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# Public Perceptions of the City Landmark of Gianyar – Case Study: Landmarks of Ciung Wanara City Park in Gianyar

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## Abstract

The City of Gianyar's Landmark is Ciung Wanara City Park, which is an active park located at the intersection of Ciung Wanara Street, Ngurah Rai Street, Dharma Giri By Pass Road and Kebo Iwa Street. Landmark takes the form of a Puppet Figure Statue in the form of a Kala Rau Statue, the most prominent Garuda Wisnu Statue supported by the presence of Indra on a Horse, the Dewi Ratih Statue strung together with one another as part of the storytelling that is story of Mount *Giri Mandara* in finding *Tirta Amertha*. *Kala Rau* and Garuda Wisnu which have a height of 12 meters can be observed from the four corners of the road. As for the purpose of the Government of the Gianyar Regency to build the Kala Rau Statue, Garuda Wisnu is used as a landmark for the City of Gianyar, and is able to support the existence of Ciung Wanara City Park in Gianyar, to be able to attract the interest of visitors to visit Ciung Wanara City Park as well as being able to support the face of a city that has the title of city of arts and culture. This study uses a qualitative rationalistic method. The purpose of this research is to find out whether the statues in Ciung Wanara City Park have functioned as a landmark of the City of Gianyar and are able to support the City of Gianyar as a City of Arts and Culture.

**Keywords:** City of Gianyar Landmark, Ciung Wanara City Park, City of Art and Culture.

## 1. Introduction

Gianyar Regency is a City of Arts and Culture. In an effort to support the City of Arts and Culture, the City Government of Gianyar continues to flourish by organizing the City of Gianyar by improving city parks, government buildings, school buildings arranged in traditional Balinese Architecture styles, as well as houses along the City of Gianyar reflecting Architecture Traditional Balinese.

To add to the impression that the City is getting more attractive, the Gianyar Regency Government has created a City Park, one of which is Ciung Wanara City Park, which is located at the intersection of Ciung Wanara Street, Ngurah Rai Street, Dharma Giri By Pass Road and Kebo Iwa Street. Ciung Wanara City Park is an active park with an area of 2,600 m<sup>2</sup>. Ciung Wanara City Park is an active park where the people of Gianyar relax. People usually start busy in the afternoon until evening, especially at night the more crowded the people who visit. Gianyar City Park which is arranged with a variety of beautiful flower plants with the concept of Tropical Bali

Garden can be seen in Figure 1, and also equipped with park benches as a place for people to gather to enjoy the beauty of the Park. In an effort to beautify Ciung Wanara City Park it is also equipped with statues that function as part of the Park and also function as a landmark of the City of Gianyar, so that it is expected to increase the interest of the community to visit. Landmarks take the form of puppet figures including Kala Rau Statue, Garuda Wisnu Statue, Indra Indra Statue, and Dewi Ratih Statue can be seen in Figure 2, Figure 3 and Figure 4.



**Figure 1.** Ciung Wanara City Park



**Figure 2.** Statue of Kala Rau and Garuda Wisnu Statue



**Figure 3.** Statue of the God of Indra



**Figure 4.** Statue of the Goddess of Ruth

The statues in Ciung Wanara City Park are a unity that is part of the wayang story of the Gunung Giri Mandara screening in searching for Tirta Amertha. The Kala Rau statue and the Garuda Wisnu statue with a height of up to 12 meters are the most prominent and can be clearly observed from Jalan Ciung Wanara, Jalan Ngurah Rai, Jalan By Pass Ngurah Rai and Jalan Kebo Iwa, with white color very prominent in Ciung Wanara City Park. The effort of the City Government to increase the value of the City of Gianyar's landmarks was done by building a pond with a singing fountain around the Kala Rau Statue and the Garuda Wisnu Statue with colorful lights can be seen in Figure 5 reinforcing the impression of the landmark.



**Figure 5.** The statue of Kala Rau and Garuda Wisnu with singing fountains

Based on observations in the field, problems can be formulated including: (1). Are the Statues in the City Park already functioning as a landmark in the City of Gianyar; (2). Are the Statues able to support the City of Gianyar as a City of Arts and Culture; Whether the existence of these statues can support Ciung Wanara City Park becomes more beautiful.

The purpose of this study can be described as follows: (1). To find out people's perceptions of the Statue in the City Park of Gianyar that functions as a landmark of the City of Gianyar; (2). To determine the public perception of the relationship between landmarks in Ciung Wanara City Park with the existence of the City of Gianyar as a City of Arts and Culture; (3). To find out how much influence the Statues in Ciung Wanara City Park on the beauty of Ciung Wanara City Park in Gianyar. Seeing the urgency of the research, it is very much needed perception from the community to assess the existence of the landmarks of the City of Gianyar so that objective research results will be obtained.

## **2. Literature Review**

### ***Meaning of Landmark City***

Landmark is a form of physical sign that can provide information for observers from a certain distance, the observer is outside the scope of the object (Lynch, Kevin, *The image of city*, The M.I.T. Press, 1960). As for the three elements of landmarks, namely: 1. Physical signs, landmarks are physical objects that can be seen with the senses of sight easily; 2. Information, landmarks can provide observers with a precise and exact picture of a place, so as to form a physical and non-physical image of the location of landmarks and surrounding places; 3. Distance, landmarks can be recognized from a certain distance, where the observer is outside the scope of the building. Requirements needed for landmarks in a city include: a. Having the character of another physical form of the physical object around it, has a unique element and is easy to remember (unique, memorable); b. Can be easily identified (identifiable). This is very related to landmarks easily recognized by observers; c. Having a fairly clear shape in a sizeable expanse, by forming a contrast between the landmark object and the surrounding environment; d. Having a deeper value in a scope / area, the extra value can be in the form of more historical or aesthetic fields.

### ***Public Perception and Community Understanding***

According to Robbins (2001) states perception is a process by which individuals organize and interpret their sense impressions in order to give meaning to their environment, while Toha (1998) expresses the notion of perception as a cognitive process experienced by someone in understanding information about the environment through both vision and hearing. Adam (2000), states perception as a good reception or taking the initiative of a communication process. The factors that influence perception are internal factors: feelings, experience, ability to think, motivation and terms of reference. Meanwhile, what is meant by external factors are: the stimulus itself and the environmental conditions in which the perception takes place.

The word community comes from the word *syaraka* which means to participate (participation). According to the big Indonesian dictionary, people are a group of people who live in certain areas and have clear boundaries. Based on the description above it can be said that community perception is a process in which a group of people who live and live in a particular area and provide an understanding or response to events that occur in their environment. According to Stephen P. Robbins (2001) there are 3 factors that influence community perception, namely: 1 Perpetrators of perception, if someone views an object and tries to interpret what he has seen, and that interpretation is strongly influenced by the personal characteristics of the perpetrators of that perception; 2. Targets or objects, are the characteristics and the observed targets can influence perceived. The relationship of the target with his background greatly affects the perception; 3. Situation, is very important in seeing objects or events caused by elements of the surrounding environment can affect our perception.

### 3. Research Method

In the initial step, it is done by describing the background of the research to reveal the facts found in the field, then the formulation of the problem will be made as a research objective. The observation stage in the field is carried out to obtain physical signs from landmarks that can be seen through the sense of sight, to see landmarks in providing information to observers so that they can be understood easily, as well as to see the viewer's field of view visibility of landmarks can still be observed properly. Furthermore, a study will be conducted using the rationalistic qualitative method. At this stage the researcher conducted a direct interview with the perpetrators of activities on Ciung Wanara Street, Ngurah Rai Street, Dharma Giri By Pass Road, Kebo Iwa Street, and visitors who visited Ciung Wanara City Park in Gianyar. The interview was conducted openly to get the public's response to the landmark of the City of Gianyar located in Ciung Wanara City Park in Gianyar. Technically the determination of the number of samples representative of the population, as stated by Sugiyono (2012). Participants were taken by purposive sampling with the number of representatives of the city population in terms of gender, the level of education of participants who carry out daily activities on Jalan Ciung Wanara, Jalan Ngurah Rai, Jalan By Pass Dharma Giri, Jalan Kebo Iwa, and visitors who visit Gianyar City Park. This research method can be described in terms of schematic like in figure 6.

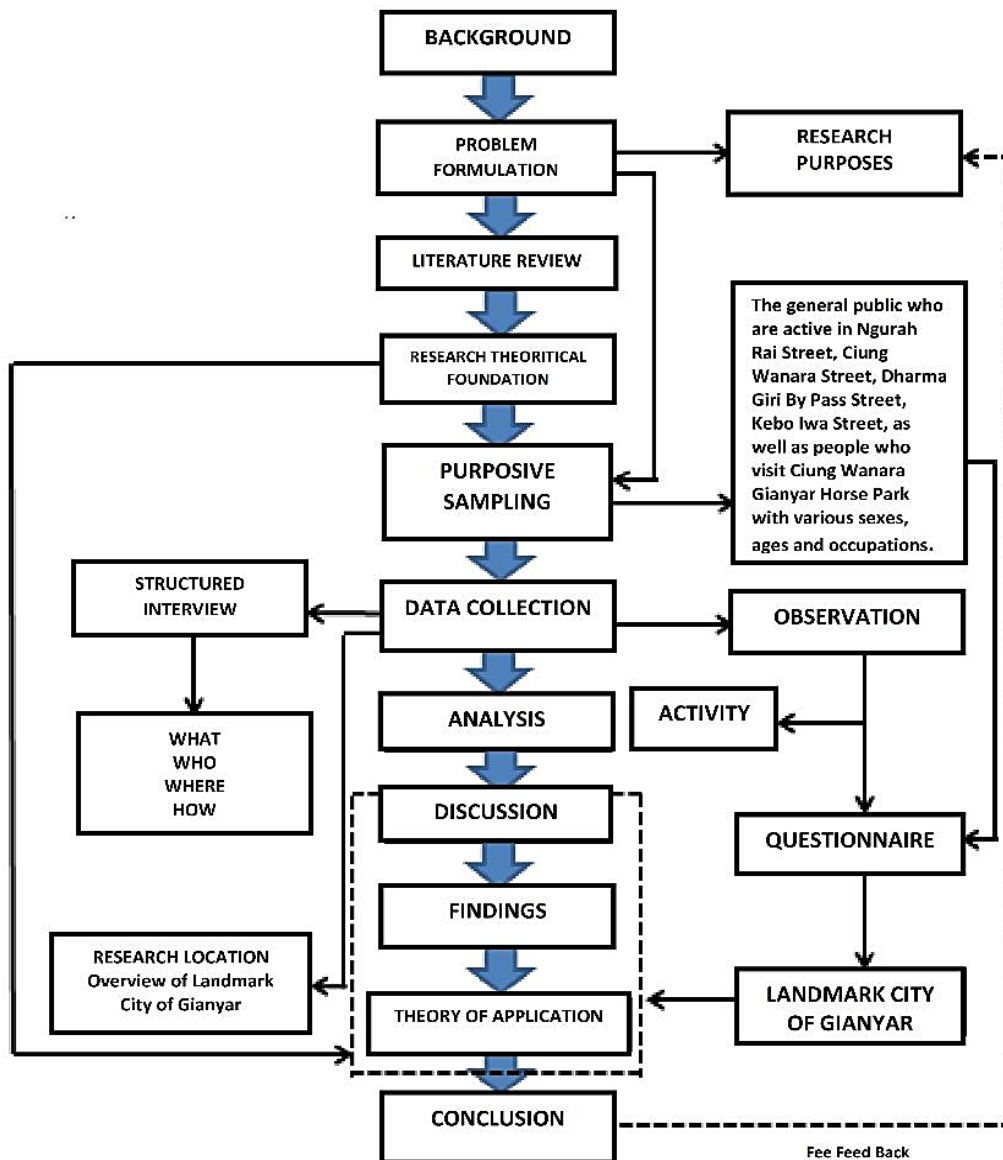


Figure 6. Study Process Diagram

#### 4. Results and Discussion

Landmark is one element of a city, the more interpretations of society, the higher the value of communication. To assess the landmarks of the city of Gianyar indicators can be used that can be assessed with various aspects of them: Physical Signs, Information, Distance and Community Arts and Culture.

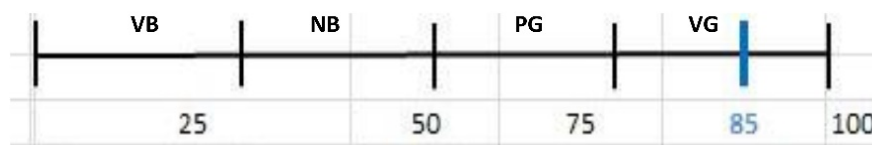
##### *Physical Signs*

The following are the results of the study and responses from the physical signs of the city of Gianyar in Ciung Wanara Gianyar City Park. Based on the results of the questionnaire can be seen in table.1 below.

**Table 1.** Participants' Responses about the Physical Signs of the Landmark of the City of Gianyar.

Participant Assessment Remarks	Average	Participant	Percentage
Physical Signs Very good	3.01 – 4.00	35	88%
Physical Signs Pretty good	2.01 – 3.00	5	2,50%
Physical Signs Not good	1.01 – 2.00	0	
Physical Signs Very bad	0.00 – 1.00	0	
Amount		40	100%

Information Participants were randomly drawn to do activities on Ciung Wanara Street, Ngurah Rai Street, By Pass Dharma Giri Street, Kebo Iwa Street and Visitors of Ciung Wanara Gianyar City Park



Objective

Description: Very Good

Description: VB = Very Bad

NB = Not Bad

PG = Pretty Good

VG = Verry Good

The Landmark of the City of Gianyar which takes the form of the Kala Rau Statue and the Garuda Wisnu Statue located in Ciung Wanara City Park Gianyar is very easy for participants to see because the form of Kala Rau and Garuda Wisnu with white color contrasts sharply with plants in the Park. Based on the results of the questionnaire it can be said that the physical shape of landmarks is objectively very good.

##### *Landmark Information*

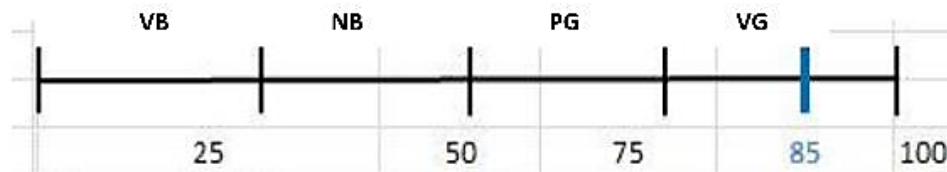
The following are the results of the study and feedback on the information about the landmark of the City of

Gianyar in Ciung Wanara City Park in Gianyar. Based on the results of the questionnaire can be seen in table.2 below.

**Table 2.** Participants' Responses about the Physical Signs of the Landmark of the City of Gianyar.

Participant Assessment Remarks	Average	Participant	Percentage
Very good information	3.01 – 4.00	34	85,00%
Information is quite good	2.01 – 3.00	3	7,50%
Information is not good enough	1.01 – 2.00	2	5,00%
Very bad information	0.00 – 1.00	1	2,50%
Amount		40	100,00%

Information Participants were randomly drawn to do activities on Ciung Wanara Street, Ngurah Rai Street, By Pass Dharma Giri Street, Kebo Iwa Street and Visitors of Ciung Wanara Gianyar City Park



Objective

Description: Very Good

Description: VB = Very Bad

NB = Not Bad

PG = Pretty Good

VG = Verry Good

According to the Participants, a typical form of landmark does not exist elsewhere so that it can provide information for participants about the place where the Landmark is located, the City of Gianyar.

Based on the results of the questionnaire it can be said that the landmark of the City of Gianyar can provide very good information for the viewers.

### ***Landmark Distance***

Based on the results of the study as well as responses from participants that the Landmark can be observed from all four sides of the road, namely Ciung Wanara Street, Ngurah Rai Street, Ngurah Rai By Pass Road, and Iwa Street can be seen in Figure 7, Figure 8, Figure 9, Figure. 10 and figure 11 below.

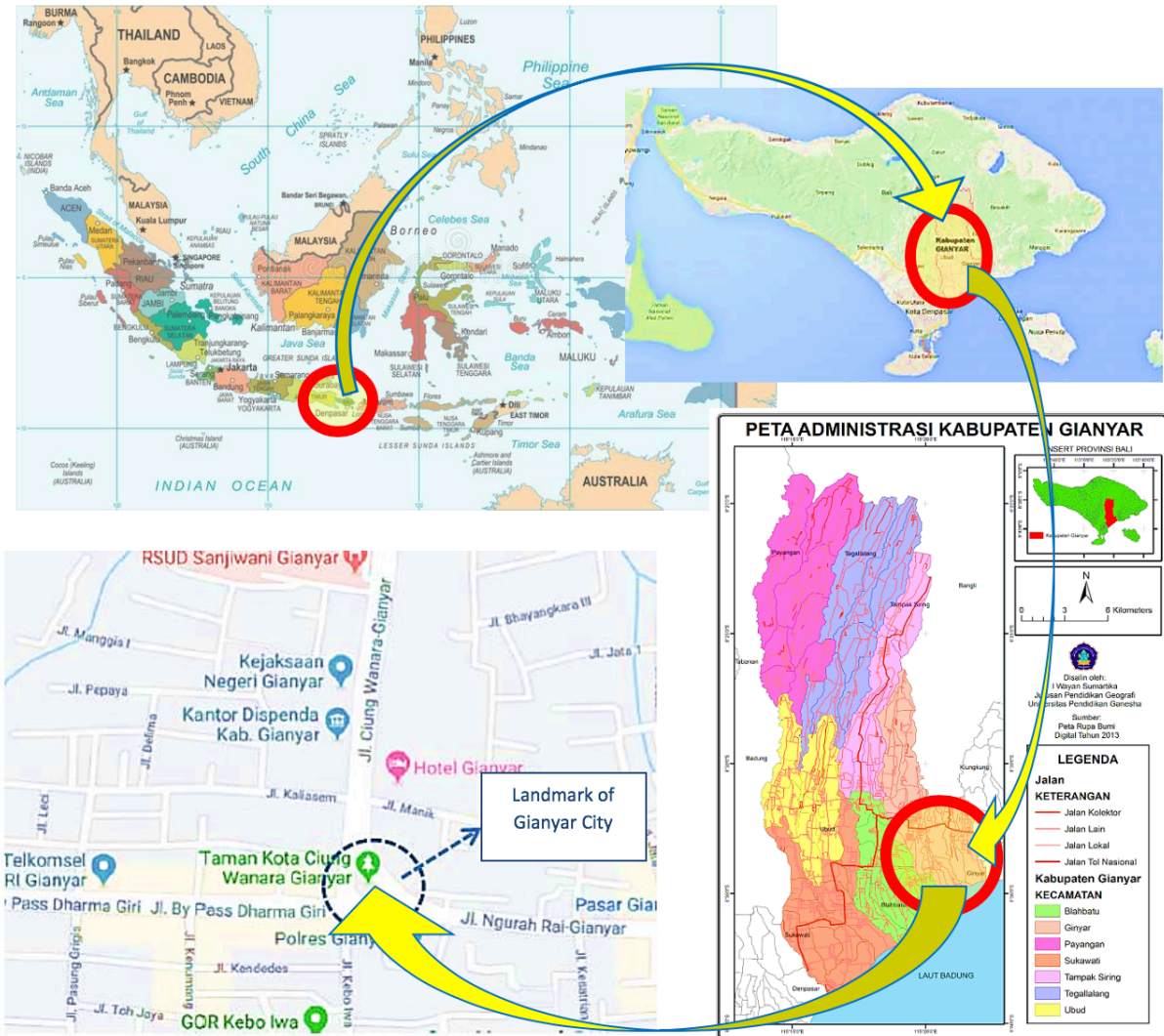


Figure 7. Location Landmark City of Gianyar

The height of the landmark which reaches 12 meters in the form of the Kala Rau Statue and the Garuda Wisnu can be observed from the four directions of the road by observers.



Figure 8. Landmarks are observed from Jalan Ciung Wanara



Figure 9. Landmarks are observed from Jalan Ngurah Rai





Figure 10. Landmarks are observed

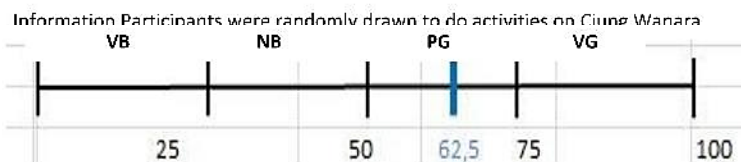


Figure 11. Landmark observed from Jalan Kebo Iwa

The following are the results of the study and participant responses regarding the distance of the City of Gianyar landmarks in Ciung Wanara City Park in Gianyar. Based on the results of the questionnaire can be seen in table 3 below.

Table 3. Participant's response to the Distance of the Landmark of the City of Gianyar

Participant Assessment Remarks	Average	Participant	Percentage
Very Good Visibility	3.01 – 4.00	7	18%
Good View Distance	2.01 – 3.00	25	62,50%
Distance is not good enough	1.01 – 2.00	8	19,50%
Distance is very bad	0.00 – 1.00	0	
Amount		40	100%



Objective

Description: Very Good  
 Description: VB = Very Bad  
 NB = Not Bad  
 PG = Pretty Good  
 VG = Verry Good

Based on the results of the questionnaire it can be said that the landmark of the City of Gianyar from an observer's perspective can be said to be objectively quite good.

### City Art and Culture

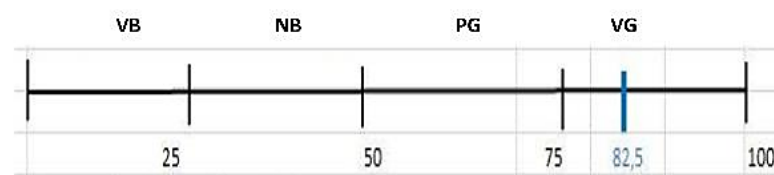
The art and culture that is meant here is related to the arts that developed in Gianyar, one of which is the sculpture which is inspired by Balinese culture which integrates with Hinduism, physical form, so that it will be very easily observed and harmonized buildings, parks, and statues in the park along Ciung Wanara Street,

Ngurah Rai Street, Ngurah Rai By Pass Street, and Kebo Iwa Street. The following are the results of the research and the participant's responses regarding landmarks in terms of Art and Culture. Based on the results of the questionnaire can be seen in table.4 below.

**Table 4.** Participant's response to the Landmark relates to the City of Gianyar as a City of Arts and Culture.

Participant Assessment Remarks	Average	Participant	Percentage
Landmark in accordance with the city of Gianyar as the City of Arts & Culture Very Good	3.01 – 4.00	33	82,50%
Landmark in accordance with the city of Gianyar as the City of Arts & Culture Fairly Good	2.01 – 3.00	7	17,50%
Landmark in accordance with the city of Gianyar as the City of Arts & Culture Poor	1.01 – 2.00	0	
Landmark in accordance with the city of Gianyar as the City of Arts & Culture Very Not Good	0.00 – 1.00	0	
Amount		40	100,00%

Information Participants were randomly drawn to do activities on Ciung Wanara Street, Ngurah Rai Street, By Pass Dharma Giri Street, Kebo Iwa Street and Visitors of Ciung Wanara Gianyar City Park



Objective

Description: Very Good

Description: VB = Very Bad

NB = Not Bad

PG = Pretty Good

VG = Very Good

Based on the results of the questionnaire Landmark City of Gianyar strongly supports the City of Gianyar as the City of Arts and Culture.

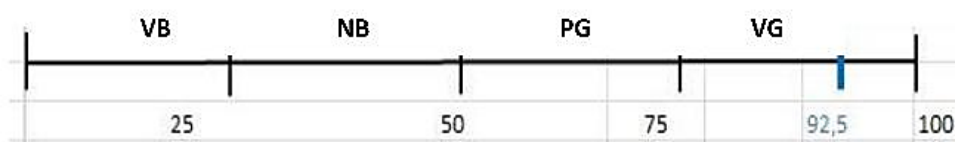
### 3. Making City Parks Become More Beautiful

The following are the results of the research and feedback on the landmarks of the City of Gianyar in supporting Ciung Wanara City Park in Gianyar to be more beautiful. Based on the results of the questionnaire can be seen in table.5 below.

**Table.5.** Participant's response to Landmark made Ciung Wanara Gianyar City Park more beautiful.

Participant Assessment Remarks	Average	Participant	Percentage
Landmarks make the park more beautiful very well	3.01 – 4.00	37	92,50%
Landmarks make the park more beautiful quite well	2.01 – 3.00	3	7,50%
Landmark makes the park more beautiful less good	1.01 – 2.00	0	
Landmark makes the park more beautiful is not very good	0.00 – 1.00	0	
Amount		40	100,00%

Information Participants were randomly drawn to do activities on Ciung Wanara Street, Ngurah Rai Street, By Pass Dharma Giri Street, Kebo Iwa Street and Visitors of Ciung Wanara Gianyar City Park



Objective

Description: Very Good  
 Description: VB = Very Bad  
 NB = Not Bad  
 PG = Pretty Good  
 VG = Verry Good

Based on the results of the questionnaire it can be said that the landmark of the City of Gianyar in supporting Ciung Wanara City Park in Gianyar based on the perception of the observer can be said to be objectively very good.

The existence of landmarks in Ciung Wanara City Park in the form of puppet figures and the size, physical shape, color and position of statues in the Park, become an interrelated unity where the Statues will make the Park more beautiful, and the park supports the existence of Gianyar City landmarks more interesting to observe.

## 5. Conclusion

Based on the results of a research study, it can be concluded that the questionnaire that was submitted to participants contained several questions in the open and closed form aimed at providing a specification of the objectives of this study. The questionnaire provides an opportunity for participants to provide an assessment of the landmarks of the City of Gianyar located in Ciung Wanara City Park in Gianyar. Participants' opinions and assessments will be concluded in an assessment categorization table as in table 6 below.

**Table.6.** Results of Public Perceptions of the City of Gianyar Landmark.

No.	Participant Assessment Remarks	Percentage	Landmark of the city of Gianyar
1	Physical Sign	88%	Very Good
2	Information	85%	Very Good
3	Distance	62,50%	Pretty Good
4	Landmark in accordance with the city of Gianyar as a city of art and culture	82,50%	Very Good
5	Landmark makes the park more beautiful	92,50%	Very Good

Based on the results of public perception of the City of Gianyar Landmark which is the lowest point of the community assessment is the distance of 62.5% this is due to the visibility of the direction of Jalan Ngurah Rai and from the direction of Jalan Kebo Iwa which cannot be observed freely. The highest percentage of assessment based on community assessment is Landmark making the park more beautiful with a percentage of 92.5%. Thus it can be concluded that the City of Gianyar Landmark located in Ciung Wanara City Park has functioned as a landmark, supporting the City of Gianyar as a City of Arts and Culture and adding to the beautiful Ciung Wanara City Park in Gianyar.

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