



COPY

REGENT SUKOHARJO  
PROVINCE OF CENTRAL JAVA

SUKOHARJO DISTRICT REGIONAL REGULATION NUMBER 9 OF 2018

ABOUT  
IMPLEMENTATION OF ADVERTISEMENTS  
BY THE GRACE OF GOD ALMIGHTY

REGENT SUKOHARJO,

Considering:

- a. that the development of the business world and other activities requires promotional means, so the need for advertisements as a medium to introduce, promote, recommend or attract public sympathy for goods, services, people or bodies is increasing;
- b. that in order to fulfill advertising needs in the Region, it is necessary to regulate the implementation of advertisements by taking into account aspects of spatial planning, security, safety, public order, ethics, aesthetics and regional culture;
- c. that based on Law Number 28 of 2009 concerning Regional Taxes and Regional Levies, the implementation of advertisements is a source of Original Regional Income from the tax sector and therefore needs to be carried out in an orderly and controlled manner;
- d. that based on the considerations as intended in letters a, b, and c, Sukoharjo Regency Regional Regulation Number 5 of 2014 concerning the Implementation of Advertisements needs to be replaced;
- e. that based on the considerations as intended in letters a, b, c, and d, it is necessary to establish Regional Regulations regarding the Implementation of Advertisements;

Remember

:

1. Article 18 paragraph (6) of the Constitution of the Republic of Indonesia 1945;
2. Law Number 13 of 1950 concerning the Establishment of Regions  
Inner Regency area  
Central Java Province Environment;
3. Law Number 28 of 2002 concerning Buildings  
Building (State Gazette of the Republic of Indonesia 2002 Number 134,  
Supplement to the State Gazette of the Republic of Indonesia Number 4247);

4. Law Number 38 of 2004 concerning Roads (State Gazette of the Republic of Indonesia of 2004 Number 132, Supplement to State Gazette of the Republic of Indonesia Number 4444);
5. Law Number 26 of 2007 concerning Spatial Planning (State Gazette of the Republic of Indonesia of 2007 Number 68, Supplement to State Gazette of the Republic of Indonesia Number 4725);
6. Law Number 22 of 2009 concerning Road Traffic and Transportation (State Gazette of the Republic of Indonesia of 2009 Number 96, Supplement to State Gazette of the Republic of Indonesia Number 5025);
7. Law Number 25 of 2009 concerning Public Services (State Gazette of the Republic of Indonesia of 2009 Number 112, Supplement to State Gazette of the Republic of Indonesia Number 5038);
8. Law Number 28 of 2009 concerning Regional Taxes and Regional Levies (State Gazette of the Republic of Indonesia of 2009 Number 130, Supplement to State Gazette of the Republic of Indonesia Number 5049);
9. Law Number 32 of 2009 concerning Environmental Protection and Management (State Gazette of the Republic of Indonesia of 2009 Number 140, Supplement to State Gazette of the Republic of Indonesia Number 5059);
10. Law Number 12 of 2011 concerning the Formation of Legislation (State Gazette of the Republic of Indonesia of 2011 Number 82, Supplement to the State Gazette of the Republic of Indonesia Number 5234);
11. Law Number 23 of 2014 concerning Regional Government (State Gazette of the Republic of Indonesia of 2014 Number 244, Supplement to Gazette of the Republic of Indonesia Number 5587), as amended several times, most recently by Law Number 9 of 2015 concerning the Second Amendment to the Law. Law Number 23 of 2014 concerning Regional Government (State Gazette of the Republic of Indonesia of 2014 Number 246, Supplement to State Gazette of the Republic of Indonesia Number 5589);
12. Government Regulation Number 26 of 2008 concerning National Regional Spatial Planning (State Gazette of the Republic of Indonesia of 2008 Number 48, Supplement to State Gazette of the Republic of Indonesia Number 4883);
13. Government Regulation Number 109 of 2012 concerning Supervision Materials that contain additives in the form of Tobacco Products for Health (State Gazette of the Republic of Indonesia 2012 Number 278, Supplement State Gazette of the Republic of Indonesia Number 5380);

14. Government Regulation Number 27 of 2014 concerning Management of State/Regional Property (State Gazette of the Republic of Indonesia of 2014 Number 92, Supplement to State Gazette of the Republic of Indonesia Number 5533);
15. Government Regulation Number 18 of 2016 concerning Regional Apparatus (State Gazette of the Republic of Indonesia of 2016 Number 114, Supplement to the State Gazette of the Republic of Indonesia Number 5887);
16. Presidential Regulation Number 87 of 2014 concerning Implementing Regulations of Law Number 12 of 2011 concerning the Formation of Legislative Regulations (State Gazette of the Republic of Indonesia of 2014 Number 199);
17. Sukoharjo Regency Regional Regulation Number 1 of 2010 concerning Principles of Regional Financial Management (Sukoharjo Regency Regional Gazette of 2010 Number 1, Supplement to Sukoharjo Regency Regional Gazette Number 172);
18. Sukoharjo Regency Regional Regulation Number 9 of 2010 concerning Buildings in Sukoharjo Regency (Sukoharjo Regency Regional Gazette of 2010 Number 9, Supplement to Sukoharjo Regency Regional Gazette Number 178);
19. Sukoharjo Regency Regional Regulation Number 14 of 2011 concerning Sukoharjo Regency Regional Spatial Plan for 2011-2031 (Sukoharjo Regency Regional Gazette of 2011 Number 14, Supplement to Sukoharjo Regency Regional Gazette Number 192) as amended by Sukoharjo Regency Regional Regulation Number 1 of 2011 2018 concerning Amendments to Sukoharjo Regency Regional Regulations Number 14 of 2011 concerning Sukoharjo Regency Regional Spatial Plans for 2011-2031 (2018 Sukoharjo Regency Regional Gazette Number 1, Supplement to Sukoharjo Regency Regional Gazette Number 262);
20. Sukoharjo Regency Regional Regulation Number 2 of 2016 concerning Boundary Lines (Sukoharjo Regency Regional Gazette of 2016 Number 2, Supplement to Sukoharjo Regency Regional Gazette Number 227);
21. Sukoharjo Regency Regional Regulation Number 4 of 2016 concerning Civil Servant Investigators (Sukoharjo Regency Regional Gazette of 2016 Number 4, Supplement to Sukoharjo Regency Regional Gazette Number 229);
22. Sukoharjo Regency Regional Regulation Number 12 of 2016 concerning the Formation and Structure of Regional Apparatus (Sukoharjo Regency Regional Gazette of 2016 Number 12, Supplement to Sukoharjo Regency Regional Gazette Number 236);

23. Sukoharjo Regency Regional Regulation Number 21 of 2017 concerning Management of Regional Property (Sukoharjo Regency Regional Gazette of 2017 Number 21, Supplement to Sukoharjo Regency Regional Gazette Number 261);

With Mutual Consent

REGIONAL PEOPLE'S REPRESENTATIVE COUNCIL OF SUKOHARJO DISTRICT

And

THE REGENT OF SUKOHARJO DECIDED:

Establish: REGIONAL REGULATIONS ABOUT IMPLEMENTATION OF ADVERTISEMENTS.

PIG

GENERAL REQUIREMENTS

article 1

In this Regional Regulation what is meant by:

1. The region is Sukoharjo Regency.
2. Regional Government is the Regent as an element of regional government administrators who leads the implementation of government affairs which fall under the authority of the autonomous region.
3. The Regent is the Regent of Sukoharjo.
4. Regional Apparatus is the supporting element of the Regent and the Regional People's Representative Council in the implementation of Government Affairs which fall under regional authority.
5. An entity is a group of people and/or capital which is a unit, whether carrying out business or not carrying out business, which includes Limited Liability Companies, Limited Liability Companies, Other Companies, State or Regional Owned Enterprises with any name and in any form, Firms, Kongsi, Cooperatives, Pension Funds, Guilds, Associations, Foundations, Mass Organizations, Social Political Organizations, or similar Organizations Institutions, permanent establishments and other forms of business.
6. Advertisements are objects, tools, actions, or media whose shapes and various styles are designed for commercial purposes to introduce, recommend, promote, or to attract public attention to goods, services, people, or entities, which can be seen, read, heard, felt, and/or enjoyed by the public.
7. Providing advertisements is a directed, integrated and sustainable effort carried out by the Regional Government which includes:

planning, implementing, coaching, supervising and controlling as well as controlling advertisements in order to realize space utilization compatible.

8. Advertisement Operator is any person or legal entity that organizes advertisements either for and on behalf of itself or for and on behalf of another party.
9. Advertisement Point is the place and/or location where the advertisement is placed erected or affixed.
10. Advertisement Tax is a tax on the operation of advertisements.
11. Civil Servant Investigators, hereinafter abbreviated to PPNS, are certain Civil Servant Officials within the Regional Government who are given special authority by law to carry out investigations into violations of Regional Regulations.

#### CHAPTER II

### SCOPE

#### Section 2

The scope of this Regional Regulation includes:

- a. principle;
- b. purpose and objectives;
- c. duties, obligations, authority and responsibilities of the Government Area;
- d. types and classification of advertisements;
- e. organizing advertising;
- f. licensing;
- g. rights, obligations and prohibitions;
- h. controlling cigarette advertising;
- i. supervision and control;
- j. community participation;
- k. administrative sanctions;
- l. investigation;
- m. criminal sanctions; And
- n. transition provisions.

CHAPTER III

PRINCIPLE

Article 3

Implementation of Advertisements in the Region is based on the principles of:

- a. benefit;
- b. justice;
- c. safety;
- d. security;
- e. order;
- f. legal certainty;
- g. cleanliness and beauty;
- h. environmental harmony; And
- i. cultured.

CHAPTER IV

PURPOSE AND OBJECTIVES

Article 4

Regulations for Organizing Advertisements are intended as guidelines to provide legal certainty for Regional Governments, Advertisement Organizers and the public in the Implementation of Advertisements in the Regions.

Article 5

Regulations for the Implementation of Advertisements in the Regions aim to:

- a. provide legal protection and certainty to the community;
- b. maintain religious norms, politeness and decency;
- c. increasing the use of regional assets for the benefit of the community;
- d. creating harmony in the implementation of advertising with layout  
community values and culture; And
- e. increase local revenue.

CHAPTER V

DUTIES, OBLIGATIONS, AUTHORITY AND RESPONSIBILITIES OF THE GOVERNMENT  
AREA

Part One

## Duties and Obligations

## Article 6

In carrying out advertisements, the Regional Government guarantees the implementation of advertisements in a planned, directed and sustainable manner in the Region.

## Article 7

In ensuring the implementation of advertising in the Region in a planned, directed and sustainable manner as intended in Article 6, the Regional Government has the duty and obligation to carry out:

- a. advertising planning arrangements;
  - b. preparing the formulation of minimum service standards;
  - c. advertising arrangement;
  - d. coaching for advertising organizers;
  - e. supervision and control of advertisements;
  - f. controlling advertisements;
  - g. provision and maintenance of advertising facilities and infrastructure;
  - h. collection, processing, analysis, presentation, storage and dissemination of information on advertising implementation;
  - i. efforts to increase public awareness in advertising;
- And
- j. management of local revenue in the advertising sector.

## The second part

## Authority and Responsibility

## Article 8

In ensuring the implementation of advertising in the region in a directed manner planned, and sustainable as intended in Article 6, the Regional Government has the authority and responsibility to determine:

- a. advertising implementation policy in Area;
- b. norms, standards, procedures and criteria;
- c. location and point of advertising;
- d. implementation of procurement of facilities and infrastructure in the field of advertising;
- e. issuance of advertising permits; And
- f. collection of taxes and/or levies.

CHAPTER VI

TYPES AND CLASSIFICATION OF ADVERTISEMENTS

Article 9

(1) Types of Advertisements are:

- a. advertising boards/billboards/videotrons/megatrons and the like;
- b. fabric advertising;
- c. sticky advertising, stickers;
- d. leaflet advertising;
- e. mobile advertising, including on vehicles;
- f. aerial advertising;
- g. floating billboards;
- h. sound advertising;
- i. film/slide advertising;
- j. display advertising; And
- k. other types of advertising.

(2) The types of advertisements as intended in paragraph (1) are classified based on the validity period and are divided into:

- a. the validity period of the advertisement remains limited; And
- b. validity period of incidental advertising.

(3) Further provisions regarding the classification of advertisements as intended in paragraph (2) is regulated in the Regent's Regulation.

CHAPTER VII

IMPLEMENTATION OF ADVERTISEMENTS

Part One

Organizer

Article 10



- (1) Advertisement organizer is any person or legal entity that includes:
  - a. advertisement or product owner; and/or
  - b. third party.
- (2) The owner of the advertisement or product as intended in paragraph (1) letter a is the individual or body who owns the advertisement for and on behalf of himself in carrying out the advertisement.
- (3) The third party as intended in paragraph (1) letter b is a business entity that operates in the field of advertising for and on behalf of other parties in providing advertising.

The second part  
Planning

Article 11

- (1) The Regional Government prepares a plan for implementing advertisements in Area.
- (2) Planning for advertising as intended in paragraph (1) must pay attention to religious norms, politeness, decency, aesthetics, security, safety, harmony of buildings and the environment in accordance with the regional spatial plan.
- (3) Planning for advertising as intended in paragraph (1) includes mapping and arranging advertisements.
- (4) Mapping and arranging advertisements as intended in paragraph (3), in the form of advertising layout.
- (5) The layout of advertisements as intended in paragraph (4) includes, among others:
  - a. advertising dots;
  - b. advertising rental value;
  - c. media type; And
  - d. size.
- (6) Further provisions regarding the mapping, arrangement and layout of advertisements as intended in paragraph (4) and paragraph (5) are regulated in the Regent's Regulation.

Part Three  
Installation Location

Article 12

- (1) Installation of advertisements is carried out at locations that have been determined accordingly with the use of regional areas.

- (2) Location of advertisement installation as intended in paragraph (1) grouped based on strategic value.
- (3) Determination of the location for placing advertisements based on strategic value as intended in paragraph (2) is regulated in a Regent's Regulation.

Part Four  
Advertising Standards

Article 13

- (1) Every advertisement installation must meet advertising standards.
- (2) Advertising standards as intended in paragraph (1), include:
  - a. ethical standards;
  - b. aesthetic standards;
  - c. technical standards;
  - d. fiscal standards;
  - e. administrative standards; And
  - f. safety standards.
- (3) Advertising standards as intended in paragraph (2) letters a to f must comply with the provisions of statutory regulations.

Part Five  
Cooperation

Article 14

- (1) The implementation of advertisements on land or assets of the Regional Government and/or public facilities belonging to the Regional Government can be collaborated with a Third Party.
- (2) Cooperation with Third Parties as intended in paragraph (1) is carried out in accordance with the provisions of statutory regulations.

CHAPTER VIII

PERMISSIONS

Article 15

- (1) Advertisement Operators are required to have permission from the Regent.
- (2) The Regent as referred to in paragraph (1) can delegate to Regional Apparatus that carries out Government affairs in the field of investment and one-stop integrated services.
- (3) The permit as intended in paragraph (1) cannot be transferred to other parties.

Article 16

- (1) Every application for an advertising permit or extension of an advertising permit submitted by the applicant must fulfill the requirements for an advertising permit.
- (2) Further provisions regarding requirements for advertising permits and extension of advertising permits as intended in paragraph (1) are regulated in Regent Regulations.

CHAPTER IX

RIGHTS, OBLIGATIONS AND PROHIBITIONS

Part One

Right

Article 17

- Advertisement Organizers have the right to: a.
- obtain services and permits;
  - b. placing advertisements at predetermined locations and time limits; And
  - c. managing advertising points.

The second part

Obligation

Article 18

- (1) Advertisement Operators are obliged to:

- a. implement the provisions contained in the permit.
  - b. pay off advertising tax and demolition deposit;
  - c. attaching advertising tax paid stickers/signs;
  - d. include the legible name of the advertising organizer easily and clearly;
  - e. managing the implementation of advertisements which includes maintaining the infrastructure used for advertisements so that they are always in good condition;
  - f. self-dismantling of advertisements installed when the installation permit deadline expires or after the permit is revoked; And
  - g. bear the risks that occur as a result of events resulting from the installation of the relevant advertisement.
- (2) Fulfillment of the obligation to pay security deposits for the demolition of advertisements and risk coverage as referred to in paragraph (1) letters b and g is regulated in a Regent's Regulation.

Part Three  
Prohibition

Article 19

Advertisement Operators are prohibited from:

- a. carrying out advertisements without permission;
- b. placing or using the location/place where the advertisement is installed not in accordance with the permits held;
- c. using advertising sizes and materials that do not comply with the permit owned;
- d. placing advertisements in city parks, trunks, tree branches, traffic signs, electricity or telephone poles, gates, monuments, bridges, monuments, government office buildings, educational environments, museums, places of worship and government centers;
- e. damaging environmental sustainability of the place installation advertising;
- f. placing advertisements across the road, except attached to pedestrian bridges; And
- g. placing advertisements that do not meet advertising standards.

CHAPTER X

CONTROL OF CIGARETTE ADVERTISING

Article 20

(1) Control of Cigarette Advertisements is carried out using the following procedures :

- a. include health warnings in the form of images and writing for at least 10% (ten percent) of the total duration of the advertisement and/or 15% (fifteen percent) of the total area of the advertisement;
- b. include the marking/writing "18+" inside  
Cigarette Advertising;
- c. do not demonstrate, use and/or display the shape or form of cigarettes or other terms that can be associated with tobacco product brands;
- d. does not include the name of the product in question as cigarettes;
- e. does not depict or suggest smoking  
provide health benefits;
- f. do not use misleading words or sentences; Which
  
- g. does not stimulate or encourage people to smoke;
- h. does not depict children, teenagers and/or pregnant women in any form  
images and/or writing;
- i. not directed at children, teenagers and/or pregnant women;
- j. not using cartoon characters as advertisement models;
  
- k. does not conflict with the values of community life;
- l. not placed in a Non-Smoking Area;
- m. not placed on main or protocol roads;
- n. must be placed parallel to the shoulder of the Road and must not cut into it  
Road or transverse; And
- o. must not exceed 72 m<sup>2</sup> (seventy-two square meters).

(2) Further provisions regarding main roads or protocols as intended in paragraph (1) letter m are regulated in Regent Regulations.

#### Article 21

In order to provide access to public health information and education, the Regional Government organizes public service advertisements regarding the dangers of smoking and the use of other addictive substances.

Article 22

- (1) The Regent carries out supervision and control over carrying out advertising.
- (2) Supervision and control as intended in paragraph (1) is carried out by the Supervision and Control Team formed by Regent's Decree.
- (3) Further provisions regarding procedures for monitoring and controlling the implementation of advertisements are regulated in a Regent's Regulation.

CHAPTER XII

COMMUNITY PARTICIPATION

Article 23

- (1) The public can participate in organizing advertisements in Area.
- (2) Community participation as intended in paragraph (1) is carried out by:
  - a. provide input, suggestions and/or suggestions in organizing advertisements;  
And
  - b. report violations of regional regulations committed by advertising organizer.
- (3) Provisions regarding procedures for implementing participation as intended in paragraph (2) are regulated in the Regent's Regulation.

CHAPTER XIII

ADMINISTRATIVE SANCTIONS

Article 24

- (1) Advertisement operators who violate the provisions as intended in Article 18 paragraph (1) letter g and Article 19 are subject to administrative sanctions.
- (2) Administrative sanctions as intended in paragraph (1) may be in the form of:
  - a. written warning;

- b. termination of advertising function;
  - c. revocation of permits; and/or
  - d. demolition of advertisements.
- (3) The demolition as referred to in paragraph (2) letter d is carried out by the regional apparatus which carries out Government sub-affairs in the field of peace and public order as well as community protection and fire sub-affairs.
- (4) The results of the demolition as intended in paragraph (3) become the authority of the regional apparatus which carries out Government sub-affairs in the field of peace and public order as well as community protection and fire sub-affairs.
- (5) Further provisions regarding procedures for imposing administrative sanctions as intended in paragraph (1) are regulated in a Regent's Regulation.

#### Article 25

Advertisement organizers who violate the provisions of Article 19, apart from being subject to administrative sanctions as intended in Article 24, may be subject to criminal sanctions.

#### CHAPTER XIV

#### INVESTIGATION

#### Article 26

- (1) Investigations into violations of this Regional Regulation are carried out by PPNS;
- (2) In carrying out investigative duties, the investigator's authority as referred to in paragraph (1) is:
- a. receive a report or complaint from someone regarding the existence of criminal acts of violation of regional regulations;
  - b. carry out first actions and inspections at the scene;
  - c. order someone to stop and check their identification suspect;
  - d. confiscating objects or letters;
  - e. taking fingerprints and photographing a person;

- f. summon people to be heard and examined as suspects or witness;
- g. bringing in experts needed in connection with the case examination;
- h. terminate the investigation, after receiving instructions from the investigator that there is not enough evidence or that the incident does not constitute a criminal act and then through the investigator inform the public prosecutor, suspect or his family; And
- i. carry out other actions according to law that can be done accountable.

CHAPTER XV

CRIMINAL SANCTIONS

Article 27

- (1) Any person or entity that violates the provisions as intended in Article 19 letter a shall be punished with imprisonment for a maximum of 3 (three) months or a fine of a maximum of IDR 50,000,000 (fifty million rupiah).
- (2) Criminal acts as intended in paragraph (1) are violations.

CHAPTER XVI

TRANSITIONAL PROVISIONS

Article 28

At the time this Regional Regulation comes into force, the Advertisement Organizer who has obtained a permit before this Regional Regulation comes into force and does not conflict with the provisions regulated in this Regional Regulation, then:

- a. the permit is declared to remain valid until the end of its term; And



b. must comply with the provisions as regulated in this Regional Regulation when applying for a permit extension.

Article 29

When this Regional Regulation comes into force, the implementing regulations for Sukoharjo Regency Regional Regulation Number 5 of 2014 concerning the Implementation of Advertisements, will still remain in effect as long as they do not conflict with this Regional Regulation.

CHAPTER XVII

CLOSING

Article 30

When this Regional Regulation comes into force, the Regional Regulation Sukoharjo Regency Number 5 of 2014 concerning the Implementation of Advertisements (Sukoharjo Regency Regional Gazette of 2014 Number 5, Supplement to Sukoharjo Regency Regional Gazette Number 212) is revoked and declared invalid.

Article 31

This local regulation are applied at the date stated.

So that everyone is aware, this Regional Regulation is ordered to be promulgated by placing it in the Sukoharjo Regency Regional Gazette.

Set in Sukoharjo

Promulgated in Sukoharjo on  
September 10 2018

on September 10, 2018

REGIONAL SECRETARY  
SUKOHARJO DISTRICT,

REGENT SUKOHARJO,

signed

signed

WARDOYO WIJAYA

AGUS SANTOSA

SUKOHARJO DISTRICT REGIONAL GAZETTE OF 2018 NUMBER 9

EXPLANATION  
ON  
REGIONAL REGULATIONS OF SUKOHARJO DISTRICT  
NUMBER 9 OF 2018  
ABOUT  
IMPLEMENTATION OF ADVERTISEMENTS

I. GENERAL

Law Number 28 of 2009 concerning Regional Taxes and Regional Levies, emphasizes that the implementation of advertising is one of the sources of Original Regional Income from the tax sector so that its implementation needs to be carried out in an orderly and controlled manner.

The Sukoharjo Regency Government has stipulated Sukoharjo Regency Regional Regulation Number 5 of 2014 concerning the Implementation of Advertisements, however, in the implementation of this Regional Regulation there are obstacles including overlapping material arrangements, material that has multiple interpretations and the absence of provisions for criminal sanctions other than that the written system is no longer there. In accordance with developments in statutory regulations, Sukoharjo Regency Regional Regulation Number 5 of 2014 concerning the Implementation of Advertisements needs to be replaced.

It is hoped that this Regional Regulation can be implemented effectively in regulating the implementation of advertisements, and with the confirmation of administrative sanctions and criminal sanctions it is hoped that they can be applied for violations of the implementation of advertisements. In this way, the business climate is expected to become more conducive, orderly, fair and provide legal certainty in order to improve advertising services in the region.

II. ARTICLE BY ARTICLE

article 1

Quite clear.

Section 2

Quite clear.

Article 3

Letter a

What is meant by the "principle of benefits" is that the implementation of advertising must be able to provide benefits to the community, the advertising organizer and the Regional Government.

Letter b

What is meant by "principle of justice" is that the implementation of advertising must be able to create proportional justice for the community, the advertising organizer and the Regional Government.

Letter c

What is meant by "safety principle" is that the implementation of advertising must provide a guarantee of safety for the public.

Letter d

What is meant by "security principle" is that the implementation of advertising must provide security guarantees for the public.

Letter e

What is meant by "principle of order" is that advertising must not disturb public order.

Letter f

What is meant by "principle of legal certainty" is that the administration of advertisements must be carried out in accordance with the provisions of statutory regulations and the existence of legal guarantees for the public, advertisement organizers and the Regional Government.

Letter g

What is meant by the "principle of cleanliness and beauty" is that advertising must pay attention to the cleanliness and beauty of the environment.

Letter h

What is meant by "principle of environmental harmony" is that advertising must pay attention to harmony with the surrounding environment.

Letter i

What is meant by "cultural principles" is that the implementation of advertisements must pay attention to life values and local and national cultural wisdom.

Article 4

Quite clear.

Article 5

Quite clear.

Article 6

Quite clear.

Article 7

Quite clear.

Article 8

Quite clear.

Article 9

Paragraph (1)

Letter a

What is meant by "advertisement boards or billboards"

are advertisements that are permanent (cannot be moved) made of boards, wood, zinc, tinplate, collibrite, vinyl, aluminum, fiberglass, glass, stone, walls or concrete, metal or other materials that similar, installed in the place provided (standing alone) or hung or attached or made to building walls, walls, fences, poles and so on, whether shining, illuminated or non-luminous.

Megatron/videotron advertisements and the like are advertisements that use a large monitor screen in the form of a billboard program or shining advertisement with changing colored images and/or writing, programmed and operated using electric power.

Letter b

What is meant by "fabric advertising" is advertising whose material objective is short-term or promoting an incidental event or activity using fabric materials, including plastic or other similar materials. This includes banners, banners, flags, flag chains, tents, kreys, banners, giant banners and standing banners.

Letter c

What is meant by "attached advertising, stickers" is advertising in the form of loose sheets, carried out by distributing, giving or asking to be pasted, attached, installed, hung on an object with the condition that the area is not more than 200 cm<sup>2</sup> per sheet.

Letter d

What is meant by "leaflet advertising" is advertising in the form of loose sheets, carried out by distribution, given or can be requested provided that it is not to be pasted, attached, mounted or hung on other objects.

## Letter e

What is meant by "moving advertising including on vehicles" is advertising that is placed on vehicles or objects that can move, which are held by being carried/pushed/pulled by people. This includes advertisements on carts, motorized or non-motorized vehicles. method

## Letter f

What is meant by "air advertising" is advertising carried out in the air using gas, lasers, planes or other similar devices.

## Letter g

What is meant by "floating advertising" is advertising that is held on water using certain tools or other similar tools.

## Letter h

What is meant by "sound advertising" is advertising that is carried out using spoken words or with sounds produced by or through a device.

## Letter i

What is meant by "film/slide advertising" is advertising that is carried out using cliche (celluloid) in the form of glass or film, or other similar materials, as a tool to be projected and/or emitted.

## Letter j

What is meant by "demonstration advertising" is advertising that is carried out by demonstrating an item with or without sound.

## Letter k

What is meant by "other types of advertising" is advertising in accordance with developments in outdoor advertising technology which can be regulated and determined by Regent Regulations.

Paragraph (2)

## Letter a

What is meant by "limited permanent advertising" is advertising that has received written permission to carry out advertising which is valid for 1 (one) year.

## Letter b

What is meant by "incidental advertising" is advertising that has received written permission to carry out advertising which is valid for less than 1 (one) year.

Paragraph (3)

Quite clear.

#### Article 10

Paragraph (1)

Quite clear.

Paragraph (2)

What is meant by "private person" is an individual citizen.

Paragraph (3)

Quite clear.

#### Article 11

Quite clear.

#### Article 12

Paragraph (1)

Quite clear.

Paragraph (2)

What is meant by "strategic value" is the measure of value determined at the locations where advertisements are placed which are categorized as locations based on the criteria of traffic density, ease of use of city layout, city center and other aspects.

Paragraph (3)

Quite clear.

#### Article 13

Paragraph (1)

Quite clear.

Paragraph (2)

Letter a

What is meant by "ethical standards" is that the content of the advertisement does not conflict with elements of SARA (Ethnicity, Religion, Race and Inter-Group) and maintains norms of politeness.

Letter b

What is meant by "aesthetic standards" is that the form and appearance of advertisements need to pay attention to aspects of beauty.

Letter c

What is meant by "technical standards" is that the advertisements installed comply with the provisions of construction standards by taking into account the design of the advertisement which must be strong enough to withstand its own weight and other influential loads.

Letter d

What is meant by "fiscal standard" is that the advertisements posted have paid off all tax obligations.

Letter e

What is meant by "administrative standards" is that the advertisements installed comply with permits.

Letter f

What is meant by "safety standards" is that the advertisements installed do not interfere with traffic and do not endanger the surrounding community.

Paragraph (3)

Quite clear.

Article 14

Quite clear.

Article 15

Quite clear.

Article 16

Quite clear.

Article 17

Quite clear.

Article 18

Quite clear.

Article 19

Quite clear.

Article 20

Quite clear.

Article 21

Quite clear.

Article 22

Quite clear.

Article 23

Quite clear.

Article 24

Quite clear.

Article 25

Quite clear.

Article 26

Quite clear.

Article 27

Quite clear.

Article 28

Quite clear.

Article 29

Quite clear.

Article 30

Quite clear.

Article 31

Quite clear.