

Abstract

This research is themed public art that will explore the existence of art in the public space of Alun-alun Cicendo, Bandung City, West Java. The artists who became case studies in this study were young artists who also contributed their sculpture in Alun-alun Cicendo, Faisal Habibi, Erwin Windu Pranata, Budi Adi Nugoroho, Nurdian Ichsan, Cecilia Patricia Untario and Wiyoga Muhardanto.

All works were reviewed and examined using Stuart Hall's Representation theory with the help of Roland Barthes's Semiotics theory. The analysis aims to find out whether the works of the artists represent the space around the Alun-alun Cicendo or not. Because one of the requirements in public art is that they must have an attachment to the space where the public art is exhibited. This study also aims to analyze what criteria have been met in the public art of Alun-alun Cicendo by using Malcolm Miles's Public Art theory. This research is descriptive qualitative. Data collection techniques used were observation, interview, and documentation techniques.

Keywords: Public art, Representation, Public Space