

## MURAL AS TOOL TO ENCOURAGE BETTER PUBLIC SANITATION AS PART OF BANDUNG CITY PARK BRANDING

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### ABSTRACT

The development of the Public Park by the Municipal Government of Bandung City has many advantages for the residents of Bandung. A Place for the residence to get to gather, a culture hub and as a medium to convey information from the government to the public. Information that could be transmitted in a more casual manner. Thus, making it more of an encouragement rather than a regulation. Encouragement such as public sanitation will be more acceptable to the public if it is conveyed in this way. Rather than using regulation and punishment to enforce the idea. This was the case of Public Park in Kelurahan batununggal. Through the usage of murals as one of the key feature in a park. Encouragement information can be shown in a aesthetic and visually pleasing manner.

The outcome of this project is to create a Mural that has an encouragement message of better waste management and better sanitation habits of the residence of Kelurahan Batununggal. An information, rather than regulation, is non intimidating and more acceptable to the public. In doing so, the public will voluntarily develop better sanitation habit.

**Keywords:** Mural, Public Park, Communal Park, Public Space, sanitation, clean

### 1. INTRODUCTION

Bandung is one of Indonesia's vibrant cities which has a culturally rich people. Bandung are also synonymous with urban innovation, as its people are attributed for their creativity in developing the urban space. Dub as the "Paris van Java" for its beautiful landscape and artistic culture, Bandung has embarked on a journey to redefine its identity as Indonesia's creative hub by reshaping its urban area to enhance the for its residence and visitor alike. One of the tools to achieve this is by using mural as a mean to encourage for better public sanitation. One of the crucial aspects of Bandung City Park Initiative.

The City Park Initiative is a program that are aimed at not only to elevate the aesthetic quality of the urban landscape but also fostering the civic responsibility of the resident. By recognizing the positive impact of art and aesthetics has on Bandung's resident the program aims nurturing better behaviour towards the city itself. One of the key tool to achieve this is by strategically using Mural as a catalyst for change.

One of the area that are targeted for the City Park Initiative is the Kelurahan of Batununggal. An area that are situated in the south of Bandung and has parks that haven't been redesigned to meet the new standard. One particular park is the park near an motorcycle taxi stop that is adjacent to a moderate size river. At it currant state this park is under develop and urgently needed a redesign in order to for it to function as a proper park for the nearby the residence.

In this paper we will explore the fascinating role that mural will play to encourage better public satitation for Bandung's vibrant and complex resident. This paper will explain the step and process that the designer took on designing the mural to convey the message of better public sanitation for the residence of Kelurahan Batununggal, one of the kelurahan in The City of Bandung. This paper will also explore the use of design method such as Framing and Aestehtic Usability Effect (Lidwell, Holden, Butler, 2003) in the design decision that the designer took.

In the year 2022, the Public Relation Office of The City of Bandung stated that this city has about 759 parks with roughly the size of 2 million square meters (citarumharum, 2022). These parks are divided among the 30 kecamatan that make up the city of Bandung. 10 of those parks are in the kecamatan of Bandung Kidul, specifically the

kelurahan of Batununggal (opendata, 2020). This park needs repair dan redesign. Its urgently needed an artistic touch to elevate its aesthetic to please and encourage its residence to use the park as a communal area.

A public or communal park is a designated outdoor area that is open to the public for recreational, leisure, and social activities. These parks are typically owned and maintained by a government entity, such as a city or municipal government, and are designed to serve the needs and interests of the local community. Public parks come in various sizes and configurations, ranging from small neighborhood parks to large urban or regional parks. A public or communal park are important because the park act as the heart of the community. A place that residence could meet up and bond with each other. It is also a place that public information can be transmitted, a social hub of sort (Miracle, 2021)

Public parks offer a wide range of benefits to individuals, communities, and the environment. Here are some of the key benefits of public parks:

1. **Recreation and Physical Activity**  
Public parks provide spaces for various recreational activities such as walking, jogging, cycling, sports, and picnics. They encourage physical activity and help promote a healthier lifestyle.
2. **Social Interaction**  
Parks are gathering places where people from diverse backgrounds can come together, socialize, and build a sense of community. They often host events, festivals, and gatherings that foster social connections.
3. **Mental Health**  
Access to green spaces and natural environments in parks has been linked to reduced stress, improved mood, and enhanced mental well-being. Parks offer places for relaxation and escape from the hustle and bustle of urban life.
4. **Environmental Benefits**  
Parks contribute to urban biodiversity by providing habitats for wildlife and green spaces that help mitigate the urban heat island effect. They can also improve air quality by absorbing pollutants and releasing oxygen.
5. **Education and Learning**  
Many parks feature educational programs, nature trails, and interpretive signage that provide opportunities for learning about the environment, history, and culture.
6. **Cultural and Artistic Expression**  
Parks often host cultural events, art installations, and performances that promote creativity and artistic expression within a community.
7. **Community Engagement:**  
Parks serve as venues for community meetings, gatherings, and civic activities, fostering a sense of belonging and civic engagement.

In sum, public parks play a multifaceted role in enhancing the well-being of individuals and communities while contributing to environmental sustainability and cultural enrichment. They are essential components of urban planning and development, promoting a healthier, happier, and more connected society.

Focusing on the the Cultural and Artistic Expretion from the benefits of the public/communal park this paper also analyze the mural as a form that are used to encourage a better public sanitazion. A mural is a large-scale artwork or painting typically created directly on a wall, ceiling, or other large surface. Murals can be found in various settings, including public spaces, buildings, and outdoor environments. They have been used throughout history as a means of artistic expression, storytelling, and communication. Murals are known for their significant size, often covering entire walls or even multiple walls in a room. This large scale allows artists to create detailed and immersive works of art. Murals can be found in a wide range of locations, from urban streets and public buildings to museums, schools, and private homes. They can be indoors or outdoors, depending on the artist's intent and the surface chosen. Artists use various mediums to create murals, including paint, mosaics, tiles, and even digital projections. Painted murals are among the most common and versatile. Murals can depict a vast array of subjects, from historical events and cultural themes to abstract designs, landscapes, and social or political commentary. They often reflect the culture, identity, or message of the artist or the community in which they are located. Murals are sometimes created through community projects or collaborations, involving local artists and residents. They can serve as a form of community engagement and empowerment, allowing people to participate in the creative process. Throughout history, murals have been used to convey stories, traditions, and important cultural messages. Ancient civilizations like the Egyptians, Greeks, and Romans utilized murals in their architecture. In recent years, street art and graffiti have gained recognition as forms of mural art. These often involve urban artists using public spaces as their canvas to convey personal or social messages. Efforts are made to preserve significant murals due to their cultural and artistic value. This may involve restoration and conservation work to ensure that the artwork remains accessible to

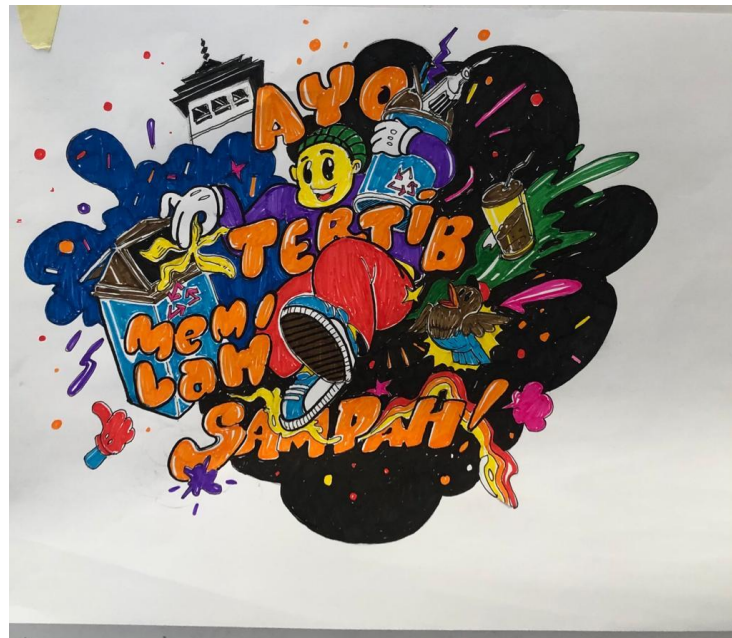
future generations. Murals are a dynamic and accessible form of art that can serve multiple purposes, from beautifying urban environments and conveying social messages to preserving cultural heritage and fostering creativity within communities. They have a long and diverse history in art and continue to evolve as a powerful medium for artistic expression and storytelling.

The main message of the mural is the sanitation issue that has plague Bandung, the same as of many other major city in Indonesia (Detik Jabar, 2023). Its focus on the habits of open dumping of garbage and also the improper waste collecting and management that ultimately lead to the mounting waste problem in Bandung. The mural will feature the suggestion of better sanitation manner such as propper waste management of the residence in Bandung, especially in Kelurahan Batununggal.

## 2. METHOD

The mechanism that will be carried out are the usage of hand drawn sketch that will be overlay with acrylic paint wich are water base. So, it will not pollute the the surrounding area of the park. The drawing will be drawn in cartoon style dwaring with the intention of making the information more audience friendly. So, the audience, wich is the nearby residence, will not have the perception of being told to do but rather being suggested, encourage to make better satitation behaviour in term of waste management.

The process begin with the designing of a paper dwarn sketch wich are shown to the kelurahan leaders. The participation of local leader is important. Because they cloud represent the local voice of the area. Below is shown the design sketch that had been drawn in the designing stage.



## 3. RESULT AND DISCUSSION

The implementation of the Community Service Program (PkM) is carried out in collaboration with lecturer and also with student of the Visual Communication Design Program of Binus University @Bandung. The Mural had been carried out in the vicinity of Kelurahan Batununggal. Below are the image from the early to later and final stage og the Mural project.









#### 4. CONCLUSION

Upon completion of the mural, the team found several technical challenges. Such as the usage of multiplex wood presents the challenge of water seeping into the pores of the wood. This was the side effect of using acrylic paint that is water base. This causes the wood to develop bulges in several parts of the surface. Secondly the viscosity of the paint will cause a different effect (an unwanted rough surface) of the paint. This made the team to be more carefully mixing the paint with water. The best mixture of water is paint is 1:10 mix.

After its completion the mural was handed over to the official of Kelurahan Batununggal. After consideration the official decided to move the mural from the original spot, which is adjacent to the river, to a more accessible place. That is in front of the kelurahan office. Several suggestions were given by the team regarding the option of spot. Given the fact that the material that was used are wood, that are prone to rotting away by the weather, the kelurahan official should consider masking the mural with a thin layer of clear coat or transparent paint. To preserve the color and overall form of the mural. Overall, the project was a success with the on-time completion and the achieved overall design quality.

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