

ABSTRACK

SETYA AJI PRAMANA **“MILLENIALS PREFERENCES IN CHOOSING VERTICAL HOUSING IN BEKASI TIMUR LRT STATION AREA”**

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Jakarta is the centre of Indonesian economic. It defines a major number of people doing works in the city in relation to the availability of work opportunities, not to mention the daily commuter trips of workers from Greater Jakarta satellite areas, including Bekasi, Depok, Bogor, and Tangerang, to Jakarta city centre. Moreover, the trips generated resulted in congestion and ineffective cost and time wasted each day of Jakarta economic activities.

One of the extra problems from this transportational pattern is an insufficient supply to housing needs related to Jakarta economic growth, especially for Millenials age category as the recent group of active workers. From literature study and surveys conducted for this paper, it appears that Millenials found financial obstacle to fulfill their housing needs in the city centre, therefore they prefer to choose much affordable housing in Jakarta satellite areas, especially those are connected to train or LRT Stations. This study aims to identify Millenials preferences in choosing housing types in one of the Jakarta satellite areas, Bekasi Timur, which is connected to Bekasi Timur LRT Station, especially in vertical housing case. Sample preferences is analysed based on apartment's location, facilities, unit type, unit price, and payment schemes factors. This research took case study in LRT City Bekasi Timur superblock development, including three vertical housing developments, Eastern Green Apartment, Green Avenue Apartment, and Grand Dhika City Apartment.

Key words: Bekasi Timur, LRT Station, millenials, vertical housings, housing preferences.