



ABSTRAK

Kebutuhan akan rumah bagi generasi muda berbenturan dengan kondisi perkembangan perumahan di Indonesia yang cenderung seragam, eksklusif, dan minim ruang tumbuh sosial. Model perumahan yang diproduksi pengembang tidak cukup fleksibel dalam mewadahi preferensi dan nilai hidup generasi muda yang dinamis. Penelitian ini bertujuan untuk merumuskan solusi alternatif hunian melalui konsep *co-housing* yang adaptif dan partisipatif. Analisis dilakukan menggunakan pendekatan *Means-End Chain* untuk menelusuri hubungan antara atribut perumahan, konsekuensi penggunaan, dan nilai personal, serta melibatkan proses desain partisipatif. Hasil penelitian menghasilkan panduan desain dan model *co-housing* yang kontekstual dengan preferensi generasi muda di Yogyakarta. Penelitian ini menawarkan pendekatan berbasis nilai dan komunitas sebagai kontribusi terhadap pengembangan model perumahan alternatif di Indonesia.

Kata kunci: *co-housing*, generasi muda, *Means-End Chain*, desain partisipatif, komunitas



ABSTRACT

The housing needs of the younger generation are at odds with the current development of housing in Indonesia, which tends to be uniform, exclusive, and lacking in social growth spaces. Housing models produced by developers are often inflexible in accommodating the dynamic preferences and life values of young people. This research aims to formulate an alternative housing solution through the concept of adaptive and participatory co-housing. The analysis employs the Means-End Chain approach to trace the relationships between housing attributes, usage consequences, and personal values, while also incorporating participatory design processes. The research findings produce a design guideline and co-housing model contextualized to the preferences of the younger generation in Yogyakarta. This study offers a value-based and community-oriented approach as a contribution to the development of alternative housing models in Indonesia.

Keywords: *co-housing, younger generation, Means-End Chain, participatory design, community*