

Tabel 1. 1 Karakteristik reklame terpasang pada segmen 1 (Barat)

| Jenis            | Nama Reklame    | Luas (M <sup>2</sup> ) | Pesan (kata) | Jarak (m) | Tinggi (m) | V (m/det) | Cot q (S/46.5) | LS= 2tg V + S cot q |
|------------------|-----------------|------------------------|--------------|-----------|------------|-----------|----------------|---------------------|
| Neon box         | Dji Sam Soe     | 2                      | 6            | -         | 3,5        | 8,33      | 0,08           | 63,57               |
| Neon box         | Dji Sam Soe     | 2                      | 6            | 15        | 3,5        | 8,33      | 0,08           | 63,57               |
| Neon box         | Dji Sam Soe     | 2                      | 6            | 15        | 3,5        | 8,33      | 0,08           | 63,57               |
| Neon box         | Dji Sam Soe     | 2                      | 6            | 15        | 3,5        | 8,33      | 0,08           | 63,57               |
| Neon box         | Dji Sam Soe     | 2                      | 6            | 15        | 3,5        | 8,33      | 0,08           | 63,57               |
| Billboard Besar  | -               | 24                     | 8            | 45        | 5          | 8,33      | 0,11           | 74,17               |
| Billboard kecil  | Hotel santika   | 0.25                   | 2            | 30        | 3          | 8,33      | 0,06           | 42,84               |
| Billboard Sedang | D'fresh         | 6                      | 10           | 16        | 2,5        | 8,33      | 0,05           | 84,10               |
| Billboard kecil  | Suzuki ertiga   | 3                      | 6            | 10        | 2          | 8,33      | 0,04           | 63,39               |
| Neon box         | ATM Center      | 1,5                    | 2            | 180       | 3          | 8,33      | 0,06           | 42,84               |
| Neon box         | ATM BNI         | 3,5                    | 16           | -         | 0,5        | 8,33      | 0,01           | 114,96              |
| Neon box         | Realizm         | 2                      | 17           | 57        | 1          | 8,33      | 0,02           | 120,14              |
| Billboard kecil  | Dunlop          | 2                      | 12           | 162       | 4          | 8,33      | 0,09           | 94,64               |
| Neon             | VTM             | 1,5                    | 26           | 14        | 4          | 8,33      | 0,09           | 166,94              |
| Billboard sedang | Cari            | 62,5                   | 9            | 4         | 2          | 8,33      | 0,04           | 78,89               |
| Neon box         | Say bread       | 0.25                   | 4            | 12        | 2          | 8,33      | 0,04           | 53,06               |
| Neon box         | Indomaret       | 2                      | 1            | 15        | 1,7        | 8,33      | 0,04           | 37,55               |
| Billboard kecil  | Golkar          | 4                      | 1,5          | 1         | 1,7        | 8,33      | 0,04           | 40,13               |
| Billboard kecil  | Stikes maharani | 1,5                    | 3            | 1         | 2          | 8,33      | 0,04           | 47,90               |

Keterangan :

Tingkat pelayanan jalan A, kecepatan :  $\geq 80$  Km/jam = 22, 22 m/det

Tingkat pelayanan jalan B, kecepatan :  $\geq 40$  Km/jam = 11, 11 m/det

Tingkat pelayanan jalan C, kecepatan :  $\geq 30$  Km/jam = 8,33 m/det

Tingkat pelayanan jalan D, kecepatan :  $\geq 25$  Km/jam = 6,94 m/det

Tingkat pelayanan jalan E, kecepatan : 25 Km/jam = 6,94 m/det

Tingkat pelayanan jalan F, kecepatan :  $< 15$  Km/jam = 4, 17 m/det

**Tabel 1. 2 Karakteristik reklame terpasang pada segmen 1 (Timur)**

| Jenis                  | Nama Reklame             | Luas (M <sup>2</sup> ) | Pesan (kata) | Jarak | Tinggi | V (m/det) | Cot q (S/46.5) | LS= 2tg V + S cot q |
|------------------------|--------------------------|------------------------|--------------|-------|--------|-----------|----------------|---------------------|
| <b>Billboard kecil</b> | Letjen sutoyo town house | 2                      | 8            | 0     | 2      | 4,17      | 0,04           | 36,95               |
| <b>Billboard kecil</b> | Lontong mie              | 0,25                   | 2            | 0     | 1,6    | 4,17      | 0,03           | 21,41               |
| <b>Billboard kecil</b> | Atlas                    | 2                      | 1            | 0     | 2      | 4,17      | 0,04           | 18,85               |
| <b>Neon box</b>        | Dunkin Donnuts           | 1                      | 1            | 5     | 4      | 4,17      | 0,09           | 21,69               |
| <b>Neon box</b>        | Mocha resto              | 1,5                    | 4            | 7     | 3      | 4,17      | 0,06           | 26,71               |
| <b>Neon box</b>        | Dapur legit              | 1                      | 4            | 6     | 2      | 4,17      | 0,04           | 26,61               |
| <b>Neon box</b>        | FedEx                    | 1                      | 3            | 14    | 2      | 4,17      | 0,04           | 24,02               |
| <b>Neon box</b>        | Apotek Griya medika      | 2,5                    | 3            | -     | 1,7    | 4,17      | 0,04           | 24,00               |
| <b>Neon box</b>        | CSL Blueberry            | 1                      | 2            | 7     | 3      | 4,17      | 0,06           | 21,54               |
| <b>Neon box</b>        | Depot Cita rasa          | 1                      | 4            | 16    | 4      | 4,17      | 0,09           | 26,87               |
| <b>Neon box</b>        | Travel center            | 2,5                    | 14           | 10    | 0,15   | 4,17      | 0,00           | 52,38               |
| <b>Billboard kecil</b> | Look                     | 1,5                    | 3            | 9     | 3      | 4,17      | 0,06           | 24,13               |
| <b>Neon box</b>        | Distributor sparepart    | 2                      | 4            | 4     | 3      | 4,17      | 0,06           | 26,71               |
| <b>Neon box</b>        | Gamma                    | 2                      | 2            | 25    | 3      | 4,17      | 0,06           | 21,54               |
| <b>Neon box</b>        | Ayam JJ                  | 1,5                    | 4            | 1     | 2,5    | 4,17      | 0,05           | 26,66               |
| <b>Neon Box</b>        | Indomaret Point          | 2                      | 1            | 53    | 4      | 4,17      | 0,09           | 19,11               |
| <b>Neon box</b>        | ATM Bank Muamalat        | 1                      | 3            | 11    | 2,5    | 4,17      | 0,05           | 24,07               |
| <b>Neon box</b>        | ATM BCA                  | 1                      | 2            | -     | 3      | 4,17      | 0,06           | 21,54               |
| <b>Neon box</b>        | Alfamidi                 | 2,5                    | 4            | 1     | 3,5    | 4,17      | 0,08           | 26,78               |
| <b>Neon box</b>        | Bebek 24 jam             | 2                      | 4            | 25    | 1,5    | 4,17      | 0,03           | 26,57               |
| <b>Neon box</b>        | Photo Center Fujifilm    | 3                      | 6            | 33    | 3,5    | 4,17      | 0,08           | 31,96               |
| <b>Neon box</b>        | Fujifilm                 | 1                      | 3            | 11    | 3      | 4,17      | 0,06           | 24,13               |
| <b>Neon box</b>        | Waroeng Steak and sheak  | 2                      | 3            | 1     | 5      | 4,17      | 0,11           | 21,89               |
| <b>Billboard kecil</b> | Arwana tour travel       | 4                      | 10           | 84    | 2,5    | 4,17      | 0,05           | 26,66               |
| <b>Billboard kecil</b> | Hotel aria               | 2                      | 2            | 4     | 4      | 4,17      | 0,09           | 21,69               |
| <b>Neon box</b>        | Ayam Penyet Suroboyo     | 4                      | 3            | 29    | 1,7    | 4,17      | 0,04           | 26,58               |
| <b>Neon box</b>        | ATM CIMB NIAGA           | 1                      | 1            | 36    | 4      | 4,17      | 0,09           | 19,11               |
| <b>Neon box</b>        | Shopping center          | 6                      | 11           | 77    | 1      | 4,17      | 0,02           | 31,71               |

|                        |                         |    |   |    |   |      |      |       |
|------------------------|-------------------------|----|---|----|---|------|------|-------|
| <b>Neon box</b>        | Indomaret               | 2  | 1 | 10 | 4 | 4,17 | 0,09 | 21,69 |
| <b>Billboard besar</b> | Waroeng steak and sheak | 12 | 5 | 1  | 7 | 4,17 | 0,15 | 48,26 |
| <b>Billboard Besar</b> | Apartemen Soehat        | 12 | 8 | 46 | 7 | 4,17 | 0,15 | 48,26 |

Keterangan :

Tingkat pelayanan jalan A, kecepatan :  $\geq 80$  Km/jam = 22, 22 m/det

Tingkat pelayanan jalan B, kecepatan :  $\geq 40$  Km/jam = 11, 11 m/det

Tingkat pelayanan jalan C, kecepatan :  $\geq 30$  Km/jam = 8,33 m/det

Tingkat pelayanan jalan D, kecepatan :  $\geq 25$  Km/jam = 6,94 m/det

Tingkat pelayanan jalan E, kecepatan : 25 Km/jam = 6,94 m/det

Tingkat pelayanan jalan F, kecepatan :  $< 15$  Km/jam = 4, 17 m/det

Tabel 1. 3 Karakteristik reklame terpasang pada segmen 2 (Barat)

| Jenis                   | Nama Reklame            | Luas (M <sup>2</sup> ) | Pesan (kata) | Jarak (M) | Tinggi (M) | V (m/det) | Cot q (S/46.5) (M) | LS= 2tg V + S cot q (M) |
|-------------------------|-------------------------|------------------------|--------------|-----------|------------|-----------|--------------------|-------------------------|
| Neon box                | Pizza hut               | 2.25                   | 2            | 0         | 9          | 8,33      | 0,19               | 44,39                   |
| Billboard sedang        | Light house of printing | 15                     | 9            | 1,5       | 2          | 8,33      | 0,04               | 78,89                   |
| Neon box                | alfamart                | 2.25                   | 4            | 6,5       | 4          | 8,33      | 0,09               | 53,32                   |
| Neon box                | Indosat                 | 1,5                    | 4            | 0         | 3,5        | 8,33      | 0,08               | 53,24                   |
| Neon box                | Pool and caffe          | 2                      | 3            | 45        | 3          | 8,33      | 0,06               | 48,01                   |
| Neon box                | Indomaret               | 2                      | 1            | 55        | 4          | 8,33      | 0,09               | 37,83                   |
| Billboard sedang        | Tika                    | 10                     | 4            | 10        | 5          | 8,33      | 0,11               | 53,52                   |
| Billboard susun (kecil) | Fastbreak               | 10                     | 15           | 16        | 1          | 8,33      | 0,02               | 114,98                  |
| Neon box                | ATM BTN                 | 2                      | 2            | 15        | 4          | 8,33      | 0,09               | 42,99                   |
| Neon box                | BII                     | 2                      | 2            | 1         | 3          | 8,33      | 0,06               | 42,84                   |
| Neon box                | Didiets (susun)         | 5                      | 10           | 10        | 1          | 8,33      | 0,02               | 83,99                   |
| Neon                    | Gang djangkrik          | 0,75                   | 2            | 1         | 3          | 8,33      | 0,06               | 42,84                   |
| Noen                    | BNI                     | 2                      | 2            | 19        | 3,5        | 8,33      | 0,08               | 42,91                   |
| Neon                    | JTV                     | 0,75                   | 8            | 0,5       | 2          | 8,33      | 0,04               | 73,72                   |
| Neon                    | Oscar                   | 0,75                   | 5            | 4,5       | 2          | 8,33      | 0,04               | 58,23                   |
| Billboard sedang        | Harris                  | 3                      | 4            | 9         | 2          | 8,33      | 0,04               | 53,06                   |
| Billboard kecil         | Mesin Packing           | 1,5                    | 3            | 20        | 2          | 8,33      | 0,04               | 47,90                   |
| Neon box                | Merpati                 | 2                      | 1            | 15        | 2,5        | 8,33      | 0,05               | 37,62                   |
| Neon box                | Venny's Salon           | 1                      | 5            | 16        | 3          | 8,33      | 0,06               | 58,34                   |
| Neon box                | Abah Odil               | 1,5                    | 6            | 22        | 3          | 8,33      | 0,06               | 63,50                   |
| Neon box                | Bugar massage           | 1,5                    | 3            | 9         | 3          | 8,33      | 0,06               | 48,01                   |
| Neon box                | ATM Mandiri             | 1,5                    | 2            | 16        | 3          | 8,33      | 0,06               | 42,84                   |
| Neon box                | Walikan                 | 1                      | 2            | 14        | 3          | 8,33      | 0,06               | 42,84                   |

Keterangan :

Tingkat pelayanan jalan A, keceepatan :  $\geq 80$  Km/jam = 22, 22 m/det  
Tingkat pelayanan jalan B, keceepatan :  $\geq 40$  Km/jam = 11, 11 m/det  
Tingkat pelayanan jalan C, keceepatan :  $\geq 30$  Km/jam = 8,33 m/det  
Tingkat pelayanan jalan D, keceepatan :  $\geq 25$  Km/jam = 6,94 m/det

Tingkat pelayanan jalan E, keceepatan : 25 Km/jam = 6,94 m/det  
Tingkat pelayanan jalan F, keceepatan :  $< 15$  Km/jam = 4, 17 m/det



Tabel 1. 4 Karakteristik reklame terpasang pada segmen 2 (timur)

| Jenis            | Nama Reklame              | Luas (M <sup>2</sup> ) | Pesan (kata) | Jarak (M) | Tinggi (M) | V (m/det) | Cot q (S/46.5) (M) | LS= 2tg V + S cot q (M) |
|------------------|---------------------------|------------------------|--------------|-----------|------------|-----------|--------------------|-------------------------|
| Neon box         | Dunhill                   | 2                      | 5            | 0         | 3,5        | 8,33      | 0,08               | 58                      |
| Billboard besar  | -                         | 24                     | 0            | 1         | 7          | 8,33      | 0,15               | 33                      |
| Neon box         | Dunhill                   | 2                      | 5            | 9         | 3,5        | 8,33      | 0,08               | 58                      |
| Neon Box         | Griya bugar               | 1.5                    | 2            | 13        | 3,5        | 8,33      | 0,08               | 43                      |
| Neon box         | Dunhill                   | 2                      | 5            | 18        | 3,5        | 8,33      | 0,08               | 58                      |
| Neon Box         | Dunhill                   | 2                      | 5            | 2         | 3,5        | 8,33      | 0,08               | 79                      |
| Neon box         | Soto ayam ambangan        | 1                      | 5            | 5         | 2          | 8,33      | 0,04               | 58                      |
| Neon box         | Dunhill                   | 2                      | 5            | 1         | 3,5        | 8,33      | 0,08               | 58                      |
| Neon box         | Dunhill                   | 2                      | 5            | 6         | 3,5        | 8,33      | 0,08               | 58                      |
| Neon box         | Rumah udang               | 1.5                    | 5            | 4         | 1,5        | 8,33      | 0,03               | 58                      |
| Neon box         | Dunhill                   | 2                      | 5            | 5         | 3,5        | 8,33      | 0,08               | 58                      |
| Neon box         | Warung lesehan Yogyakarta | 1                      | 2            | 20        | 2          | 8,33      | 0,04               | 58                      |
| Billboard sedang | Coca cola                 | 2                      | 2            | 0         | 2,5        | 8,33      | 0,05               | 43                      |
| Billboard kecil  | Semen gresik              | 2                      | 3            | 0         | 2,5        | 8,33      | 0,05               | 43                      |
| Billboard kecil  | Service AC                | 2                      | 11           | 19        | 4          | 8,33      | 0,09               | 48                      |
| Neon Box         | Gamma susu                | 1.5                    | 2            | 1         | 4          | 8,33      | 0,09               | 89                      |
| Neon box         | Warung baku dapa Manado   | 1.5                    | 4            | 4         | 4          | 8,33      | 0,09               | 43                      |
| Neon box         | Zurich                    | 1                      | 1            | 90        | 3          | 8,33      | 0,06               | 53                      |
| Billboard kecil  | A mild                    | 1.5                    | 4            | 29        | 3          | 8,33      | 0,06               | 38                      |

Keterangan :

Tingkat pelayanan jalan A, kecepatan :  $\geq 80$  Km/jam = 22, 22 m/det

Tingkat pelayanan jalan B, kecepatan :  $\geq 40$  Km/jam = 11, 11 m/det

Tingkat pelayanan jalan C, kecepatan :  $\geq 30$  Km/jam = 8,33 m/det

Tingkat pelayanan jalan D, kecepatan :  $\geq 25$  Km/jam = 6,94 m/det

Tingkat pelayanan jalan E, kecepatan : 25 Km/jam = 6,94 m/det

Tingkat pelayanan jalan F, kecepatan :  $< 15$  Km/jam = 4, 17 m/det

Tabel 1. 5 Karakteristik reklame terpasang pada segmen 3 (timur)

| Jenis            | Nama Reklame            | Luas (M <sup>2</sup> ) | Pesan (kata) | Jarak | Tinggi | V (m/det) | Cot q (S/46.5) | LS= 2tg V + S cot q |
|------------------|-------------------------|------------------------|--------------|-------|--------|-----------|----------------|---------------------|
| Billboard Besar  | Permata jingga          | 12                     | 5            | 0     | 5      | 8,33      | 0,11           | 58                  |
| Billboard kecil  | Red Mild                | 1,5                    | 8            | 1     | 3      | 8,33      | 0,06           | 73                  |
| Billboard kecil  | -                       | 1,5                    | 4            | 2     | 3      | 8,33      | 0,06           | 53                  |
| Billboard kecil  | Golkar                  | 3                      | 7            | 2     | 2      | 8,33      | 0,04           | 68                  |
| Billboard sedang | Shimizu                 | 6                      | 10           | 175   | 2      | 8,33      | 0,04           | 84                  |
| Neon box         | Home scholling          | 0,5                    | 3            | 19    | 2      | 8,33      | 0,04           | 47                  |
| Billboard kecil  | SPA                     | 2                      | 8            | 14    | 2,5    | 8,33      | 0,05           | 73                  |
| Billboard kecil  | Center point            | 2                      | 13           | 7     | 2      | 8,33      | 0,04           | 99                  |
| Billboard Besar  | AGA                     | 10                     | 6            | 1     | 7,6    | 8,33      | 0,16           | 64                  |
| Billboard Sedang | Bangunan Indah Graha    | 8                      | 14           | 4     | 3      | 8,33      | 0,06           | 104                 |
| Billboard kecil  | ELT                     | 2                      | 3            | 23    | 4      | 8,33      | 0,09           | 48                  |
| Neon box         | Bank BRI                | 1,5                    | 5            | 5     | 3      | 8,33      | 0,06           | 58                  |
| Neon box         | ATM BRI                 | 1,5                    | 3            | 1     | 3      | 8,33      | 0,06           | 48                  |
| Neon box         | Topping                 | 1                      | 4            | 5     | 3      | 8,33      | 0,06           | 53                  |
| Billboard kecil  | Stikes maharani         | 1,5                    | 3            | 7     | 2,5    | 8,33      | 0,05           | 47                  |
| Billboard kecil  | Warung cowek pawon solo | 3                      | 11           | 5     | 4      | 8,33      | 0,09           | 89                  |
| Neon box         | Warung cowek pawon solo | 2                      | 26           | 26    | 1      | 8,33      | 0,02           | 166                 |
| Billboard kecil  | D'amous                 | 2                      | 6            | 17    | 4      | 8,33      | 0,09           | 63                  |
| Billboard besar  | Centroone               | 10                     | 7            | 13    | 4,5    | 8,33      | 0,10           | 68                  |
| Neon box         | ATM Mandiri             | 1,5                    | 3            | 23    | 3      | 8,33      | 0,06           | 48                  |
| Neon box         | Digital printing        | 2                      | 2            | 12    | 3      | 8,33      | 0,06           | 42                  |
| Billboard kecil  | Ady Salon               | 1                      | 5            | 0     | 2,5    | 8,33      | 0,05           | 58                  |
| Neon box         | Dapur kota              | 1,5                    | 8            | 5     | 4      | 8,33      | 0,09           | 73                  |
| Neon box         | Indomaret               | 2                      | 1            | 6     | 4      | 8,33      | 0,09           | 37                  |
| Neon box         | ATM Mandiri             | 2                      | 2            | 8     | 3      | 8,33      | 0,06           | 42                  |
| Neon box         | Bebek goreng            | 2                      | 6            | 62    | 4      | 8,33      | 0,09           | 63                  |
| Neon box         | AyamQu                  | 1,5                    | 2            | 10    | 4      | 8,33      | 0,09           | 42                  |
| Neon box         | Forsa                   | 2                      | 7            | 10    | 3      | 8,33      | 0,06           | 68                  |
| Neon box         | Griya sehat             | 1,5                    | 16           | 35    | 3      | 8,33      | 0,06           | 115                 |

| Jenis           | Nama Reklame  | Luas (M <sup>2</sup> ) | Pesan (kata) | Jarak | Tinggi | V (m/det) | Cot q (S/46.5) | LS= $\frac{2tg V + S}{cot q}$ |
|-----------------|---------------|------------------------|--------------|-------|--------|-----------|----------------|-------------------------------|
| Neon box        | PHOTO COPY    | 0,5                    | 2            | 26    | 2,5    | 8,33      | 0,05           | 42                            |
| Billboard kecil | Virtual Merce | 1                      | 3            | 8     | 2,5    | 8,33      | 0,05           | 47                            |
| Neon box        | Noodle        | 2                      | 5            | 34    | 4      | 8,33      | 0,09           | 58                            |
| Neon box        | Madona        | 1                      | 5            | 11    | 4      | 8,33      | 0,09           | 58                            |
| Neon box        | Indomaret     | 2                      | 1            | 6     | 4      | 8,33      | 0,09           | 37                            |
| Billboard kecil | Pilar jaya    | 0.5                    | 5            | 6     | 2,5    | 8,33      | 0,05           | 58                            |
| Neon box        | A Mild        | 2                      | 1            | 25    | 1,5    | 8,33      | 0,03           | 37                            |

Keterangan :

Tingkat pelayanan jalan A, kecepatan :  $\geq 80$  Km/jam = 22, 22 m/det

Tingkat pelayanan jalan B, kecepatan :  $\geq 40$  Km/jam = 11, 11 m/det

Tingkat pelayanan jalan C, kecepatan :  $\geq 30$  Km/jam = 8,33 m/det

Tingkat pelayanan jalan D, kecepatan :  $\geq 25$  Km/jam = 6,94 m/det

Tingkat pelayanan jalan E, kecepatan : 25 Km/jam = 6,94 m/det

Tingkat pelayanan jalan F, kecepatan :  $< 15$  Km/jam = 4, 17 m/det

Tabel 1. 6 Karakteristik reklame terpasang pada segmen 3 (Barat)

| Jenis                   | Nama Reklame                   | Luas (M <sup>2</sup> ) | Pesan (kata) | Jarak | Tinggi | V (m/det) | Cot q (S/46.5) | LS= 2tg V + S cot q |
|-------------------------|--------------------------------|------------------------|--------------|-------|--------|-----------|----------------|---------------------|
| <b>Billboard Sedang</b> |                                | 24                     | 15           | 0     | 5      | 8,33      | 0,11           | 110                 |
| <b>Billboard kecil</b>  | Red Mild                       | 3                      | 6            | 1     | 2,5    | 8,33      | 0,05           | 63                  |
| <b>Neon box</b>         | D' lounge                      | 2                      | 2            | 20    | 1      | 8,33      | 0,02           | 42                  |
| <b>Neon box</b>         | Dim sum                        | 1,5                    | 7            | 0     | 2,5    | 8,33      | 0,05           | 68                  |
| <b>Neon box</b>         | Ayam goreng dapur sambal pedas | 1,5                    | 5            | 4     | 2      | 8,33      | 0,04           | 58                  |
| <b>Billboard kecil</b>  | Warung nasi bu gito            | 1                      | 7            | 12    | 2      | 8,33      | 0,04           | 68                  |
| <b>Neon box</b>         | ATM BNI                        | 1                      | 2            | 3     | 4      | 8,33      | 0,09           | 42                  |
| <b>Neon box</b>         | ATM BRI                        | 1                      | 2            | 9     | 4      | 8,33      | 0,09           | 42                  |
| <b>Billboard kecil</b>  | Honda                          | 2                      | 4            | 28    | 3      | 8,33      | 0,06           | 53                  |
| <b>Billboard Kecil</b>  | BPKB                           | 2                      | 6            | 0     | 3      | 8,33      | 0,06           | 63                  |
| <b>Neon box</b>         | Kue Gaya Baru                  | 1,5                    | 3            | 45    | 4      | 8,33      | 0,09           | 48                  |
| <b>Neon box</b>         | Sekolah pramugari              | 1,5                    | 2            | 86    | 1,7    | 8,33      | 0,04           | 42                  |
| <b>Neon box</b>         | Blackberry                     | 2                      | 3            | 0.5   | 3      | 8,33      | 0,06           | 48                  |
| <b>Neon box</b>         | Big burger                     | 2                      | 5            | 6.5   | 1,8    | 8,33      | 0,04           | 58                  |
| <b>Billboard besar</b>  | XL                             | 12                     | 6            | 54    | 5,7    | 8,33      | 0,12           | 64                  |
| <b>Billboard kecil</b>  | -                              | 2                      | 0            | 47    | 2,5    | 8,33      | 0,05           | 32                  |
| <b>Billboard kecil</b>  | Bakso kikil seruni             | 1                      | 3            | 17    | 3      | 8,33      | 0,06           | 48                  |
| <b>Neon box</b>         | Rumah sakit permata bunda      | 2                      | 4            | 17    | 2,5    | 8,33      | 0,05           | 53                  |
| <b>Neon box</b>         | Rumah sakit permata bunda      | 3,5                    | 20           | 5     | 2      | 8,33      | 0,04           | 135                 |
| <b>Neon box</b>         | ATM BCA                        | 1                      | 2            | 4     | 3      | 8,33      | 0,06           | 42                  |
| <b>Bando Jalan</b>      | -                              | 24                     | 0            | 27    | 5      | 8,33      | 0,11           | 32                  |
| <b>Billboard kecil</b>  | Holcim                         | 1,5                    | 3            | 15    | 3      | 8,33      | 0,06           | 48                  |
| <b>Billboard kecil</b>  | Shimizu                        | 3                      | 6            | 0.5   | 3,5    | 8,33      | 0,08           | 63                  |
| <b>Billboard kecil</b>  | Bakso Damas                    | 1                      | 2            | 28,5  | 3,5    | 8,33      | 0,08           | 42                  |
| <b>Neon box</b>         | K-24                           | 1                      | 2            | 56    | 4      | 8,33      | 0,09           | 42                  |
| <b>Billboard kecil</b>  | Lotus Harmoni medika           | 2,5                    | 3            | 14    | 2,5    | 8,33      | 0,05           | 47                  |
| <b>Neon box</b>         | Pia cap mangkok                | 1,5                    | 4            | 42    | 3      | 8,33      | 0,06           | 53                  |
| <b>Neon box</b>         | Natasha                        | 2                      | 3            | 20    | 3      | 8,33      | 0,06           | 48                  |



| Jenis            | Nama Reklame | Luas (M <sup>2</sup> ) | Pesan (kata) | Jarak | Tinggi | V (m/det) | Cot q (S/46.5) | LS= 2tg V + S cot q |
|------------------|--------------|------------------------|--------------|-------|--------|-----------|----------------|---------------------|
| Billboard sedang | Relaxa       | 4,5                    | 4            | 6     | 1,5    | 8,33      | 0,03           | 53                  |
| Billboard kecil  | -            | 0,5                    |              | 20    | 3      | 8,33      | 0,06           | 32                  |
| Billboard kecil  | PDAM         | 1,5                    | 2            | 17    | 3      | 8,33      | 0,06           | 42                  |
| Billboard sedang | Pajak        | 5                      | 8            | 6     | 3,5    | 8,33      | 0,08           | 73                  |
| Billboard Sedang | -            | 6                      | 0            | 5     | 3,5    | 8,33      | 0,08           | 32                  |

Keterangan :

Tingkat pelayanan jalan A, kecepatan :  $\geq 80$  Km/jam = 22, 22 m/det

Tingkat pelayanan jalan B, kecepatan :  $\geq 40$  Km/jam = 11, 11 m/det

Tingkat pelayanan jalan C, kecepatan :  $\geq 30$  Km/jam = 8,33 m/det

Tingkat pelayanan jalan D, kecepatan :  $\geq 25$  Km/jam = 6,94 m/det

Tingkat pelayanan jalan E, kecepatan : 25 Km/jam = 6,94 m/det

Tingkat pelayanan jalan F, kecepatan :  $< 15$  Km/jam = 4, 17 m/det

**Tabel 1. 7 Perhitungan Tingkat Pelayanan Jalan Segmen 1 (Barat) Koridor Jalan Soekarno-Hatta Kota Malang**

| Segmen           | Waktu                             | Volume Lalu Lintas | Kapasitas Jalan | V/C   | LOS (Level Of Service) |
|------------------|-----------------------------------|--------------------|-----------------|-------|------------------------|
| Segmen 1 (Barat) | 07.00 - 08.00                     | 1081,60            | 1574,58         | 0,687 | C                      |
|                  | 12.00 - 13.00                     | 771,25             | 1574,58         | 0,490 | C                      |
|                  | 16.00 - 17.00                     | 683,09             | 1574,58         | 0,434 | B                      |
|                  | Rata-rata tingkat pelayanan jalan |                    |                 | 0,537 | C                      |

**Tabel 1. 8 Perhitungan Tingkat Pelayanan Jalan Segmen 1 (Timur) Koridor Jalan Soekarno-Hatta Kota Malang**

| Segmen           | Waktu                             | Volume Lalu Lintas | Kapasitas Jalan | V/C      | LOS (Level Of Service) |
|------------------|-----------------------------------|--------------------|-----------------|----------|------------------------|
| Segmen 1 (Timur) | 07.00 - 08.00                     | 1257,3             | 1574,58         | 0,799    | D                      |
|                  | 12.00 - 13.00                     | 2102,85            | 1574,58         | 1,336    | F                      |
|                  | 16.00 - 17.00                     | 1808,31            | 1574,58         | 1,148    | F                      |
|                  | Rata-rata tingkat pelayanan jalan |                    |                 | 1,094149 | F                      |

**Tabel 1. 9 Perhitungan Tingkat Pelayanan Jalan Segmen 2 (Barat) Koridor Jalan Soekarno-Hatta Kota Malang**

| Segmen           | Waktu                             | Volume Lalu Lintas | Kapasitas Jalan | V/C      | LOS (Level Of Service) |
|------------------|-----------------------------------|--------------------|-----------------|----------|------------------------|
| Segmen 2 (Barat) | 07.00 - 08.00                     | 1074,90            | 1574,58         | 0,683    | C                      |
|                  | 12.00 - 13.00                     | 627,95             | 1574,58         | 0,399    | B                      |
|                  | 16.00 - 17.00                     | 578,54             | 1574,58         | 0,367    | B                      |
|                  | Rata-rata tingkat pelayanan jalan |                    |                 | 0,482963 | C                      |

**Tabel 1. 10 Perhitungan Tingkat Pelayanan Jalan Segmen 2 (Timur) Koridor Jalan Soekarno-Hatta Kota Malang**

| Segmen           | Waktu                             | Volume Lalu Lintas | Kapasitas Jalan | V/C      | LOS (Level Of Service) |
|------------------|-----------------------------------|--------------------|-----------------|----------|------------------------|
| Segmen 2 (Timur) | 07.00 - 08.00                     | 1359,11            | 1574,58         | 0,863    | E                      |
|                  | 12.00 - 13.00                     | 956,51             | 1574,58         | 0,607    | C                      |
|                  | 16.00 - 17.00                     | 949,53             | 1574,58         | 0,603    | C                      |
|                  | Rata-rata tingkat pelayanan jalan |                    |                 | 0,691223 | C                      |

**Tabel 1. 11 Perhitungan Tingkat Pelayanan Jalan Segmen 3 (Barat) Koridor Jalan Soekarno-Hatta Kota Malang**

| Segmen           | Waktu                             | Volume Lalu Lintas | Kapasitas Jalan | V/C      | LOS (Level Of Service) |
|------------------|-----------------------------------|--------------------|-----------------|----------|------------------------|
| Segmen 3 (Barat) | 07.00 - 08.00                     | 769,23             | 1574,58         | 0,489    | C                      |
|                  | 12.00 - 13.00                     | 1047,50            | 1574,58         | 0,665    | C                      |
|                  | 16.00 - 17.00                     | 854,52             | 1574,58         | 0,543    | C                      |
|                  | Rata-rata tingkat pelayanan jalan |                    |                 | 0,565496 | C                      |

**Tabel 1. 12 Perhitungan Tingkat Pelayanan Jalan Segmen 3 (Timur) Koridor Jalan Soekarno-Hatta Kota Malang**

| Segmen           | Waktu                             | Volume Lalu Lintas | Kapasitas Jalan | V/C      | LOS (Level Of Service) |
|------------------|-----------------------------------|--------------------|-----------------|----------|------------------------|
| Segmen 3 (Timur) | 07.00 - 08.00                     | 1077,80            | 1574,58         | 0,685    | C                      |
|                  | 12.00 - 13.00                     | 1016,30            | 1574,58         | 0,645    | C                      |
|                  | 16.00 - 17.00                     | 1007,74            | 1574,58         | 0,640    | C                      |
|                  | Rata-rata tingkat pelayanan jalan |                    |                 | 0,656652 | C                      |

Tabel 1. 13 Tingkat Pelayanan Jalan Pada Lokasi titik pengambilan sampel komposisi ukuran reklame

| Waktu         | Volume lalu lintas<br>(smp/jam) | Kapasitas Jalan | V/C   | LOS (Level Of Service) |
|---------------|---------------------------------|-----------------|-------|------------------------|
| 00.00 - 01.00 | 81,04                           | 1574,58         | 0,051 | A                      |
| 01.00 - 02.00 | 160,01                          | 1574,58         | 0,102 | A                      |
| 02.00 - 03.00 | 238,97                          | 1574,58         | 0,152 | A                      |
| 03.00 - 04.00 | 317,94                          | 1574,58         | 0,202 | B                      |
| 04.00 - 05.00 | 396,90                          | 1574,58         | 0,252 | B                      |
| 05.00 - 06.00 | 475,87                          | 1574,58         | 0,302 | B                      |
| 06.00 - 07.00 | 554,83                          | 1574,58         | 0,352 | B                      |
| 07.00 - 08.00 | 633,80                          | 1574,58         | 0,403 | B                      |
| 08.00 - 09.00 | 985,40                          | 1574,58         | 0,626 | C                      |
| 09.00 - 10.00 | 1070,40                         | 1574,58         | 0,680 | C                      |
| 10.00 - 11.00 | 1154,20                         | 1574,58         | 0,733 | D                      |
| 11.00 - 12.00 | 1236,20                         | 1574,58         | 0,785 | D                      |
| 12.00 - 13.00 | 1053,20                         | 1574,58         | 0,669 | C                      |
| 13.00 - 14.00 | 1122,89                         | 1574,58         | 0,713 | D                      |
| 14.00 - 15.00 | 1191,14                         | 1574,58         | 0,756 | D                      |
| 15.00 - 16.00 | 1259,79                         | 1574,58         | 0,800 | D                      |
| 16.00 - 17.00 | 1328,01                         | 1574,58         | 0,843 | D                      |
| 17.00 - 18.00 | 1113,07                         | 1574,58         | 0,707 | D                      |
| 18.00 - 19.00 | 954,24                          | 1574,58         | 0,606 | C                      |
| 19.00 - 20.00 | 795,41                          | 1574,58         | 0,505 | C                      |
| 20.00 - 21.00 | 636,58                          | 1574,58         | 0,404 | B                      |
| 21.00 - 22.00 | 477,75                          | 1574,58         | 0,303 | B                      |
| 22.00 - 23.00 | 318,92                          | 1574,58         | 0,203 | B                      |
| 23.00 - 24.00 | 160,09                          | 1574,58         | 0,102 | A                      |

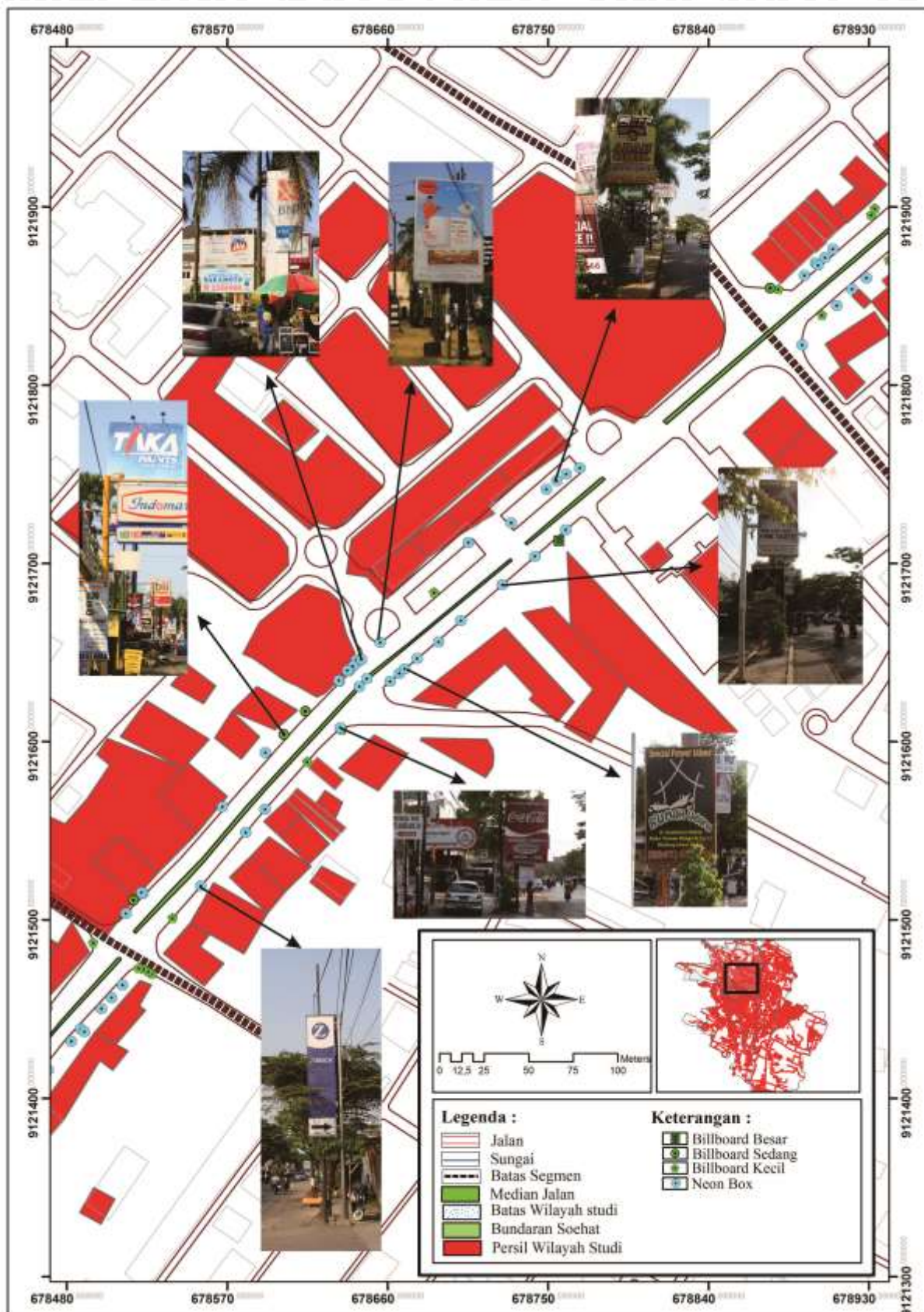




Gambar 1. Fotomapping segmen 1

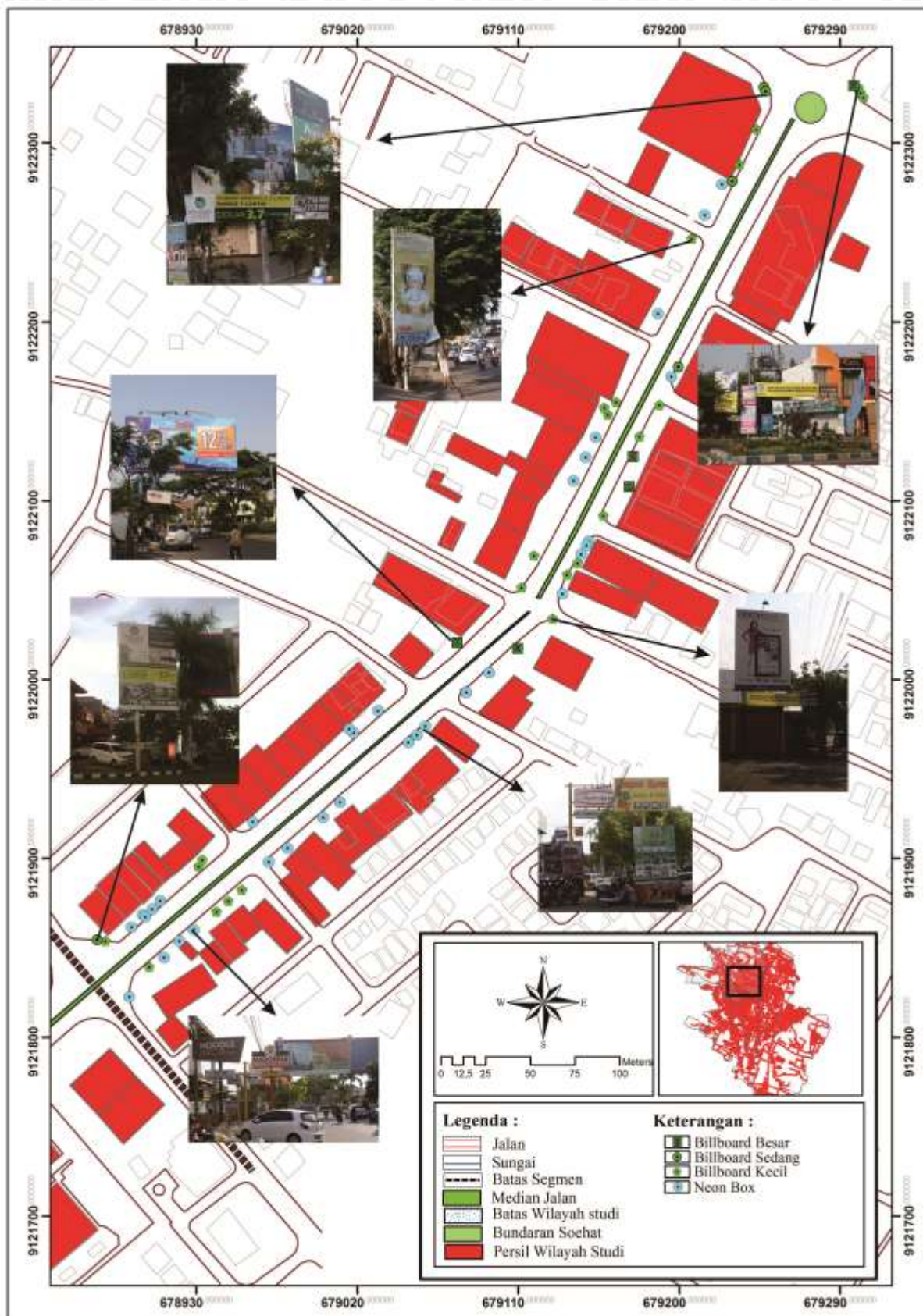
LAMPIRAN





Gambar 2. Fotomapping segmen 2





Gambar 3. Fotomapping segmen 3