

## **ABSTRACT**

### **LOCATION SELECTIONS OF ADVERTISING BILLBOARDS IN BANDAR LAMPUNG AREA**

**By**

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The selection of billboard advertising locations in a particular town area sometimes ignore provisioned Municipal Urban Planning. The existences of illegal advertising boards which are not in accordance to Main Road Class I, Class II, and Class III, have been regulated by Regional Government Regulation Number 14 in 2008 about Procedures of Advertising Billboard Permits, regulated by Regulation of Major Number 16 in 2014 about Road Class Classification for Selecting Billboard Advertising Locations and Installations. And regulated by Regulation of Major Number 17 in 2014 about Placement Main Road Class Commercial Street Billboards Point In Roads in the city of Bandar Lampung.

The problems in this research were: (1) how did regulation and conduct of billboard advertising location selection in Bandar Lampung? (2) what were inhibiting and supporting factors of billboard advertising location selection in Bandar Lampung?

This research used empirical and jurisdiction approaches by using primary and secondary data coming from literary study and field. Data were analyzed qualitatively.

The results showed that the billboard advertising location selection was conducted by Advertising Technical Team who had authority in monitoring and controlling billboard advertising location selection based on Regulation of Major Number 16 in 2014 about Road Class Classification for Selecting Billboard Advertising Locations and Installations. Inhibiting factors for Advertising Technical Team in monitoring were that there were no assistances and lack of monitoring to billboard advertising location selections in Bandar Lampung area.

The researcher recommends Advertising Technical Team to assist advertisers when they erect any billboard advertising, to monitor advertising service users in monthly basis and to add personnel for Technical Team to control billboard advertising so that monitoring and controlling program for billboard advertising location selections in Bandar Lampung area will be optimal.

**Keywords** : *advertising, location selections, Municipal Urban Planning Office, BPMP, Bandar Lampung*