



## From Visual Art to Visual Waste: Awareness in the Application of Art's Effectiveness and Function

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### **Abstract**

The purpose of this writing is to examine the results of works of art that are closely related to humans, now starting to emerge unrest like a tangled thread, visual art is present and detached from its main function, namely conveying the aspirations and communication of the creator. The analysis in this paper uses ecological art as a surgical blade, where art does not only exist because of the process of creation into works of art objects, but exists because of the wisdom of creative awareness that cannot be separated from a humanist and ecological sense. This writing is expected to be one of the encouragements for us to always inspire wisely every phenomenon and event that exists, whether it is directly related to us or not. This paper describes the various impacts of problems caused by visual waste, where visual waste does not only affect every living thing that breathes. Visual waste is starting to become a serious problem because of its increasingly naughty and wild existence.

**Keywords:** *Visual Waste; Ecological Art; Artwork*

### **Introduction**

Art is something complex in various forms of human activity that originates from taste so that it becomes a medium whose purpose is to communicate to the audience. Artwork itself is the result of an activity of ideas that are implemented in the form of media such as canvas, paper and other media. The goal is to realize that can attract feelings and convey the message of the work. Visual art is a branch of art where the creation produces a work of art that can be captured through the sense of the naked eye and can be felt or also touched with the sense of touch. When viewed from its function, visual art becomes two functions, namely pure fine art and applied fine art. Namu when viewed from the form and form is divided into 2 namely 3-dimensional art and 2-dimensional art.

With all the hustle and bustle of creating works of art, it cannot be separated from also having another impact that is highlighted so that the work created has a life afterwards or can convey a message according to the purpose of the designer. From applied art to pure art such as paintings, artworks are all around us and exist in every aspect of life. However, there is a concern that visual art is present regardless of its main function, which is to convey the aspirations and communication of the creator. Increasing

visual production is a sign that information consumption is now increasing as social media and information develop. It has become a life style as if all information is justified in conveying its intent and purpose.

The government's stipulation on the regulation of visual waste has finally emerged, where the government regulates visual advertising in the environment. However, it is not enough to suppress awareness of the wise use of media communication, in the end there is visual waste rampant in every corner of the city. Instead of conveying information, both unpaid and paid, it is as if advertising providers are competing in quantity, which in the end does not necessarily convey the meaning and content of the message to the observers. Finally, the visual art of communication fails to communicate to the audience. Public facilities that are considered free have become advertising exhibition venues, resulting in the public space that we should share the use of becoming a special arena for some ruling groups. Public space is neglected from its original owner, the public itself, neglected comfort and struggle for the authority of public space itself.

The perpetrators of visual waste art that are now in the spotlight are art students themselves, where art students instead of helping the environment recover actually add to the chaotic visual layout of an increasingly dense city. Advertisements for art activities that should provide information about the art activities themselves are missing. So that raises a question mark, then what is the difference between visual arts advertisements and visual trash advertisements out there? Surely no one wants to package information without wisdom and environmental pollution. Not to mention what about the artists who are in the art activity? Will they, as icons of arts activities, be packaged in the delivery of advertisements that also do not provide efficient results?

Nowadays, advertising is presented in various forms of strategies and visuals that color various kinds of mass media, private spaces and public spaces both in villages and cities. Coupled with the dynamics of the times and technological developments, which make advertising more sophisticated and ultimately result in what Jean P. Baudrillard calls "overload communication". This overload of communication in public spaces has resulted in "visual waste". The term "visual waste" referred to in this paper refers to the opinion of Sumbo Tinarbuko who states that "visual waste" is advertisements that use outdoor media/outdoor media which in an effort to utilize, select, and install them in various strategic places in the corner of the city are crowded, overlapping, and causing chaos. (Rahayu, 2014: 31). Where there is a problem, a solution is needed, one of the actions of the awareness movement that the author is now highlighting is the *eresik sampah* visual community. Where Sumbo Tinarbuko himself is a scholar, artist, lecturer, writer, cultural and environmental observer. As well as being a member of the advertising supervisory body of the Indonesian advertising company association of the Yogyakarta regional management.

1. Outdoor advertisements should not be placed in the vicinity of sidewalks
2. Outdoor advertisements should not be installed in city parks or Green Open Spaces (RTH)
3. Outdoor advertisements should not be installed on various kinds of poles (electricity, telephone, etc.)
4. Outdoor advertisements should not be installed on walls or heritage buildings
5. Outdoor advertisements should not be attached/tied/nailed to tree trunks

The *eresik sampah* community will clean up rogue advertisements whose placement is not appropriate and is considered to interfere with the comfort of public space facilities. There are five garbage precepts in the *eresik sampah* community, the five precepts are the guiding signals of the *eresik sampah* community in carrying out its actions down to the public space.



Fig 1. Sumbo Tinarbuko and Reresik Sampah Jogja took to the streets to clean up visual trash (source: kompas)



Fig 2. Sumbo Tinarbuko and Reresik Sampah Jogja took to the streets to clean up visual trash (source: kompas)

The resetik sampah community in Yogyakarta is trying to cut down and break the circle where visual waste is rampant, but if the current problem can be overcome, is the visual waste problem over? Obviously not, not all individuals have an understanding and awareness of the importance of the role of social ecology art. Ecological art has its own virtues, including in the restoration of the ecosystem itself ecological art helps nature and strives not to have a negative effect on the effects caused afterwards.

## **Research Methods**

The research method applied in this research is qualitative type, which functions to dissect and analyze socio-cultural phenomena comprehensively and deeply. The form of data from qualitative type methods is descriptive narrative, in contrast to quantitative type methods in numerical form, besides that the instrument of this method is the researcher himself, so the quality results of the research certainly depend heavily on the ability of researchers to process and present data. The data sources in this research are scientific books and supporting scientific articles related to ethnomusicology. The data analysis technique used is the theory of Miles and Huberman, which divides the stages of data analysis into four stages, namely; data collection, data reduction, data presentation, and conclusions. In the analysis practice (1) data collection, researchers took as much data as possible about ethnomusicology studies from sources that were considered credible. (2) data reduction, researchers sort and select which data are useful and relevant for researchers to retain, while data that are deemed irrelevant are left behind. (3) data presentation, at this stage all relevant data is coded to be presented according to their respective categories, to make it easier when in the stage of drawing conclusions. (4) Conclusion, at this stage, the process of analyzing and drawing conclusions from each data that has been processed previously, and is ready to be written down as scientific data.

## **Discussion and Results**

In accordance with the title, the author will discuss how a work of art eventually becomes visual waste, this is currently in the spotlight which continues to increase its effectiveness. With descriptive qualitative analysis using a social ecology art scalpel, the results of visual art works should not be separated from the function of art itself, where the results of visual art whose purpose is designed as a medium of information and expression must become a unity and not cause things that in the end the artwork is considered 'disturbing'. need full awareness to be able to position works of art so that their application is considered appropriate, efficient, and feasible. This is so that the work of art remains a work that has intellectual quality and weight in its output.

### **1. Use of Visual Arts**

In accordance with the various developments of the times and also its problems, we live and coexist with objects that can be seen tangibly. According to (Berger, 1989:1), we use vision as much as 80 percent to obtain information. Universally, visual can be defined as anything that can be received by the sense of sight. Things that are made and seen by the eye are specifically included in the visual arts (Barnard, 1998: 15), works of art in the form of sculptures, paintings, metal, posters are included in visual works of art because they have meanings that can be interpreted. Design functions as a problem solver for various communications, design is able to convey words that have not been conveyed through verbal communication. Visual art is a form of creative output produced by an artist. Drawings, sculptures, prints, paintings are forms of art that are usually produced by visual artists. However, visual art also includes art in various forms such as singing, acting and any art that can be seen with the naked eye. Visual art includes various elements and principles of beauty that exist in the process of producing a creative work.

One of the basics as a measure of a designer having the ability to communicate graphically, is when he can process and reduce language into images. Images that have the intent and purpose to convey the message in it, must be conveyed with several principles, namely the basic elements in communication that have been mastered, have an effective visual language, and can provide development in pictorial designs whose purpose also has certain meanings (Laseau 1980). In the use of visual arts, communication will be transformed. The transformation starts from information, information is packaged, reduced, and designed by the designer, then the information that was originally designed by the designer will end up being the point of view of the person who senses it with the sense of sight.

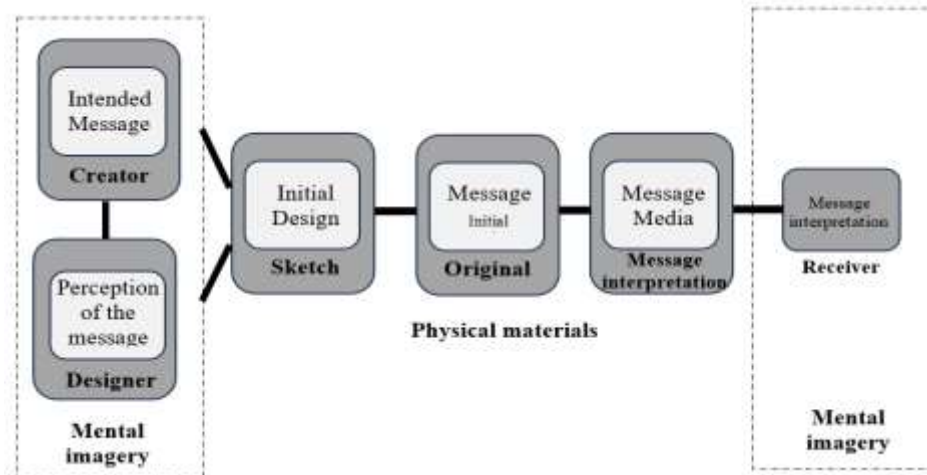


Fig 3. Visual Communication Design Process Chart  
(source: DEKAVE Snippet)

What happens if a design does not fulfill the design principles? The work produced will not be conveyed, there is a failure of information transfer between the designer and the audience of the observer. Another thing that will happen is the occurrence of a misguided dualism of understanding, the interpretation of the results of the audience's observations is separated from the real meaning, the design design, resulting in other meanings outside the context of the design design design. Communication language is only used in all forms of verbal communication processes between humans, but visual communication is different. Visual communication has its own principles and theories, the design of designs such as posters in particular should be designed very carefully, it is related to the output which is connected to the behavior of the audience after receiving information.

A good design is not only about the use of media, the selection of colors and shapes that are considered aesthetic, but the design is able to convey content and meaning to the audience. It is important to always pay attention to the use of design principles and rules, so that the design delivered not only makes the audience visually interested, but helps to convey the intent and purpose of the design content itself, so that the audience is helped by the design work.

## 2. Visual Waste and Awareness in Work

Jean Baudrillard is the person who first popularized the mention of visual waste, Jean Baudrillard is a scholar from France. Jean was concerned with the rise of visual waste, especially in European countries. The specific reason Jean is concerned about visual waste is because Jean feels that society has now entered a stage of highly consumptive behavior. Visual waste is advertising that is located in public spaces and exhibited out of place (Sumbo Tinarbuko, 2015 Perda no.2). Sumbo Tinarbuko as the initiator of Reresik Sampah Yogyakarta is a form of rebellion movement against rights that should belong to the public and should return to the public.

Visual waste can cause several factors such as a decrease in diversity of opinion, loss of identity, traffic congestion, health hazards, environmental and aesthetic pollution, and material losses. (Cauduro, 1981; Jana De, 2015; Portella, 2014). Visual waste is increasingly normalized in this contemporary era. Actually, visual waste is included in the habits of capitalist holders who do not hesitate to offer various products, both tangible and intangible products. The capitalists will offer various products through banners, banners, posters on the roadside and other public spaces. Then what if the next actor does not even come from the capitalists? This is the bottom line in this paper where the art actors also become visual ampah actors. Where the dissemination of information on activities that are sometimes underestimated actually makes people who see will get tired, oppressed, and false effects.



Fig 5. Visual Waste of Activity Posters and Product Ads  
(Source: okezone.com)



Fig 6. Visual Waste of Activity Posters and Product Ads  
(Source: Videotron)

After we see the two pictures above, is there any effect that we feel? If you feel sick, tired, even pseudo, it means that visual waste has usurped the right to public space and our right to use our sense of vision. In fact, the Special Region of Yogyakarta has issued regulations on advertising in public spaces, but again there are still people who disobey and ignore the regional regulations.

Anything that underlies a person to be able to behave capitalistically is actually also supported by power relations. What really tickles me to this day is still thinking how an advertisement that presents both products and activities can present and package information about its products in such ways. Are there still many people who do not realize that they have contributed a lot to visual waste? These questions are indeed based on endless curiosity. One of the reasons is the importance of learning the rules of design and art placement itself.

When we talk about art that will be related to all aspects of nature, namely public space, it is important for us to consider the surrounding nature where the art itself will be located, namely studying ecological art. Awareness in work is actually a foundation for anyone who will work in the sense of producing works of art, in this case the awareness of work must be implemented into a form whose output is wise and mature. The awareness referred to in this section is when in the process of creating the work

itself we will go through the process of finding ideas, analysis, inspiration period and action. If each stage is not underestimated or simply missed in its wisdom, works of art will be born whose existence may be disturbing but will not be as severe as the level of destruction or control. Because everything that is created will find life, including the works we create even though sometimes we think they are not alive and lifeless, but their existence is real among us, and also contribute to being part of the problem if not created with full responsibility. In this context, a designer must understand that what they create through their mind, heart, and skill is something that is not expected to be a disaster. This is where the artworks come from, which will be considered and exist wisely as they are created humanistically and ecologically.

### 3. The Function of Effective Ecological Art Results

Basically the function of art results is the same as the rules, namely there are five points and become a priority, namely artistic, persuasive, narrative, ceremonial, and functional functions. In the context of this writing, the function in question is the function of applied art where design works are included in the category of artworks created with a purpose and function for human life. According to its purpose, the function of the art result must be as useful as the purpose for which it was created. We can imagine if a work of art is created without considering the basic principles of creation, where the basic principles of art creation include artistic, aesthetic, and functional. The purpose of design principles is to help make it easier for designers to combine elements and compositions in a layout, so you can imagine if this design principle does not go through a good stage, it will create a design work that is clearly ambiguous and the message is not conveyed.



Fig 7. Wallen's Ecology Artwork (2003) (Source: Kompasiana)

Through the image of the installation work above, the artist tries to convey the natural crisis that is increasingly increasing in frequency, visualized in the form of a fish that has a body made of bottles that are put together. Fish in the ocean no longer hide in coral reefs as their home, but they occupy household kitchen waste including plastic and bottles. In this case, ecological art has a long way to go to be able to enter and survive in this contemporary century, consumptive various information media are increasing rapidly making it increasingly difficult to filter things that are appropriate or taboo. According to the author, in this era it is time for us to hone our awareness in creating artworks, namely about the life and sustainability of artworks after production. About how the artwork will be sustainable in a responsible manner. Ecosystem is a synonym for workings and a word that is rarely used by visual artists. In the field of science, ecology is a communication between communities that creates an interaction. Eugene Odum, one of the experts in ecological science stated, "Any unit or organism in a community that interacts in the physical realm will produce a cycle of energy that clearly explains the trophic structure, biodiversity and cycle of life." Dr. Syed Alwi Syed Abu Bakar, Azian Tahir, Ishak Ramli. (2018). An Ecological Model of Visual Artists in the Malaysian Contemporary Visual Arts Industry: A Framework Proposal. *Ideology*, 3(2): 176-182, 201.

Ecological art tries to split the normalization of visual waste that looks sparkling but actually drowns, sparkling because the more here the movement is getting rogue and wildly powerful. Ecological art tries to dialogue through the awareness of every human being that we as humans freely use the power of our body's authority to maintain, care for, and continue to live life. Artworks that carry ecology in them are expected to be able to provide a more humanist and environmentally friendly presentation, not only through technical performance but through interesting, aesthetic, wise, and weighty works.



Fig 8. Ecological Art and Technology 'installation'. (source: lifestyle.com)

Ecological art is not always rigid with environmental and biological techniques, but in its implementation ecological art can be a transdisciplinary science. Transdisciplinary ecological art is with technology, as the picture above carries the installation of used materials and the use of technology as the main source of its manufacture. The artwork is a campaign to remind us to start being wise in managing waste, to manage the results of art. Effective application of the function of ecological art results is also needed in handling advertisements in public spaces, actually there is one alternative where advertisements can be managed, namely through videotrons.



Fig 9. Advertisement on Videotron  
(source: bontangpost)

Videotron itself is a motion picture or called a billboard that presents a visual video, with light emitting diode technology videotron being the most effective advertising media so far. With videotrons,



wild and naughty advertisements are easier to overcome because the regulation of advertising on videotrons has several weights which are certainly also considered by many wild advertisers. Advertisers must queue to be able to display their advertisements, besides video images can also be displayed on videotrons, but it is more imaginary and effective through video and is considered more practical in delivery. Nevertheless, videotrons also still have many weaknesses and shortcomings. In developed countries, videotrons are legal and legitimate advertising media, where public spaces are neatly organized and orderly. But instead of comparing these things, it is better for us to improve, the advantages of using videotrons include:

No.	Pros of Videotron	Weaknesses of Videotron
1.	It has an eye-catching and attractive presentation, as the videotron presents both moving and non-moving images.	up to date in its technological updates, thus making the price of advertising very expensive.
2.	It has a long life span, is weather-resistant to heat, rain, snow, and wind, so it does not produce high levels of waste.	Prices continue to rise even from tens to hundreds of millions, depending on the duration and where the ad will be displayed. Prices are more expensive when displayed in locations that are considered strategic.
3.	The layout of public spaces is better maintained because they are not placed haphazardly.	If electrical engineering does not have a large and strong power, there is a risk of damage to technological components.
4.	Effective for organizing all forms of information that will be absorbed by the audience.	Advertising on an outdoor videotron is many times more expensive than indoor. This is related to the amount of time obtained when the videotron is displayed outdoors rather than indoors.
5.	Reduce over stimulation from the sheer amount of information the audience absorbs.	Videotrons that are too large can be dangerous when installed on the road, motorists are disturbed by vision due to the reflection of videotron lights that are too bright.

Until now, videotrons are still a means of advertising with an effective level of discipline in public spaces, where according to (Tjiptono, 2008: 243) Large media are installed outdoors in open places such as city centers or crowds. With the use of videotrons, it is hoped that the effectiveness of advertising in public spaces will be more humanist and ecological, so that the use of conventional advertising and the quantity of chaotic visual waste can begin to be overcome and slowly recover.

### ***Conclusion and Suggestions***

Based on the explanation that has been written as this writing comes to the conclusion, it can be concluded that the use of visual art must be in accordance with the principles and rules of design, so that the design work created is not separated from its meaning or actually creates a dualism of meaning that is different from the purpose of the art created. The visual trash that is now among us can be combated by honing outward sensitivity, namely by being aware of the work, fully aware of the authority to use the body's senses to always create works whose output can be accounted for and consider the humanist and ecological aspects.

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