

Abstract

Housing and basic human settlement was a necessity in order to the economy and well-being, this research aims to help in the decision-making process is expected to help developers in the land in accordance with the wants and needs of. market Land elected, adapted to market demands and is expected to reduce the loss of. developersThe consumer is also expected to find the appropriate to their needs.

This study using methods AHP (Analytical Hierarchi Process). Data collection is done with the interviews using formular survey assisted by google form that contains the questions and alternative land criteria selected.The respondents were are men / woman who is working and do not have the. Validation of primary data was conducted with the statistics method called kolmogorov-smirnov.

According to the data research, the best land site offers benefits in terms of pricing, location, legality, accessibility, facilities, and infrastructure. Obtained land in the MM2100 area of the South Cikarang District of the Bekasi Regency of West Java.

Keywords: Settlement, AHP (Analytical Hierarchy Process), Basic House

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