through the results of the design. The application of design practiced directly known to be influential to the road, in this case, is the people who are doing activities in the area. In practice, the implementation team which is the design team needs to be careful to pay attention to the condition of the signage design place through the location analysis carried out.

Activity Results

Consultation Results

The implementation of the service program in the form of design consultation is carried out in the form of communication with parties related to the program. Like the agency and the implementation team. Communication is done as a process of a person or group in using the information to connect with the environment and other people. This is done to get a variety of knowledge about various things that are intended. So that in the implementation of the consultations carried out ideas and thoughts set forth can be accepted, especially as a moving media to do something.



Figure 7. Communication in design consultation

Communication applied to the service program in the form of consultation. Conducted openly for the implementation team. This is done to establish interpersonal relationships to find out the conditions that can be without any pressure from one of the implementing parties. Communication that is established also has a function to be able to establish designs that serve as benchmarks for successful implementation.

Because these elements are produced from various results of the analysis conducted in teams through individual implementers as material to support the design process leading to the output in the form of signage designs.

Design Results

Consultation of the implementation of the community service program performed has contributed to the implementer to the community through the design of the signage. Through the transfer of technology, art, and knowledge. It can significantly contribute to scientific design and increase knowledge about design science. Which can indirectly improve social life in the community



Figure 8. Results of the design process

Signage as the context of the design can be one of the added value of the components on the road. Because it is known that the presence of signage, can be used as a reference that an area has broad insight. This is because with signage implementation so fast slow surrounding communities will determine the function of signage and can refer to a thing. Because in signage there is a variety of simple information about a place, so people only need to see and do what they will do.

Discussion

The results obtained from the implementation of the program carried out in the form of the ability of practice that is included with the coordination and collaboration carried out by the implementer. In addition to the relationship between partners and implementers from the university, this activity also increased the ability of the implementer to communicate in producing signage designs for the needs of the Kembangan Jakarta Barar area. In its implementation, the implementation of this activity can produce several supporting and inhibiting factors that can be used as evaluation material by the implementation team or can be used to carry out similar activities.

Consulting Support Factors

Supporting factors obtained from the implementation of community service programs in the form of signage design consultations carried out consisted of:

- a) There are physical and non-physical aspects in the form of assistance from partners in preparing to provide data and easy access to information about the area which is the object of application in the service program.
- b) The enthusiasm of partners to provide opportunities for implementers to see and observe and analyze implementation areas. This results in ease in obtaining the information that is needed in the implementation of the consultation.
- c) There are opportunities in freedom of design given by partners in developing their territory. This is the focus of implementation carried out as a provision to make the initial design properly. And can produce design decisions that are mutually agreed upon.

Activity inhibiting factors

The inhibiting factors of the implementation of community service programs carried out in the form of design consultations that occur are:

- a) Implementation carried out around the highway. Directly giving difficulties to the party implementing. Because it is known by the busy road conditions. Difficult to communicate and implement the movement in finding data.
- b) Erratic weather changes occur when collecting data and area information. Giving difficulties to the executor so that the implementation of data search requires repeated observation in the same position.
- c) There is still a lack of available information regarding design objects around the implementation area. So the implementer needs to repeatedly adjust the design. This makes coordination in making signage designs need to be revised repeatedly

4. Conclusion

Activity enforcing the consultation undertaken in-service programs in the community who do conclusion that:

- a. The knowledge that is applied by executing the communities directly in becoming a benchmark in the development of design science. The application of knowledge that generates outputs in the form of design signage that is created can be used by the public in the context of general and broad.
- b. Ease provided by partners for implementing service programs capable of generating cooperation and to explore the potential implementers in applying the theoretical knowledge. From the design output provided by the implementer, it must produce a positive impact on the community and the environment.
- c. The availability of tools and information which is directly another support for the implementation of this consultation program has contributed to the implementer to produce signage design objects. This directly results in responsibility to the implementer regarding contributions to the community, scholarship, and the environment in which the signage design is applied.

Implementation of service programs in the form of design consultations that have been carried out. Inside there are various obstacles that can be taken into consideration to be made suggestions if you are going to implement a similar program. Not only for consideration that consists of suggestions

1. The implementation of the program of activities requires cooperation with parties related to the design object. So that under certain conditions, the design is not just an object of design. But when it produces physical results that can provide better results.
2. Concerning cooperation with related parties the design object, the implementation period can be more compacted and more scheduled. So that coordination with the parties in question can provide maximum results.
3. Cooperation that has been given by the regional government has become an added value from the implementation of community service activities in the form of socialization. However, there needs to be special attention from the local government to be able to provide socialization to the surrounding community so that no other thoughts occur to the implementation team.
4. The program implementers hope that similar service programs can take place again, but with a format that is more liberated to the implementers. This can be done so that the service program can cover other wider areas. And also can minimize communication obstacles to the public.
5. The availability of equipment that is charged to the implementation team needs to be reviewed. Due to the limited funds provided, the implementation team needs to consider the use of the tools to be used. This is done so that the funding of the tool can be adjusted to the desired result.

It is expected from authors to try separating their judgement, research conclusions or consequences under a separate title such as results, conclusions, last words whatever they choose

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