

ABSTRACT

FLORENTIA “A STUDY ON FACTOR THAT DRIVE PHENOMENON OF
MODERNIZATION IN WEST BEKASI”
CASE STUDY : PERUMAHAN GRIYA BINTARA INDAH

Along with the development of the city, an increase in density and land price increases more expensive, causing the cities supporting Jakarta, such as Bogor, Depok, Tangerang and Bekasi, become a city that has the same facilities as Jakarta. In its growth, the city requires a variety of components to support the survival of its citizens, where shelter / housing is one of the largest components. House development not only happen on vacant land (new development), but also occur on lands that have been standing of the existing building. The method that was used In this research is descriptive qualitative method. At Griya Bintara Indah estate in recent years was growing phenomenon of modernization. Many homes in Griya Bintara Indah estate which has lain dormant and no longer occupied by the owner, who then sold, with prices relatively cheap. It is becoming an opportunity for parties to modernize the houses in the search for profits, so 40% houses in Griya Bintara Indah estate has been modernized. This phenomenon of modernization is driven by several factors, which are categorized into external factors and internal factors.

Keywords: modernization; external factor; internal factor