

STUDI PERUBAHAN PROFIL EKONOMI PENGHUNI TERKAIT LOKASI
RUMAH SUSUN
STUDI KASUS: BANDAR KEMAYORAN, KEBAGUSAN CITY DAN SENTRA
TIMUR RESIDENCE

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Flat as vertical housing is one of the housing options in urban areas that is considered a strategy to overcome the problem of limited ability of people's purchasing power for home tread because of the high price of land in urban areas. One form of Government support through the Ministry of Housing in cooperation with private parties is the existence of subsidized rusunami program for certain communities with relatively affordable or cheaper prices and there is a standard price range than the price of the apartment. But the practice along with the running programs about rusunami misdirected in the allocation of ownership rusunami it. Rusunami units are purchased for the purpose of being sold back to the secondary market or leased or made into large investments by the upper class. As a result, the gap between the needs of the residence and its availability remains a considerable distance. Various rusunami located in Jakarta and surrounding areas currently each have a charm or individual factors for the inhabitants either from close to the city center or workplace, proximity to the support facilities and environmental diversity around the rusunami to determine the residents in determining the location rusunami them. So that the occurrence of occupancy in a rusunami in this sample of research taken is Bandar Kemayoran, Kebagusan City and Sentra Timur Residence can be seen with the location theory for the selection of shelter and the impact of changes that occur in terms of economic profiles that changed at the time before and after living in rusunami. The results of this study indicate if each location has its own role in changing the economic profile of the occupants that occur, such as how much change in terms of field work and income of residents which each location has a big difference percentage change that occurred.

Keywords: flat, location flats, household economic profile change.