

Feasibility Assistance for Housing Project Development Progress

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Abstract; Technological developments and monetary development need an improvement in the quality and nature of Human Resources who are solid, gifted and prepared to work. Hence, it is important to make a procedure for delivering dependable, gifted and prepared to work who can apply their insight and abilities in the field of work which at last can diminish joblessness rate in a country. Housing planning and development which is engaged in housing project development requires the feasibility of the progress of the housing project development process. This is carried out from the stage of land acquisition, construction, to housing marketing. The result of this study demonstrates that Skills in making reports or projects should be improved by going to preparing or non-formal training in the field of bookkeeping and PC applications. Then, at that point, while encountering issues in carrying out the lodging program help, we want to ask different representatives who are really understanding or more senior so the work can be finished appropriately. In helping the lodging progress, every individual is expected to have high liability, meticulousness, exactness, trustworthiness, tolerance and reliability for every relegated undertaking and occupations, and furthermore that discipline in observing and agreeing with guidelines and time discipline is our obligation so the given errand can be finished appropriately and on schedule.

Keywords; Feasibility Assistance, Housing, Project Development

INTRODUCTION

Technological developments and economic growth demand an increase in the quality and value of human resources who are reliable, skilled and ready to work. Therefore, it is necessary to create a system of producing reliable, skilled and ready to work who are able to apply their knowledge and skills in the field of work which eventually can reduce unemployment rate in a country.

The current situation and conditions demand mastery of the knowledge in the field of education and to be applied in the world of business or work. Skills and knowledge should be directed to develop a stable system between the world of education and business.

Discussion on the importance of the feasibility of the progress of housing project development related to population settlements. Settlements are formed on the unity between humans and the surrounding environment. Suparno Sastra M. and Endi Marlina stated that settlement is a system consisting of several elements including nature, humans, society, buildings or houses and networks. (2006:39).

Housing planning and development which is engaged in housing project development requires the feasibility of the progress of the housing project development process. This is carried out from the stage of land acquisition, construction, to housing marketing. The success or failure of the procurement of a project also depends on a good operational management system.

Operational management which includes planning, organizing, actuating and controlling is an important aspect in a project management organization. This will facilitate long-term planning and regeneration in the field of human resources.

LITERATURE REVIEW

Property

In English law, goods and everything that is legally owned by a person or legal entity is called personal property, while land and buildings are usually called real property. Sometimes to clarify the characteristics of the type of property, the term real estate is often used for land and buildings. According to Kyle (2002), distinguishing levels of property ranging from land and inherent natural resources (land), all man-made developments that exist and are attached to the land (real estate) as well as the existence of ownership rights to land and all developments protected by valid law (real property).

Housing and Settlements

Housing is a group of houses that function as a residential or residential environment that is equipped with environmental infrastructure including basic physical environment equipment, such as the provision of drinking water, waste disposal, availability of electricity, telephone, roads, which allow the residential environment to function properly.

The house is a place to release fatigue, a place to hang out, and foster a sense of kinship among family members, a family shelter and store valuables, and the house is also a social symbol status (Azwar, 1996; Mukono, 2000). According to WHO, a house is a physical structure or building for shelter, where the environment is useful for physical and spiritual health and social conditions are good for health. families and individuals (WHO Commission on Health and the Environment, 2001).

According to the American Public Health Association (APHA) a house is healthy if: (1) It meets basic physical needs such as a lower temperature than the outside air, adequate lighting, comfortable ventilation, and 45-55 dB.A. noise; (2) Meeting psychological needs; (3) Protecting its residents from the transmission of infectious diseases by having clean water supply, waste disposal facilities and sanitary sewers that meet health requirements; and (4) Protecting the occupants from the possibility of accidents and fire hazards, such as a solid house foundation, stairs that are not steep, fire hazards due to electric short circuits, poisoning, and even from the threat of traffic accidents (Sanropie, 1992; Azwar, 1996).

Housing and Settlements

Based on Law No. 4 of 1992 concerning Housing and Settlements, there are several basic definitions, including:

- a. A house is a building that functions as a place to live or a residence and a means of fostering a family.
- b. Housing is a group of houses that function as a place to live or a residential environment equipped with environmental infrastructure and facilities.
- c. Settlements are part of the environment outside the protected area, both in the form of urban and rural areas that function as a residential environment or residential environment and a place for activities that support livelihoods and livelihoods.
- d. A house as a building is part of a complete settlement, and is not merely a place of shelter to protect oneself from all dangers, disturbances, and mere physical influences, but also a place to live, a place to rest after undergoing the struggles of daily life. (C. Djemabut Blaang, *Housing and Settlements*, 1986: 28),

- e. Housing and settlements are a functional unit, because housing development must be based on a comprehensive settlement pattern, which does not only include the physical construction of houses, but is also equipped with environmental infrastructure, public facilities and social facilities, especially in urban areas that have multiple and multidimensional problems.

According to Suparno Sastra M. and Endi Marlina (Housing Planning and Development, 2006:29) housing is a group of houses that function as a residential environment or residential environment equipped with environmental infrastructure and facilities.

Residential Elements

According to Suparno Sastra M. and Endi Marlina in Housing Planning and Development (2006:39), settlements are formed on the unity between humans and the surrounding environment. Settlement is a system consisting of several elements.

1. Nature

Geological and topographical factors have a significant impact on location considerations. The feasibility of the building is due to the need to take into account the condition of the underlying rocks and the slope of the land. This impacts the safety and comfort of the occupants and avoids the dangers that arise.

2. Human

In a residential area, humans are the main actors of life, in addition to living things such as animals, plants and others. As the most perfect creature, in human life, humans need various things that can support their survival, be it biological needs (space, air, temperature, etc.), feelings and perceptions, emotional needs and the need for moral values.

3. Community

Society is a unitary group of people (families) in a settlement that forms a particular community. Matters related to the problems that occur in the community who inhabit a residential area are:

1. Population density and composition
2. Social group
3. Customs and culture
4. Economic development
5. Education
6. Health
7. Law and administration

4. Building or house

A building or house is a place for humans. In principle, buildings that can be used throughout the operations of human life can be categorized according to their respective functions:

1. Community service houses (schools, hospitals, etc.)
2. Recreational or entertainment facilities
3. Shopping mall
4. Industry
5. Transportation hub

5. Networks.

Networks are artificial and natural systems that provide facilities for the operation of a residential area. For artificial systems, the level of fulfillment is relative, where the settlement areas are not the same with each other. Artificial systems whose existence is required in an area include:

1. Clean water network system
2. Electric grid system
3. Transportation system
4. Communication system

5. Drainage and dirty water
6. Physical layout

Types of House

Based on the construction, the house is divided into:

Table 1. Criteria of House Based on Construction

Criteria	Permanent	Semi Permanent	Non Permanent
Foundation	Yes	Yes	No
Wall	Bricks	Half wall & half wood/bamboo	Bamboo/wood
Roof	Rooftile	Rooftile	Rooftile / others
Floor	Plaster/ceramic	Plaster/ceramic	Soil

Source: id.scribd.com

Based on the size, the standard comparison of the number of large houses, medium houses and small houses is 1:3:6

1. Large house plot area: 120 m² – 600 m² (type 70)
2. Medium house plot area: 70 m² – 100 m² (type 45-54)
3. Small house plot area: 21 m² – 54 m² (type 21-36)

To determine the average minimum area of the plots of land must consider the factors of human life, natural factors and local building arrangements.

Building Physical Condition

Based on id.scribd.com, the physical condition of the building can be classified into 3 groups:

1. A permanent house, characterized by the walls of the building, cement or ceramic floors, and the roof made of tile.
2. Semi-permanent houses, characterized by half walls and half bamboo, roofs made of tile or zinc or asbestos, often found in small alleys.
3. Non-permanent house, the characteristics of the house are wooden, bamboo or gedek walls, and do not have a floor (earth floor), the roof of the house is made of zinc or asbestos.

Land Ownership Status

According to Law no. 5 of 1960 concerning Basic Regulations on Agrarian Principles, land rights can be owned by individuals, groups or legal entities. These rights can be used to use the land in question. The types of land rights include:

1. Property rights
Property rights are hereditary, strongest and fullest rights that people can have on land. Property rights can be transferred and transferred to other people.
2. Cultivation Rights Title
Cultivation Rights Title is the right to use land which is directly controlled by the State, this right occurs because of a government decree which has a certain period of time.
3. Building Rights Title

Building right Titles is rights to construct and own buildings on land that are not their own for a certain period of time.

4. Right of usage over land

The right to use or use the proceeds of land directly controlled by the State or land owned by others.

5. Lease

Lease is the rights to use or use the proceeds from other people's land that has been rented.

Housing and Settlement Requirements

A housing and settlement has a basic requirement before being established, including:

a. Basic Housing Requirements

According to SNI 03-1733-2004 concerning Procedures for Planning for Residential Environments in Urban, the location of the housing environment must meet the following conditions: the location of housing must be in accordance with the land use plan stipulated in the local Spatial Planning (RTRW) or other planning documents stipulated with the local Regional Regulation, with the following criteria:

1. Safety is achieved by considering that the location is not a protected area (catchment area), agricultural processing, production forest, factory waste disposal area, building-free area in airport area, area under high voltage electricity network;
2. Health is achieved by considering that the location is not an area that has air pollution above the threshold, surface water and deep ground water pollution;
3. Comfort is achieved by ease of achievement (accessibility), ease of communication (internal/external, direct or indirect), ease of activity (available environmental infrastructure and facilities);
4. Beauty/harmony/regularity (compatibility), achieved by reforestation, maintaining the existing topographical and environmental characteristics, for example not leveling hills, filling all swamps or lakes/rivers and so on; mengurug seluruh rawa atau danau/ setu/ sungai/ kali dan sebagainya;
5. Flexibility, achieved by considering the possibility of physical growth/expansion of the housing environment associated with the physical environment and infrastructure integration;
6. Distance affordability is achieved by considering the distance of achieving the ideal ability of people to walk as users of the environment to the placement of environmental facilities and infrastructure; and
7. Environmental identity is achieved by considering the relationship with the socio-cultural character of the local community, especially the contextual aspects of the local traditional/local environment.
8. The location of the housing plan must be on land that has clear ownership status, and meets administrative, technical and ecological requirements.
9. The integration between the order of activities and the natural surroundings, taking into account the type, growth period and age reached, as well as its effect on the environment, for plants that exist and may grow in the area in question.

b. Basic Settlement Requirements

An ideal form of settlement in a city is a question that requires a comprehensive answer, because housing and settlements involve human life, including human needs which consist of various aspects. So that it can be formulated simply about a good provision for a settlement, which must meet the following requirements:

1. The location is not disturbed by other activities such as factories which generally can have an impact on air pollution or other environmental pollution.
2. Have access to service centers such as education, health, trade, and others.
3. Have drainage facilities, which can drain rainwater quickly and not to cause puddles despite heavy rain.

4. Have clean water supply facilities, in the form of a distribution network that is ready to be distributed to each house.
5. Equipped with dirty water/stool facilities that can be made with individual systems, namely septic tanks and seepage fields, or communal septic tanks.
6. Settlements must be served by garbage disposal facilities on a regular basis so that the residential environment remains comfortable.
7. Equipped with public facilities such as playgrounds for children, fields or parks, places of worship, education and health according to the scale of the settlement.
8. Serviced by electricity and telephone lines

Housing Marketing Strategy

In marketing housing or property to consumers, the right strategy is needed. New projects have sprung up offering various concepts and diverse market segments. In today's millennial era, digital marketing or online marketing strategies are certainly needed to attract consumers to buy property or housing. According to Property Inside (27 November 2018) there are 10 effective and easy strategies to market property:

1. New projects are emerging offering various concepts and diverse market segments.
2. Pay attention to competitors. What are other marketers doing in your area? What is their website like? How active are they on social media? Record what competitors are doing, learn and then avoid their mistakes
3. Easy to contact, enter your contact info on every page of your website or social media. Ideally, create an impressive and attention-grabbing contact page.
4. Create an impressive business card, prepare a cool business card. Consumers will love business cards that are unique, attractive and look like motivational greeting cards.
5. Take advantage of the image of the surrounding environment, you are not only selling the house, you are selling the entire area or area. Show off the best regional view in the area you offer, with beautiful and high-quality photos, ranging from regional landmarks or facilities such as malls, hospitals. Or now, it is also necessary to add an instagramable area.
6. Use the services of a professional photographer, image display for beautiful areas is very dependent on photography. A bad photo will detract from interest, for even the biggest company-developed property projects. Hire a professional photographer with experience photographing homes and architecture.
7. Prepare virtual tour content in big cities, time is very valuable. Clients want to understand as much as possible about the property on offer before visiting in person. Virtual tours are a great way to provide a comprehensive and accurate property preview for potential buyers.
9. Prepare TVC (Video Commercial) content, consider providing quality commercial video. Currently, video content has become the most popular content, of course this can be a powerful and powerful marketing tool in marketing products. In the past, promoting videos had to be expensive (via television & cinema), now everyone can easily & free upload promotional content through Google's YouTube channel.
10. Ensure mobile-friendly marketing websites, Tech-savvy consumers spend a lot of time on their mobile devices. In fact, research shows that 80% of Internet users use mobile devices for online activities. It is very important that your website is mobile-friendly. Better yet, consider creating a mobile app that potential buyers can use to review projects.
11. Become a columnist for a magazine or property website. Writing a column for a magazine or property website is a great way to get the word out about your project. You can write columns by not appearing to be a flashy salesperson. Consumers today don't like fancy offers, instead, try to show off your knowledge of real estate investing, for example. Write about how rising house prices in the market or how to invest in profitable property will attract more potential customers.

RESEARCH METHOD

The approach used in this study is a qualitative approach. While the descriptive explanatory technique is used to allow users to express ideas, experiences about the feasibility of a property for a housing project in accordance with the research objectives. The participants of this research are property developers in the Grand Royal Hill housing estate with various facilities.

A literature review was conducted to identify the first problem for research purposes. After these phases, the Telegram application's conversational equipment will be used as a tool for analyzing the forms of communication that occur in blended learning. After retrieving the data from the posting, we coded the data using content analysis used in qualitative research. In addition, the data is categorized based on a given code.

RESULT AND DISCUSSION

Project Description

A. Housing Concept

Government policies, especially local governments that encourage the role of the private sector in providing housing for the community.

The concept of this project development refers to the development of Housing Cluster locations that meet housing criteria for middle and upper middle income communities with beautiful, environmentally friendly and minimalist nuances. The development will be carried out in stages with an indent system with a target of completing 168 housing units within 12 months. It prioritizes efficiency and effectiveness in development and involves local communities as stakeholders in the physical work of house construction.

1. Executive Summary

Designation	: Construction of 168 units of Residential Type 36/72, 45/72, 45/74, 45/84
Location Area	: 20.000m ²
Number of Units	: 168 residential units
Project Period	: 12 Months

2. Relation to the Physical Building

Specific specifications regarding selling power in order to attract buyers and related to building design that affects the physical appearance of the building (minimalist and simple).

Public Facilities: The location of this project is quite strategic for the middle and upper middle-income class. The location of the housing is close to a number of public facilities, including: Traditional Markets, Banks, Restaurants, Shopping Centers, Hospitals, Educational Facilities and is accessible by Public Transportation. The access road to the project is quite congested, but is still in the widening stage so that it can be adequate as a means of traffic for the main residential road.

3. Market Potential and Segmentation

The need for representative housing is very urgent for every community/family. The location of the Grand Royal Hill housing estate is expected to meet the needs of the middle class community. This is because the housing location is in a quite strategic position, one of which is caused by a lot of real estate around the housing location. The real estate area around the property's location is inhabited by upper middle class people/population with per capita income that continues to increase every year.

With the conditions as elaborated, it can be estimated that the selection of the upper middle market segment is sufficient to be taken into account.

4. Marketing Strategy

The marketing strategy that will be used is to apply a marketing mix strategy, namely by utilizing promotional media intensively. Promotional media include Attractive Leaflets, Brochures, Promotional Balloons, Installation of banners and banners, and door to door to institutions that are considered potential for proper class. What can be done to accelerate the sale of this housing is to find a target market that has a steady income and is not disturbed by the situation and condition of the Indonesian economy. An extensive network is one of the important assets to have potential buyers from outside the city.

5. Utility Project

Based on the marketing strategy and the data obtained, the use of land for the development of house construction can be more optimal within a period of one year. Utilities/networks around the location include PLN, Telkom, PDAM and other supporting networks.

6. Technical Aspect

1. Preparation Stage

a. Planning

Plan and conduct a feasibility study on the project to be worked on.

b. Licensing

After conducting a project feasibility study and the results are feasible and if profitable. Then the next stage of licensing to the local government to get a building permit.

c. Land Clearing

After obtaining permission from the local government, then prepare the existing project site including construction preparation, heavy equipment, and workers.

In general, the project implementation timetable is in accordance with the following table:

Table 2. Time Table for Housing Project Development Assistance

NO	URAIAN PEKERJAAN	BULAN									
		I	II	III	IV	V	VI	VII	VIII	IX	X
i	PERIJINAN										
ii	PENGUASAAN LAHAN										
iii	PEKERJAAN PERSIAPAN LOKASI										
iv	PEKERJAAN PRASARANA										
v	PEKERJAAN BANG. RMH & SARANA										
	PEKERJAAN PERSIAPAN										
	PEKERJAAN TANAH										
	PEKERJAAN PONDASI										
	PEKERJAAN STRUKTUR										
	PEKERJAAN DINDING										
	PEKERJAAN KUSEN, PINTU& JENDELA										
	PEKERJAAN LANTAI										
	PEKERJAAN ATAP										
	PEKERJAAN PLAFOND										
	PEKERJAAN KUNCI & PENGGANTUNG										
	PEKERJAAN SANITAIR										
	PEKERJAAN LISTRIK										
PEKERJAAN FINISHING											
vi	MARKETING										
	BOOKING / DOWN PAYMENT										
	PENJUALAN										
vii	AKAD PEMBIAYAAN										
	PENGEMBALIAN PINJAMAN										
VIII	OPERASIONAL										

Source: processed data

2. Construction Stage

The construction of houses and facilities and infrastructure will take 6 months. The material used is in accordance with the technical specification table below.

Table 3. Technical Specification Table

No.	Type of work	Home Specifications
1	Foundation	River stone
2	Wall	The bricks are plastered and repaired
3	Floor	Ceramic
4	Roof truss	Light steel
5	Roof Cover	Equivalent to a concrete tile
6	Ceiling	plywood
7	Electricity	1300 W
8	Door	Double plywood
9	Sills	Borneo wood equivalent
10	Bathub	Fiberglass
11	Water	Boreholes
12	Window	Borne Wood Equivalent + glass

Source: processed data

Table 4. Sales Estimation Table

No	No. Plot/Block	Type (m2)	Nominative (Consumer)	Selling price
1	Block D	36/72	-	243.000.000
2	Block C	45/72	-	262.500.000
3	Block B	45/78	-	268.800.000
4	Block A	45/84	-	299.250.000

Source: processed data

7. Financial Aspect

Source of Funds

The initial investment used for licensing and working capital for facilities, infrastructure, construction and overhead costs is obtained with the composition of own capital. For project financing needs, the company's management plans to meet funding sources with the following composition:

- a. 50% sourced from the bank
- b. 50% sourced from own funds

CONCLUSION AND RECOMMENDATION

Conclusion

1. Skills in making reports or programs need to be improved by attending training or non-formal education in the field of accounting and computer applications.
2. When experiencing problems in implementing the housing program assistance, we need to ask other employees who are more understanding or more senior so that the work can be completed properly.
3. In assisting the housing progrees, each individual is required to have high responsibility, thoroughness, accuracy, integrity, patience and loyalty for all assigned tasks and jobs.
4. Discipline in following and complying with work regulations and discipline in time is our responsibility so that the tasks given can be completed properly and on time.

Recommendation

- a. For the company

Esxperts need to attend seminars, workshops and training related to the property sector with the aim of adding insight into the process of the property sector from land acquisition to unit sales and good and correct new land development.

- b. Increase housing promotion through exhibitions and through social media, so that sales targets can be increased.

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