



**LEGAL ACTION OF MOUNTING ADVERTISEMENT WHICH IS NOT  
IN ACCORDANCE WITH THE REGIONAL REGULATION OF  
SURABAYA CITY NUMBER 10 OF 2009 ON AMENDMENT OF THE  
REGIONAL REGULATION OF SURABAYA CITY NUMBER 8 OF 2006  
ON THE IMPLEMENTATION OF ADVERTISING AND  
ADVERTISEMENT TAX**

Name : Aditya Mahardika Putra  
Major/ Course : Law / Science of Law  
Advisor : Prof. Dr. Lanny Kusumawati, Dra., S.H., M.Hum,  
H. Sudarsono, S.H., M.S

**ABSTRACT**

Abstract - This study entitled Legal Action of Mounting Advertisement, which is not in Accordance with the Regional Regulation of Surabaya City number 10 of 2009 on Amendment of the Regional Regulation of Surabaya City number 8 of 2006 on the Implementation of Advertising and Advertisement Tax. Practical purpose of this study might be able to know that whether legal action in the implementation of advertisement was made by the X tobacco company in the Surabaya region without official permission or not. In addition, it can be said that permit application is in the form of one billboard two billboards held in practical situation, which is in terms of the Regional Regulation of Surabaya City number 10 of 2009 on Amendment of The Regional Regulation of Surabaya City number 8 of 2006 on the implementation of advertising and advertisement tax. The conclusions are emerged that the X tobacco company placed advertisement in the region of Surabaya city was the advertising types of Megatron and had an official permission. In the other side, under its advertisement there was another X tobacco company billboard, which had not had an official permission, yet it was placed for months. Its action was against Article 2 of the Regional Regulation of Surabaya City number 10 of 2009 on amendment of the Regional Regulation of Surabaya City number 8 of 2006. The action of X tobacco company related to advertising implementation can not be justified. Inasmuch as every person or institution, which will hold the advertisement, must obtain official permission form or authorization from the Head of Region by filing an official request through the Office for Human Settlements and Spatial Planning for temporary advertisement and permanent advertisement or incidental proposal through the Head of the Office for Revenue and Financial Management. The Head of Region authorizes to dismantle advertisements that do not have authorization in accordance with Article 32 of Regional Regulation of Surabaya City number 10 of 2009 on Amendment of Regional Regulation of Surabaya City number 8 of 2006. There are many lawbreakers related to its authorization, specifically to place advertisements in Surabaya and it has been a must for local government reacts and gives disciplinary sanction in order to have the adverse effect, also the effective sanction.

**Keywords : Legal Action of Mounting Advertisement, which is not in Accordance with Official Permission**