



## INTISARI

Hunian dan kawasan hunian merupakan kebutuhan dasar yang mendukung peningkatan kualitas hidup manusia. Meskipun penting, tekanan terhadap kebutuhan lahan dan unit hunian terus meningkat akibat pertumbuhan penduduk dan pertumbuhan ekonomi. Selain itu, ketersediaan hunian yang layak belum memenuhi kebutuhan setiap generasi, terutama generasi Y dan Z yang karakteristiknya berbeda dari generasi sebelumnya. Perbedaan kondisi sosial, ekonomi, budaya, dan teknologi, termasuk faktor gaya hidup, membentuk perbedaan preferensi kedua generasi tersebut sebagai segmen pasar perumahan baru yang belum terakomodasi. Berdasarkan karakteristik hunian serta empat karakteristik preferensi kawasan hunian dari generasi Y dan Z (karakteristik fisik, lingkungan, lokasi dan aksesibilitas, serta sosial-ekonomi), penelitian dilakukan menggunakan pendekatan deduktif campuran yang datanya dikumpulkan dari 415 responden melalui kuesioner dan 12 narasumber melalui wawancara dengan teknik *stated preference*. Data tersebut dianalisis secara kuantitatif, meliputi uji validitas, uji reliabilitas, analisis korelasi (*chi-square*), analisis faktor, dan uji Mann-Whitney. Kemudian, dilanjutkan dengan analisis kualitatif melalui wawancara sebagai alat verifikasi dan validasi. Hasil analisis menunjukkan bahwa setiap generasi cenderung lebih memilih jenis hunian tapak, baik generasi Y dengan karakteristik kawasan hunian di pedesaan maupun generasi Z dengan karakteristik kawasan hunian di pinggiran kota. Namun, terdapat perbedaan preferensi kawasan hunian signifikan pada dimensi eksklusivitas dan harga pasar, dukungan mobilitas aktif dan berkelanjutan, prasarana, sarana, dan utilitas umum, serta pemandangan kawasan yang lebih dipertimbangkan oleh generasi Z, sedangkan dimensi interaksi sosial lebih diprioritaskan oleh generasi Y.

Kata kunci: Daerah Istimewa Yogyakarta, generasi Y, generasi Z, kawasan hunian, preferensi



## ABSTRACT

Housing and residential areas are basic needs that support the improvement of the quality of human life. However, increasing population growth and economic development have put pressure on available land and housing units. Specifically, the needs of Generations Y and Z have not been adequately met, as their preferences and characteristics differ from previous generations. These two generations have different social, economic, cultural, and technological conditions, which influence their housing preferences. Based on the characteristics of housing and four characteristics of residential area preferences of generations Y and Z (physical, environmental, location-accessibility, and socio-economic attributes), the research uses a mixed deductive approach while collecting data from 415 respondents through questionnaires and 12 informants through interviews using the stated preference technique. The analytical techniques are employed in this research including validity test, reliability test, correlation analysis (chi-square), factor analysis, and Mann-Whitney test. And also followed by qualitative analysis through interviews as a verification and validation tool. The analysis result reveals that each generation tends to prefer the type of residential site, both generation Y with the characteristics of residential areas in rural areas and generation Z with the characteristics of residential areas in the suburbs. However, there are significant differences in residential area preferences in the dimensions of exclusivity and market prices, support for active and sustainable mobility, infrastructure, facilities, and public utilities, and views of the area that are more considered by generation Z, while the dimension of social interaction is prioritized by generation Y.

**Keywords:** Daerah Istimewa Yogyakarta, generation Y, generation Z, preference, residential area