

INTISARI

Urbanisasi dan pertumbuhan penduduk yang tidak seimbang dengan ketersediaan lahan memicu *backlog* perumahan di Jakarta. Di tengah tingginya harga rumah dan permasalahan kemacetan, akses hunian menjadi terbatas sehingga sebagian masyarakat terpaksa tinggal di pinggiran kota atau permukiman informal. Untuk mengatasi permasalahan tersebut, pemerintah mendorong pembangunan rusun TOD sebagai upaya menyediakan hunian terjangkau dan mendukung pembangunan kota yang berkelanjutan. Implementasinya dilakukan melalui pengembangan kawasan pada lahan terbangun (*brownfield*) maupun lahan baru (*greenfield*). Perbedaan kondisi pengembangan ini mengindikasikan adanya variasi efektivitas penyediaan rusun TOD, sehingga diperlukan evaluasi komparatif untuk mengidentifikasi kelebihan dan keterbatasan masing-masing pendekatan. Penelitian ini berlokasi di Jakarta Selatan dengan kasus Rusun Pasar Rumput dan Rusun ASN Pasar Jumat.

Penelitian ini menggunakan pendekatan deduktif dengan *mixed method* untuk mengevaluasi efektivitas penyediaan rusun TOD serta faktor pengaruhnya. Pengumpulan data dilakukan melalui observasi, wawancara, dan kuesioner kepada penghuni serta calon penghuni/*commuter*. Analisis dilakukan secara komparatif antara dua kasus yang merepresentasikan pengembangan pada kawasan *brownfield* dan *greenfield*, berdasarkan variabel yang disusun dari teori dan regulasi terkait, meliputi aspek kelayakhunian, aksesibilitas, keterjangkauan, dan pemanfaatan ruang.

Hasil penelitian menunjukkan bahwa terdapat perbedaan hasil efektivitas pada beberapa aspek antara Rusun Pasar Rumput (*brownfield*) dan Rusun ASN Pasar Jumat (*greenfield*). Pada Rusun ASN Pasar Jumat dinilai efektif (dalam keamanan dan kenyamanan, harga sewa, inklusivitas, ketepatan sasaran, pemanfaatan lahan vertikal, kepadatan, dan integrasi lahan) dan cukup efektif (dalam bangunan dan fasilitas, fasilitas umum, akses pejalan kaki, akses transportasi, dan kesesuaian regulasi). Sementara Rusun Pasar Rumput dinilai efektif (dalam fasilitas umum, ketepatan sasaran, pemanfaatan lahan vertikal, dan kepadatan), cukup efektif (dalam bangunan dan fasilitas, kenyamanan dan keamanan, akses pejalan kaki, harga sewa, inklusivitas, dan kesesuaian regulasi), serta belum efektif (dalam akses transportasi ke pusat TOD serta integrasi fungsi lahan).

Selain itu, efektivitas rusun TOD dipengaruhi oleh faktor keamanan, harga sewa, akses transportasi publik, serta kedekatan dengan fasilitas umum. Oleh karena itu, dalam pengembangan rusun TOD ke depan, baik pada kawasan *brownfield* maupun *greenfield*, perlu mempertimbangkan karakteristik kawasan serta tingkat integrasi dengan sistem transportasi dan aktivitas perkotaan di sekitarnya.

Kata kunci: efektivitas, rusun TOD, *brownfield*, *greenfield*, Jakarta Selatan

ABSTRACT

Urbanization and population growth that are not balanced with land availability have led to a housing backlog in Jakarta. Amid rising housing prices and increasing traffic congestion, access to adequate housing has become more limited, forcing some residents to live in peripheral areas or informal settlements. To address this issue, the government promotes the development of Transit-Oriented Development (TOD)-based public housing as an effort to provide affordable housing while supporting sustainable urban development. This is implemented through development on both built-up land (brownfield) and undeveloped land (greenfield). These differing development conditions indicate variations in the effectiveness of TOD-based public housing provision, thus requiring a comparative evaluation to identify the strengths and limitations of each approach. This study is conducted in South Jakarta, focusing on Rusun Pasar Rumput and Rusun ASN Pasar Jumat.

This research adopts a deductive approach with a mixed-methods design to evaluate the effectiveness of TOD-based public housing provision and the factors influencing it. Data were collected through observations, interviews, and questionnaires administered to residents and prospective residents (commuters). The analysis was conducted comparatively across two cases representing brownfield and greenfield developments, based on variables derived from relevant theories and regulations, including aspects of livability, accessibility, affordability, and land use.

The research findings indicate that there are differences in effectiveness across several aspects between Rusun Pasar Rumput (brownfield) and Rusun ASN Pasar Jumat (greenfield). Rusun ASN Pasar Jumat is considered effective in terms of safety and comfort, rental affordability, inclusivity, target accuracy, vertical land use, density, and land use integration, and moderately effective in terms of building and facilities, public amenities, pedestrian access, transportation access, and regulatory compliance. In contrast, Rusun Pasar Rumput is considered effective in terms of public amenities, target accuracy, vertical land use, and density; moderately effective in terms of building and facilities, safety and comfort, pedestrian access, rental affordability, inclusivity, and regulatory compliance; and less effective in terms of access to TOD transit centers and land use integration.

Furthermore, the effectiveness of TOD-based public housing is influenced by factors such as safety, rental affordability, access to public transportation, and proximity to public facilities. Therefore, future TOD-based public housing development, both in brownfield and greenfield areas, should consider site characteristics as well as the level of integration with transportation systems and surrounding urban activities.

Keywords: *effectiveness, TOD-based public housing, brownfield, greenfield, South Jakarta.*