

ABSTRACT

DEWI “*ROLE STUDY OF LOCATION FACTORS TO PROFILE OF
RUSUNAMI RESIDENTS IN JAKARTA*”
CASE STUDY KEBAGUSAN CITY, BANDAR KEMAYORAN, AND SENTRA
TIMUR RESIDENCE

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Rusunami (flats) is one solution to overcome the problem of house needs, limited land, and high value of land in Jakarta. Currently in Jakarta has developed about 26 rusunami with approximately 60.000 units. In the beginning, the target of Rusunami development is to meet the needs of habitable residences for the middle to lower society with an affordable selling price of about Rp 144.000.000,00. But the problems is that rusunami is inhabited by middle to upper-middle class residents with a variety of demographic, social, and economic profiles. one of the causes is the increase of selling price that is not in accordance with Kemenpupr (Ministry of Public Works and Housing) regulations and is not reachable for the middle to lower class society that is above Rp 300.000.000,00/unit or above Rp 9.000.000,00/sqm. One of the factors driving rusunami is in great demand is location of the rusunami itself such as its proximity to the city center and high accessibility, as well as other factors such as the cheap price. This study discusses the profile of residents in term of demographic, social, and economic, and the role of location factors on the profile of residents in Kebagusan City, Bandar Kemayoran, and Sentra Timur Residence. Data collection method used is with questionnaires, observation, and interviews with some residents of rusunami. The method of analysis used is descriptive analysis and Likert Scale Analysis to see the factors that affect the residential rusunami. The result of this study showed that three rusunami are inhabited by people from middle to upper-middle class with an average income of residence above Rp 7.000.000,00 per head of the family. The majority of tenants and new residents who live in Kebagusan City and Sentra Timur Residence, while in Bandar Kemayoran inhabited by the majority of the owners and residents who have lived above 3 years. Accessibility factors such as close to toll roads and proximity to the workplace are factors that encourage residential development in Kebagusan City and Sentra Timur Residence, whereas the lower price factor becomes the driving factor of occupancy in Bandar Kemayoran that is below Rp 250.000.000,00.

(Keywords : Rusunami, residents profile, location factors)