

VISUAL LANDSCAPE STUDY WITH THE VISUAL RESOURCES ASSESSMENT PROCEDURE METHOD AT PEKANBARU CITY GOVERNMENT OFFICES

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ABSTRACT

Pekanbaru City Government Office is a central office area as the city's central image that accommodates all government facilities, facilities, and infrastructure. This area has natural and artificial potential for design development in the area. The situation in terms of the landscape in this area is the lack of assessment and utilization of the visual aesthetic potential of the landscape in the Pekanbaru City Government Office area. The purpose of this study is to determine the visual aesthetic potential of the site by utilizing and optimizing natural and artificial visuals. This study uses a modified Visual Resources Assessment Procedure (VRAP). The results showed that the increase in the visual aesthetic value of the Pekanbaru City Government Office landscape design by examining the visual aesthetic aspects of the landscape as the basis for developing landscape design.

Keywords: Aesthetics, Visuals, Design

INTRODUCTION

Pekanbaru City is the capital and largest city in Riau Province, over time, the city of Pekanbaru requires urban planning that leads to improving the quality of the area with its local wisdom. Pekanbaru City in the next few years is planned to continue to be developed, one of which is in the field of architecture by utilizing land which is currently only used for about 30% of the total land area (Kurniawan & Rahman, 2021). Pekanbaru City Government Office is one of the places located on Jalan Tenayan Raya. This area is often visited by the people of Riau and migrants from other cities as the center of government in which apart from work activities, this area is also often used for gathering, playing, and social interaction. There are problems that include underutilization of the potential for visual aesthetic development by looking at several points of visitor activity (view points) in several areas by taking samples from the visual aesthetic assessment of the landscape to create a good social space area.

Visual scenery that has aesthetic value is one of the important elements that must be developed for visitors or office workers who aim to unwind and spoil the eyes. Visual value is part of aesthetic assessment, which is generally said to be beautiful and objective, not everyone has the same assessment of the beauty of an object (Alfasha et al., 2022; Putra et al., 2017; Shahadat et al., 2015). The view visually has aesthetic value, so that it becomes one of the destinations visited by visitors to unwind (Fakhira et al., 2022). The visual quality of the landscape is one of the products of several landscape features related to human perception, psychology and human emotions and a landscape can be measured through the view of the observer (Polat, 2015; Utami et al., 2021). This visual aesthetic quality assessment aims to be able to determine the aesthetic value of both the physical area and the surrounding environment that can affect user behavior (Setyabudia & Permana, 2020).

There are two main approaches in assessing the visual quality of the landscape, namely the expert approach and the perception approach. The first approach focuses on landscape composition and configuration of its elements as formal design parameters; while the second approach analyzes the preferences of people who see/look at and experience the landscape, it could also be by presenting photographs. Both approaches accept the premise that the quality (aesthetics) of a landscape comes from the interaction between landscape features and the perception/judgmental process of the human viewer (Daniel 2001; Herbst et al. 2009). These visual characters are formed by various elements such as shape, color, texture, line, scale, and proportion (Fauziah et.al. 2012; Kartika et al. 2008). The purpose of this study is to determine the potential for visual aesthetics on the site by utilizing and optimizing natural and artificial visuals.

RESEARCH METHODS

The Visual Resources Assessment Procedure/VRAP modification method uses existing changes in visual resources with the research objective of measuring and evaluating the impact of visuals caused by a landscape design development. The visual resources in question are vegetation, land use, topography, water, land use, user activities on the site, and special considerations on the site. The aspect of the view is a broad view and can direct the vision to an object or scene that is stored in memory seen by the senses of the eye. While the view point is a certain place or point in which it offers beautiful views that are located on a map and a certain eye distance (Smardon et al. 1988 In, Krisantia, 2014; Krisantia, 2012).

Time and Location

The location or site of the research at the Pekanbaru Riau office is located on Jl. Tenayan Raya, Pekanbaru City, Riau. This research was conducted from October 2021 to May 2022.



Figure 1. Pekanbaru City Government Office Map
Source : Google Earth,2022

Data Collection

This study uses primary data in the form of field observations and documentation at view points for macro and micro aesthetic assessments . Secondary data is in the form of literature studies to strengthen research, journals, and internet sources.

The Data Analysis Method

The Modified Method of the Visual Resources Assessment Procedure (VRAP) in Krisantia (2019) states that this method is used to conduct visual assessments on a macro and micro scope. The macro visual assessment is an assessment of the visual quality of the entire Pekanbaru City Government Office site (Research Zone). The macro visual assessment variables are landform, water, vegetation, land use, user activity, and special considerations.

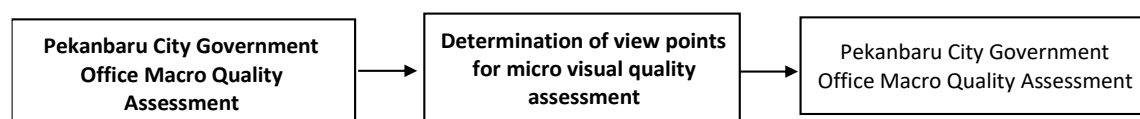


Figure 2. Visual quality assessment flow
Source : Asyva, 2022

The data analysis technique used in the study for the assessment of macro visual quality is to calculate it from the sum of the visual elements using a likert scale with a scale of 1-3 (Distinct, Average, Minimal) with the formula:

$$\text{KVL: } X1, X2, X3, X4, X5, X6$$

KVL = Landscape Visual Quality , X1= *Water*, X2 = *Landform*, X3 = *Vegetation*, X4 = *Landuse*, X5= *User Activity*, X6 = *Special Consideration*

The Analysis of Macro Assessment Data

NO	VARIABEL	Distinct 3	Average 2	Minimal 1	KET
1	<i>Water</i>				
2	<i>Landform</i>				
3	<i>Vegetation</i>				
4	<i>Landuse</i>				
5	<i>User Activity</i>				
6	<i>Special concideration</i>				
	<i>Total Visual Quality</i>				

Figure 3. Tabel of Assesment Visual Macro
 Source : Asyva, 2022

SPECIAL CONCIDERATION	Yes 1	No 0
Does this zone contain Cultural or Historical Landmarks?		
Does this zone or any known deep area have different visual facilities or animal viewing?		
Is this zone free from pollution and garbage?		
Are there other aesthetic elements that add to this resource?		
TOTAL Special concideration***		

Figure 4. Table of Special Consideration Assesment
 Source : Asyva, 2022

RESULTS AND DISCUSSION



Figure 5. Keyplan
 Source : Asyva, 2022

Zona A (Entrance Zone)



Figure 6. The Picture of Entrance Zone
 Source : Asyva, 2022

The receiving area is the access that is passed from outside the site to the site and vice versa. This area needs a welcoming impression and good aesthetics because it can be the initial and final impression felt by visitors or site users.

NO	VARIABLE	Distinct 3	Average 2	Minimal 1	DESCRIPTION
1	<i>Water</i>		✓		<ul style="list-style-type: none"> Water element in <i>roundabout</i>
2	<i>Landform</i>			✓	<ul style="list-style-type: none"> Flat ground type
3	<i>Vegetation</i>		✓		<ul style="list-style-type: none"> 25-50% Lack of vegetation for shade
4	<i>Landuse</i>			✓	<ul style="list-style-type: none"> Recreation type Sub urban
5	<i>User Activity</i>	✓			<ul style="list-style-type: none"> High frequency
6	<i>Special concideration</i>	✓			<ul style="list-style-type: none"> <i>Landmark</i> Visual facilities Aesthetic elements
Total <i>Visual Quality</i>		6	4	2	12

SPECIAL CONSIDERATION	Yes 1	No 0
Does this zone contain Cultural or Historical Landmarks?	✓	
Does this zone or any known deep area have different visual facilities or animal viewing?	✓	
Is this zone free from pollution and garbage?		✓
Are there other aesthetic elements that add to this resource?	✓	
TOTAL Special consideration***	3	

Figure 6. Tabel of Visual Assesment Entrance Zone
 Source : Asyva, 2022

Based on the assessment of the visual quality of the landscape carried out on a macro basis in the receiving zone, the visual quality class management has 12 points, which are included in the partial retention area. In area A it is necessary to add vegetation types both in terms of aesthetics and function, because this zone is the initial and final impression of site users when they want to enter or leave the area, it is also necessary to increase the water element which can be done by developing a water feature or adding a pool to increase comfort.

Zona B (Islamic Center)



Figure 7. The Picture of Islamic Center Zone
 Source : Asyva, 2022

The Islamic Center is a view point because it has a beautiful building architecture and can be developed in terms of landscape visual aesthetics. This area is often used by site users as a place of worship, therefore it is necessary to consider landscape design in the form of aesthetics, comfort, and potential views that lead to the Roundabout 2 area as a vocal point on the site.

NO	VARIABLE	Distinct 3	Average 2	Minimal 1	DESCRIPTION
1	Water				<ul style="list-style-type: none"> • No water element
2	Landform			✓	<ul style="list-style-type: none"> • Flat land surface type
3	Vegetation			✓	<ul style="list-style-type: none"> • 25-50% • Less diverse vegetation
4	<i>Landuse</i>		✓		<ul style="list-style-type: none"> • Sub urban
5	<i>User Activity</i>		✓		<ul style="list-style-type: none"> • High frequency • Worship
6	<i>Special concideration</i>	4			<ul style="list-style-type: none"> • Landmark • Visual facilities • Free of pollution and garbage • Aesthetic elements
Total <i>Visual Quality</i>		4	4	3	11

SPECIAL CONSIDERATION	Yes 1	No 0
Does this zone contain Cultural or Historical Landmarks?	✓	
Does this zone or any known deep area have different visual facilities or animal viewing?	✓	
Is this zone free from pollution and garbage?	✓	
Are there other aesthetic elements that add to this resource?	✓	
TOTAL Special concideration***	4	

Figure 8. Tabel of Visual Assesment Islamic Center Zone
 Source : Asyva, 2022

Based on the assessment of the visual quality of the landscape that was carried out on a macro basis at the Islamic Center Zone, the management of the visual quality class totaled 12 points, which was included in the partial retention area, by changing some designs that were still less attractive so that the designs were better and more attractive. The availability of buildings that are good in terms of architecture, needs to be balanced with landscape aesthetics, so in zone B it is necessary to add vegetation types both in terms of aesthetics and function, because this zone is a place of worship used by site users, therefore it is necessary to have vegetation and its function.

Zona C (Perkantoran Satuan Kerja Perangkat Daerah/ SKPD)



Figure 9. The Picture of SKPD Government Zone
 Source : Asyva, 2022

In this area there are many activities / activities that are often used by site visitors, the plaza area becomes a gathering area for site visitors and this area has the potential for development in terms of landscape aesthetics because it is supported by the potential view of Pekanbaru City Government Office buildings as well as the development of site functions so that user more comfortable.

NO	VARIABLE	Distinct 3	Average 2	Minimal 1	DESCRIPTION
1	<i>Water</i>				<ul style="list-style-type: none"> • Water element in the plaza
2	<i>Landform</i>			✓	<ul style="list-style-type: none"> • Flat land type
3	<i>Vegetation</i>		✓		<ul style="list-style-type: none"> • 50%-75% • Planting pattern can be developed
4	<i>Landuse</i>			✓	<ul style="list-style-type: none"> • Sub urban • Recreation
5	<i>User Activity</i>	✓			<ul style="list-style-type: none"> • High activity frequency • Gathering
6	<i>Special concideration</i>	4			<ul style="list-style-type: none"> • Landmark • Visual facilities • Pollution and waste free • Aesthetic element
Total Visual Quality		7	2	2	11

SPECIAL CONSIDERATION	Yes 1	No 0
Does this zone contain Cultural or Historical Landmarks?	✓	
Does this zone or any known deep area have different visual facilities or animal viewing?	✓	

Is this zone free from pollution and garbage?	✓	
Are there other aesthetic elements that add to this resource?	✓	
TOTAL Special consideration***	4	

Figure 10. Tabel of Visual Assesment Islamic Center Zone
 Source : Asyva, 2022

Based on the assessment of the visual quality of the landscape carried out macro in the Office Zone of the Regional Work Unit / SKPD, the visual quality class management totals 11 points, which is included in the partial retention area, by changing some designs that are still less attractive so that the design is better and more functional. The availability of good buildings in terms of architecture, needs to be balanced with landscape aesthetics. Zone C has a high level of activity but still needs a good arrangement of plants to make it more attractive and comfortable. This zone also has the potential to become a landmark because it is located in the center of the Pekanbaru City Government Office Area.

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