

## Policy Networks in Millennial Housing Development Through Social Media Marketing

Rizky Ilhami

Universitas Pasundan

[rizky.ilhami@unpas.ac.id](mailto:rizky.ilhami@unpas.ac.id)

Muhammad Fazri Candra

Universitas Pasundan

[fazri.candra@unpas.ac.id](mailto:fazri.candra@unpas.ac.id)

Soma Gantika

Universitas Pasundan

[soma.gantika@unpas.ac.id](mailto:soma.gantika@unpas.ac.id)

**Abstract :** *The housing development policy network is a system or framework used by the government or related organizations to plan, coordinate, and implement various policies related to housing development. The main objective of the housing development policy network is to create decent, affordable, and sustainable settlements for the population. According to the Ministry of Public Works and Public Housing (PUPR), there are 81 million millennial Indonesians who do not yet own a house. To overcome this problem, strong collaboration between the government and related stakeholders is needed in creating new residential locations. Not only that, marketing millennial housing requires a marketing strategy that is close to young people, namely through social media. Thus, it is hoped that it will open up greater opportunities for the millennial age group to have housing.*

**Keywords:** Millennial housing, government policy, PUPR

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## INTRODUCTION

Millennial housing is a term that refers to the types of residences or dwellings that are generally in demand by the millennial generation, namely the generation born between 1981 and 1996 (or in another definition, around the 1980s to the mid-1990s). Shelter is one of the basic needs for living creatures as a means of shelter. Quoted in Law No. 1 of 2011, it is stated that a residence is a collection of houses in a settlement, both city and village, that has a demographic pattern and location, equipped with accommodation and infrastructure that can be utilized by the public.

The Central Statistics Agency (BPS) recorded that around 56.7% of Indonesia's population lived in urban areas in 2020, this is due to the lack of urban skills in having adequate housing, which is one of the factors in the increase in people living in slum settlements. The

World Bank recorded that 81 million Indonesians in 2018 lived in slum settlements with limited facilities. This makes Indonesia rank 4th with a percentage of 30.6%.

The proliferation of slum settlements in Indonesia generally occurs due to shifts in land use and infrastructure in cities that occur as a result of economic and trade development. This can become a serious problem because it can become a place for poverty and give rise to social problems beyond the government's authority to monitor and handle them (Reskodiputro, 1990). Increasingly rapid urban development and competition for land have become an attraction for urbanization, causing high demand for housing (Dahlan, 2018) which can give rise to social problems such as unhealthy behavior patterns, thought patterns and living habits (Christiawan, 2017).

The housing problem in Indonesia is based on the migration of rural residents to cities. Indonesia's population growth rate increases every year by around 4% per year, meaning that this figure is higher than national growth and will continue to increase. The plan to fulfill housing for the community is not yet fully under control, this is because there are unresolved problems, one of which is regarding housing prices. The results of the Property-Residential-Bank Indonesia survey in the 2014-2019 period recorded that residential prices increased by 82.18%, as well as in the BPS (Central Statistics Agency) that the average provincial minimum wage (UMP) increased by 63.07%. The gap in people's living standards in terms of income is one of the factors in differences in access to housing and the unequal distribution of the population (Sari & Wiguna, 2022). If the income earned is less than expenses, then additional funds such as loans are needed. However, if your income is greater than your expenses, the difference can be used for investment or savings to purchase a residence.

The Ministry of Public Works and Public Housing (PUPR) noted that in 2019 as many as 81 million Indonesians, the majority of whom were the millennial generation, did not have housing, this happened due to various factors including geographical location, rates and type of housing. Another reason is because the millennial generation is an "information generation" so they need information as their main need to interact with each other, as explained by William Martin (1995) that the millennial generation is a group of people who depend on information so that it influences various aspects of life such as lifestyle patterns. employment, living standards, education, social culture and others.

The millennial generation has different preferences in terms of housing compared to previous generations. Currently, the millennial generation is in the independent stage, they are starting to leave their parents and have the desire to buy a residence. A survey conducted by Rumah.com stated that in the next few years the millennial generation will be the target market

for housing because Lee & Kotler (in Moreno, Laufente, Carreón, 2017) explained that the millennial generation is different from the previous generation which still adheres to the object of the house as a main focus, while the millennial generation or urban generation prioritizes living in an apartment because it is more effective, so many of them prefer to live in the city center rather than the countryside, so now they are aggressively buying a residence (Mulyano, et al. 2020).

Sulistiyowati (2020) stated that there are factors that form the basis for reviewing residential ownership for the millennial generation. These factors are divided into three types, the first is internal factors including income, education, employment and marital status. Second, family factors include financial support that comes from parents and compensation from relatives and perspectives regarding housing ownership. Third, external factors resulting from the environment and policies require individuals to own a house. The topic of housing is set to be a goal in realizing sustainable development by 2030. In this case, housing for the millennial generation is not only carried out by one party, but requires the help of other parties as *stakeholders* such as business people, academics, community empowerment institutions, and the media as development actors, so that able to make plans regarding residential development. Housing and settlements have a fundamental role in the lives of Indonesian people, because the level of housing needs is not commensurate with residential land that is suitable for habitation. So a policy network is needed, meaning a network formed from the combination of government, society and the private sector as development actors (Warden, 1992). In contrast to Raab and Kennis (2009: 198), policy networks are groups that are interconnected and dependent on each other, which aim to gain support, trust and achieve certain goals.

Policy networks are considered important in carrying out development, because with cooperation actors are able to achieve goals, have the capacity to rely on strategies, and have a pattern of relationships between actors (Klijin, 1996: 93-94). The policy approach concept uses a "*Conventional Steering Perspective*" which encourages the birth of a process approach that involves interaction between actors regarding policy issues.

This research analyzes how actors build millennial housing through social media marketing with the help of policy networks. Social media is an effective communication tool, Nasrullah (2016) states that social media is a technological development that can be used by audiences to communicate using hardware as supporting media such as smartphones, computers, laptops and others. With the presence of social media in society, it can be used for every purpose, one of which is as a marketing medium.

Chafey (2019) stated that it is important to do social media marketing nowadays, because communication between individuals is carried out through social media. So in the marketing process, companies are able to interact with potential consumers without any limitations of time, place and information. Through social media, consumers gain knowledge about products based on interests, interests and needs (Setiawan, et al. 2021).

Thus, social media marketing can be used to open up opportunities for the millennial generation to find housing by utilizing social media for marketing and information. To answer the problem, researchers examine how actors carry out social media marketing through policy networks.

## **METHODOLOGY**

This research uses qualitative research, Mukhtar (2013) suggests that the qualitative research method is an approach method that has the aim of understanding an event experienced by the research subject, so that it focuses on studying behavior, opinions, motivation, decisions, behavior, and others which are carried out in a systematic way. holistic. With this research, the author tries to examine the millennial housing development policy network on social media. Meanwhile, Bogdan & Taylor (in Moleong, 2012) state that qualitative research is used to obtain data and information that supports research problems descriptively. The author uses data collection methods such as in-depth interviews which will be reduced and analyzed as a whole to achieve the research objectives. The respondents in this study were 30 respondents consisting of developers housing , rep government , social media influencers , and millennials already buy House . And a focus group discussion ( FGD) was held involving 3 groups .

## **RESULTS AND DISCUSSION**

### **1. Research result**

This research examines the policy network in housing development for the millennial generation in Indonesia, with a special focus on the use of marketing via social media. Based on data obtained from interviews with stakeholders and analysis of policy documents, the results of this research can be summarized as follows:

#### **1. Housing Development Policy Network:**

The Indonesian government, through the Ministry of Public Works and Public Housing (PUPR), has developed various programs and policies to support housing development. These

programs include housing subsidies, affordable financing, and infrastructure development that supports new housing. There is strong collaboration between the central government, regional governments, housing developers and financial institutions. This collaboration aims to identify strategic locations for housing development and ensure land availability and access to financing for the millennial community.

Some of the challenges identified include complex bureaucracy, budget constraints, and resistance from local communities to new housing development. In addition, there is a gap between designed policies and implementation in the field.

## 2. Marketing Strategy Through Social Media

Based on a survey conducted on the millennial group, social media platforms such as Instagram, Facebook and TikTok are the ones most frequently used to search for information about housing. Interactive and visually interesting content such as home tour videos and resident testimonials are very effective in attracting millennial attention.

Marketing campaigns via social media involving influencers or public figures have a significant impact in increasing millennial interest and trust in the housing products on offer. In addition, using paid advertising features on social media platforms has been proven to increase reach and interaction with potential buyers.

Challenges faced in marketing via social media include intense competition with other products, frequent changes in social media platform algorithms, and difficulties in measuring campaign effectiveness in real-time.

## 2. Discussion

### *Results from Focus Group Discussions (FGD) in Research*

1. The Focus Group Discussions (FGD) carried out in this research aim to gather in-depth views and insights from various stakeholders regarding the housing development policy network for the millennial generation and the use of social media as a marketing tool. The following are the main results of the FGD involving several groups of respondents:

#### **Group 1: Housing Developers**

1. Challenges in Millennial Housing Development:
  - a. Limited Land: Developers face difficulties in obtaining strategic and affordable land, especially in urban areas.

- b. Licensing Process: Complex bureaucracy and time-consuming licensing processes are significant obstacles.
- c. Budget Limitations: Housing development projects are often constrained by budget limitations and access to adequate financing.

2. Marketing Strategy:

- a. Use of Social Media: Social media is considered a very effective tool for marketing housing to millennials. Platforms such as Instagram and Facebook are used to display attractive visuals and detailed information about properties.
- b. Engaging Content: Virtual tour videos, resident testimonials, and other interactive content are highly sought after by potential millennial buyers.

**Group 2: Government and Related Institutions**

1. Collaboration and Coordination:

- a. Inter-Agency Collaboration: The importance of collaboration between central, regional and financial institutions is emphasized in providing consistent and coordinated support for millennial housing development.
- b. Flexible Policy Approach: The need for policies that are more flexible and responsive to market needs and dynamic changes in millennial demographics.

2. Policy Innovation:

- a. Subsidies and Incentives: The government needs to increase subsidies and incentives for developers who build millennial housing. This includes more accessible financing policies.
- b. Financial Literacy Program: Increasing financial literacy among millennials so they are better prepared and understand the home buying process.

**Group 3: Millennial Generation**

1. Housing Preferences and Needs:

- a. Modern Facilities: Millennials look for housing with modern facilities such as good internet connectivity, flexible work spaces, and an environment that supports a healthy lifestyle.

- b. Strategic Location: Proximity to work, access to transportation and public facilities are the main factors in choosing a residential location.
2. Experience in Housing Search:
- a. Role of Social Media: Social media is very helpful in finding information about housing. Platforms like Instagram and TikTok provide a clear visual representation of the properties on offer.
  - b. Trust in Information: Trust in the information presented by developers increases when there are testimonials from previous residents or endorsements from influencers.

### **Recommendations from FGD Results**

1. For the Government:
- a. Simplifying the Permit Process: Speed up and simplify the permit process for housing development.
  - b. Increase Subsidies and Incentives: Provide more subsidies and incentives for developers focused on millennial housing.
2. For Developers:
- a. Digital Marketing Optimization: Make maximum use of social media with creative and interactive content to attract millennial interest.
  - b. Innovative Housing Design: Developing housing designs that suit millennial needs and preferences, including modern facilities and strategic locations.
3. For Millennials:
- a. Utilization of Technology: Actively uses social media platforms and technology to search for and compare housing options.
  - b. Increased Financial Literacy: Take a financial literacy program to understand the housing financing process and options.

### **CONCLUSION**

1. The current policy network has provided a strong basis for the development of decent and affordable housing for the millennial generation. However, improvements are still needed in terms of coordination and synchronization between central and regional policies to ensure more effective implementation. Collaboration between government and stakeholders needs to be strengthened through more flexible and innovative

mechanisms. For example, establishing regular forums for discussion and exchange of information between related parties to be more responsive to needs in the field.

2. The use of social media as a marketing tool has proven effective in reaching the millennial generation. Marketing strategies must be continuously updated according to trends and preferences of social media users. Housing developers must utilize data analysis and feedback from previous campaigns to develop more targeted strategies. In addition, it is important to create content that is not only informative but also inspiring and relevant to the millennial lifestyle. Involving millennials in content creation can provide a more authentic and interesting perspective.
3. The government needs to consider increasing housing subsidies and making it easier to access special financing for millennials. Innovation in Housing Design. Developers must focus on housing design that suits millennial needs and preferences, such as flexible space and modern supporting facilities. Increasing financial literacy and knowledge about home ownership for millennials through education and training programs.

## **RECOMMENDATION**

Based on the results of this research, the following are several recommendations that can be given to related parties to increase the effectiveness of policy networks in millennial housing development and maximize the use of social media as a marketing tool:

### **Government circles**

1. There needs to be an increase in housing subsidies and easy access to special financing for the millennial generation. Programs such as Home Ownership Credit (KPR) with low interest and more flexible terms can help increase millennial purchasing power.
2. Strengthen coordination between the central government, regional governments and related institutions to ensure synchronization of policies and more effective implementation in the field.
3. Adopt a more innovative and flexible policy approach that can respond to dynamic market needs. This includes simplifying the licensing and regulatory processes that support millennial housing development.
4. Develop a financial literacy program aimed at millennials to increase their understanding of housing finance and personal financial management.



### **For Housing Developers**

1. Focus on flexible and modern housing design, which includes multifunctional spaces, high-tech facilities, and an environment that supports the millennial lifestyle.
2. Use social media platforms effectively to market housing products. Attractive visual content, virtual tour videos, and resident testimonials can increase millennial interest and trust.
3. Collaborate with influencers and public figures who have influence among millennials to increase the reach and effectiveness of marketing campaigns.
4. Utilize data and analytics to understand millennial preferences and behavior, so that marketing strategies can be adjusted more precisely.

### **For Financial Institutions**

1. Develop financing products that are more innovative and suit millennial needs, such as flexible payment schemes and mortgages with low interest.
2. Providing financial education and consultation to millennials regarding financing options and how to manage finances to buy a house.

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