

Study of Residents' Lifestyles Viewed from the Perspective of Millennial Generation Residential Preferences in Medan Johor District Housing

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Abstract

Urban life is increasingly becoming the main focus in the development of urbanization in various countries, including Indonesia. With rapid economic growth, the millennial generation, which is the dominant group in the urban population, has a significant role in determining lifestyle trends, especially regarding residential preferences. This research aims to examine the lifestyle of housing residents in Medan Johor District with a focus on the residential preferences of the millennial generation. This research method uses a qualitative approach with data collection techniques through questionnaires and observation. The variables in this research can be divided into variable as well as demographic factors that may influence residential preferences (such as: age, income, marital status, etc.). The research results show that the millennial generation tends to have housing preferences that prioritize affordability, transportation accessibility and an environmentally friendly environment. The research results show that there is a connection between millennial lifestyles and residential preferences. Statistical analysis shows a significant relationship between lifestyle factors and choice of residence. These findings have significant implications for housing developers and related stakeholders in designing and developing housing that suits the preferences and lifestyle of the millennial generation in Medan Johor District with a sample of 6 housing complexes.

Keywords | lifestyle, residential preferences, millennial generation.

INTRODUCTION

Urban life is increasingly becoming the main focus in the development of urbanization in various countries, including Indonesia. With rapid economic growth, the millennial generation, which is the dominant group in the urban population, has a significant role in determining lifestyle trends, especially regarding residential preferences. The millennial generation tends to have different preferences in terms of housing compared to previous generations. They are more likely to choose residences that are integrated with technology, environmentally friendly, and close to urban activity centers. Apart from that, the community aspect is also an important factor for this generation, who tends to look for strong social relationships and easy access to public facilities. (Susanto, 2013)

People's lifestyles, especially the millennial generation, have experienced significant changes in the last few decades. This is influenced by various factors, such as technological advances, globalization, and changes in social values. This lifestyle change also has an impact on residential preferences, including among the millennial generation. Housing in Medan Johor District, Medan City, is an interesting area to research regarding the lifestyle of its residents, especially the millennial generation. This area is one of the developing areas in Medan City, with many new housing complexes that offer various facilities and conveniences for their residents. (Septiani, 2017).



Have different residential preferences, they generally prefer housing that is strategic and easily accessible, has complete and modern facilities, has a modern and minimalist design, is environmentally friendly, is close to work, shopping centers and entertainment venues. Influence housing market trends where the residential preferences of the millennial generation will influence housing market trends in the future. Housing developers need to understand the needs and preferences of the millennial generation in order to offer products that suit market demand. Social and economic impacts, the millennial generation's choice of housing location can have an impact on various social and economic aspects, such as infrastructure development, economic growth in an area, population mobility patterns and the need for public facilities. (Susanto, 2013)

It is important to understand the residential preferences of the millennial generation in order to build housing that suits their needs. This can improve the quality of life and satisfaction of residents, as well as encourage economic growth in the area. The lifestyle of the millennial generation has experienced a significant shift compared to previous generations. This is influenced by various factors, such as advances in information and communication technology, globalization, and changes in social values. This lifestyle shift also has an impact on the residential preferences of the millennial generation. (Kosanke, 2019).

Analysis of the lifestyle and residential preferences of the millennial generation in choosing housing locations is a relevant and significant topic to research for several reasons, namely the millennial generation is the largest population group in Indonesia currently, it is estimated that the number of millennial generations in Indonesia reaches 33.75% of the total population. This makes them a large potential consumer group for the housing sector. Have high purchasing power, because the millennial generation generally has a higher level of education and income compared to previous generations. This makes them have higher purchasing power and are able to buy better quality housing. (Susanto, 2013)

Medan Johor, as one of the sub-districts which is the center of growth and development in the city of Medan, presents interesting dynamics in terms of housing and lifestyle. In this context, it is important to understand the residential preferences of the millennial generation in housing, as this not only influences their consumption patterns, but also has a far-reaching impact on the property sector and overall city development. (Qodriyah & Ariastita, 2021)

The choice of housing location by the millennial generation in Medan Johor District is influenced by various factors, including accessibility, facilities, price, lifestyle, security, environment, development prospects and brand image. It is important for housing developers to understand these factors in order to offer products that suit the needs and preferences of the millennial generation. Medan Johor District is one of the sub-districts in Medan City which has a lot of housing. Housing in this sub-district is generally occupied by the millennial generation. Housing conditions in Medan Johor District vary, from upper class housing to lower class housing. (Qodriyah & Ariastita, 2021)

With rapid economic growth, the millennial generation, which is the dominant group in the urban population, has a significant role in determining lifestyle trends, especially regarding residential preferences. Research questions that arise include: What is the lifestyle

concept of millennial residents in Medan Johor District housing? How does the millennial lifestyle relate to residential preferences?

The aims of this research include: Discovering the lifestyle concept of millennial residents in Medan Johor District housing. Analyzing the influence of the millennial generation's lifestyle on residential preference patterns in housing in Medan Johor District.

This research is expected to be theoretically useful; it is hoped that it can make new contributions to science, especially in the fields of urban sociology, architecture and interior design. It is hoped that it can help housing developers understand the residential preferences of the millennial generation so that they can build housing that suits the needs of the millennial generation. It is hoped that it can help improve the quality of life of housing residents, especially the millennial generation, by providing housing that suits their needs and preferences. It is hoped that it can encourage economic growth in the Medan Johor District area by increasing the interest of the millennial generation to live in the area.

Practically, it is hoped that the research results can be useful as a reference for city governments regarding new regulations for housing development based on millennial lifestyles in choosing housing. Discovery lifestyle concept residence of the millennial generation in Medan Johor District, this can be used as a lifestyle segment class choice that influences developers in developing residential areas in Medan City.

LITERATURE REVIEW

Lifestyle Definition

Lifestyle is a pattern or way an individual shows his or her actuality to the environment around him. The term lifestyle was first coined by Austrian psychologist Alfred Adler in 1929. Individuals are able to show their qualities in a unique way, which symbolizes the individual's status and role in the environment around them. Lifestyle is part of secondary human needs which can change depending on the times or a person's desire to change their lifestyle. Lifestyle can be seen from the way you dress, habits, places frequently visited and so on. Each individual's assessment of lifestyle will certainly be different. (Septiani, 2017).

Lifestyle according to (Philip Kotler and Kevin Lane Keller, 2016) is a person's lifestyle as expressed in activities, interests and opinions. It depicts the whole person interacting with their environment. Setiadi (Setiadi, 2013) defines lifestyle as a way of life that is defined as how people spend their time, and what they think about themselves and the surrounding environment. Lifestyle according to (Richter et al., nd) identified how a person relates to his life patterns and how he spends his time (activities), and his behavior in each of his daily activities (opinions). Meanwhile, according to lifestyle (Ujang Sumarwan, 2011 in Irwansyah, 2021) is often explained by how someone carries out activities, interests and opinions in their daily life. (Septiani, 2017).

A reflection of a person's lifestyle can be seen from how his personality interacts in the environment where he lives. So it can be concluded that lifestyle is a pattern of a person's life in which there is a pattern of action, namely as a distinction between himself and other people, this is called community activity. A person's lifestyle can also be seen from an individual's behavior when carrying out daily activities, such as how to use or obtain goods



and services. Usually a person's lifestyle will change quickly and is not permanent. (Pustaka et al., 2016).

Definition of the Millennial Generation

The millennial generation is also known as the modern generation. The millennial generation is a modern generation living at the turn of the millennium. Simultaneously, in this era digital technology is starting to penetrate all aspects of life. The millennial generation or what is also called generation Y was born around 1981 to 1996. So, it can be said that the millennial generation is today's young generation who is currently around 28-43 years old. (Wiradharma et al., 2020)

In general, millennials are children from the baby boomer generation. However, sometimes millennials are also called the echo boomers generation. This is because in the millennial generation, there was a fairly large increase or boom in the birth rate which started in the 1980s to the 1990s. Then, in the 20th century, there was a trend of decreasing family members from previously large to smaller ones. This trend of decreasing family members occurs in developed countries and this trend continues to grow, until it has a relatively influential impact.

The millennial generation is divided into several age groups, namely the first group is the beginning millennial generation aged 25-29 years, they are assumed to have just started working or are still looking for work and are not yet married. The second group is developing millennials with an age range of 30-35 years and are already married. The third group is those who are over 35 years old, already have a permanent job, and have better financial capabilities. The millennial group, identified as young workers, both married and unmarried, is the group most in need of housing in urban areas.

The term millennial was first known from a writer named William Strauss and Neil Howe, both of whom are considered to be the creators of the term millennial in 1987. When the term first appeared, children born in 1987 began to enter pre-school and media. began to call this group of children connected to the term millennials. The two authors wrote about the millennial group in their book entitled "The History of America's Future Generations, 1584 to 2069 (1991)" and the book entitled "Millennials Rising: The Next Great Generation (2000)".

Residential Preferences

Preferences according to the KBBI are the main rights that must be prioritized and prioritized over other rights or can be called priority choices and tendencies or preferences. Tendencies or things that take precedence, prioritize, and take precedence over others. Preference is defined as a consumer's choice of goods or services. Preferences are influenced by budget factors, apart from that, preferences are also influenced by product attributes. The product attributes that are considered are the attributes contained in the product (Azmansyah & Arief, 2017).

Preference comes from the word "prefer" which means a person's tendency or liking to choose something. Kotler defines preference as an indicator of consumer preferences from

various existing product choices. Consumer preference is a practical way to describe the situation where people prefer one item over another. Preference theory is used to analyze the level of satisfaction for consumers, for example if someone wants to consume a product with limited resources then he must determine alternatives so that the use value or utility obtained reaches optimal (Kosanke, 2019).

Preferences in choosing a place to live or residence are divided into several, namely housing type, housing price, facilities, accessibility, proximity to the city center, environmental services and comfort. According to Mulliner & Algrnas in (Ekananda & Rachma Marcillia, 2018) Preferences in choosing housing are divided into four physical attributes, namely economic and social relations, residential environmental attributes and relative location.

METHOD

Research Approach (Research Type)

This research is quantitative with descriptive methods. This approach is used to look for correlations between respondents' lifestyles and the residential preferences of the millennial generation. Research data is obtained from surveys and questionnaires which will then be tabulated and analyzed using cross tabulation and the chi-square test.

Method for Determining the Number of Respondents

Determining the number of respondents was carried out using the snowball sampling method. The research location is housing in Medan Johor District which has a millennial generation population. Sample determination was carried out using a purposive proportional random sampling technique, which allows sampling based on certain criteria that are relevant to the research objectives. When conducting sampling, you also consider non-technical issues in the form of costs, time and energy (Sugiyono, 2020). Based on the formula, the number of samples taken is:

$$D = \frac{B^2}{4} = \frac{(0,1)^2}{4} = \frac{0,01}{4} = 0,0025$$

$$n = \frac{N \cdot p(1-p)}{(N-1) \cdot D + p(1-p)} = \frac{(499 \times 0,5)(1-0,5)}{(499-1)(0,0025) + (0,5)(0,5)} = \frac{124,75}{1,495} = 83,44$$

The sample size was 83.22 people and was then rounded up to 83 millennial generation aged between 30 - 44 years to meet the minimum sample size. Sampling is carried out proportionally according to the number of housing units in the housing complex that meet the criteria. Sampling was carried out using snowball sampling in each housing complex because data was not obtained on how many millennial generation residents lived in the housing complex studied. The number of samples for snowball sampling is 1 person in each housing complex who meets the criteria.



Method for Determining Research Variables

The variables in this study are divided into two main categories: Independent Variable: Resident lifestyle, which includes activities, interests and opinions. Dependent Variable: Residential preferences, which include residential type, residential location, ease of accessibility, proximity to facilities, and residential price.

Table 1. Method for determining research variables

Research Problems	Theoretical basis	Variable	Factor	Indicator	Benchmark
What is the lifestyle concept for millennial residents in Medan Johor District housing?	Lifestyle is a person's pattern of living as expressed in activities, interests and opinions. (Philip Kotler and Kevin Lane Keller, 2016)	Independent variable (X) (resident lifestyle)	Lifestyle	Activity	Work routine
					Social interaction between residents
					Routines in the residence
					Lounge
					Monthly expenses
					Sport
					Holiday
				Interest	Take up a hobby
					Facilities offered
					House architectural style
Opinion	Residential environment				
	Residential location				
How does the millennial lifestyle relate to residential preferences?	The lifestyle of the millennial generation influences preferences for a certain way of life which is the main trigger in the decision to determine a residential area as a place to live (Walker, 2007)	Dependent variable (Y) (residential preferences of the millennial generation)	Residential preferences	Location and Accessibility	Strategic residential location and easy accessibility Hospitals, schools, markets, super markets, cafes, restaurants, toll roads, ease of pedestrian routes, ease of access to public transportation, level of security
					Residential Type
				Facility	Residential Quality Construction

					Fireproof building materials
					Outdoor
					View Garden view
				Price	Source of parental funds, bank loan Down payment amount, payment scheme, installment amount Loans: bank mortgage, developer Maintenance section: Cleaning fees, security
Demographic Factors				Income	Daily, weekly, monthly salary
				Education	No school, elementary school, middle school, high school, diploma, bachelor's degree
				Work	Housewife, civil/private employee, self-employed
				Marital status	Married, divorced, unmarried
				Number of families	Parents, children, siblings

Source: Analysis Results, 2024

Method of collecting data

Data was collected through: Survey using a questionnaire designed to measure the lifestyle and residential preferences of the millennial generation. Field Observation by directly observing housing and the surrounding environment in Medan Johor District.

The technique used in this research is a nonprobability sampling technique, namely snowball sampling (Sugiyono, 2020). Researchers use snowball sampling techniques because they pay attention to certain considerations that are likely to be faced during the research. These considerations include, for example, the data obtained does not meet capacity. The snowball sampling technique is a technique for taking data sources that are initially small in number and then become larger, this is because the small data sources have not been able to provide satisfactory data, so look for other informants to use as data sources.

Data analysis method

The collected data was analyzed using: Cross Tabulation to find the relationship between lifestyle variables and residential preferences. Chi-square test to test whether there is a correlation between the respondent's lifestyle and their residential preferences. This test

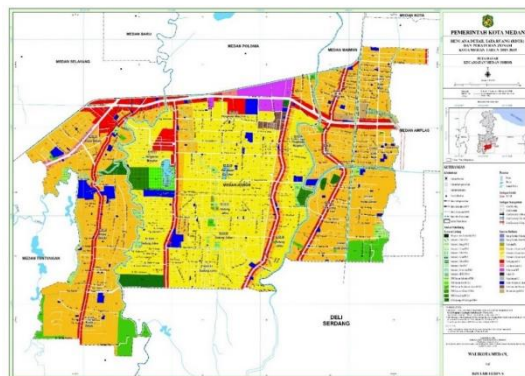


helps determine whether residential preference patterns differ significantly based on different lifestyles.

Description of Research Area/Object Housing in Medan Johor District

The area to be researched is the Medan Johor District. Medan Johor is one of 21 sub-districts in Medan City, North Sumatra, Indonesia. This sub-district is located on the southern side of Medan City, classified as a suburban area with an area of 16.96 km² and a population of 132,012 people in 2016, and has a population density of 9,668.31 people/km². Medan Johor District borders Medan Tuntungan to the west, Medan Amplas to the east, Deli Serdang Regency to the south, and Medan Polonia to the north. This sub-district has 6 sub-districts, including: Johor Building, Pangkalan Masyur, Kwala Bekala, Titi Kuning, Sukamaju and, Kedai Durian (Medan Johor District Regional Statistics, 2016).

Figure 1. District Spatial Pattern Plan Map. Medan Johor



Source: Medan City Government 2024

In Medan Johor District there are 92 housing complexes. The housing complex consists of luxury housing, real estate, middle housing and simple housing. This number is the largest number among other sub-districts which are also located on the outskirts of Medan City.




Socio-Economic Life of the Community in Medan Johor District

As is known, the people in Medan Johor District are on average in a socio-economic situation that is getting better and better. The large number of various professions from entrepreneurs, government employees and private employees in Medan Johor sub-district has made the economic situation of the people increasingly better, this can be seen from the variety of jobs they are involved in, one of the most involved is trading, starting from ready-to-eat food, clothing to other basic food and clothing necessities, as well as the availability of social institutions such as economic institutions in the form of markets, shopping centers and cooperatives, there are also educational institutions from kindergartens, elementary schools, middle schools, high schools to universities and so on.

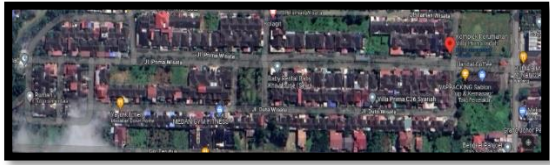

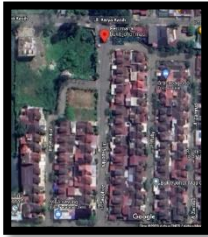
The economic situation of the people in Medan Johor District is getting better and increasing rapidly because of the many economic and social access needed. Currently the people of Medan Johor Subdistrict are in a prosperous state, this is indicated by the large number of infrastructure developments which are increasingly being improved, where the condition of the roads is suitable for passing because many roads have been repaired or are being repaired, existing developments or are in progress in the Subdistrict Medan Johor is very far from adequate, this can be seen from the optimal infrastructure such as very good and decent road conditions. Many secondary roads are starting to be asphalted, there are also clean water sources that flow directly from the mountains, telecommunications networks and electricity poles are found on every side of the road.

Housing Samples / Research Locations

The research locations are Jcity housing, Citra Wisata, Johor Indah Permai, Katelia Indah, Villa Prima, Graha Johor, and Bukit Johor Mas, as well as locations that make it possible to obtain research data sources. This research is based on the role of millennial residents in one housing complex which provides information on how many millennial residents there are in that housing area.

 <p>Figure 2. Tourism Image Housing</p>	<p>The Citra Wisata Complex has 500 housing units, and 12 units were sampled. Located on Jalan Citra Wisata, Pangkalan Masyhur, Kec. Medan Johor, Medan City, North Sumatra 20146.</p>
 <p>Figure 3. JCity Housing</p>	<p>The Jcity complex has 126 housing units, and 13 units were sampled. Located on Jalan Karya Wisata, Pangkalan Masyhur, Kec. Medan Johor, Medan City, North Sumatra 20146</p>
 <p>Figure 4. Johor Indah Permai I Housing Complex</p>	<p>The Taman Johor Indah Permai I complex has 611 housing units, and 12 units were sampled. Located on Jalan Johor Indah Permai I, Kec. Medan Johor, Medan City, North Sumatra 20144.</p>



 <p>Figure 5. Villa Prima Indah housing complex</p>	<p>The Villa Prima Indah complex has 227 housing units, and 17 units were sampled. Located on Jalan Karya Wisata, Kec. Medan Johor, Medan City, North Sumatra 20146.</p>
 <p>Figure 6. Graha Johor Housing Complex</p>	<p>The Geraha Johor Complex has 54 housing units, and 16 units were sampled. Located on Jalan Geraha Johor, Kec. Medan Johor, Medan City, North Sumatra 20146.</p>
 <p>Figure 7. Bukit Johor Mas Housing Complex</p>	<p>The Bukit Johor Mas complex has 60 housing units, and 13 units were sampled. Located on Jalan Karya Kasih, Kec. Medan Johor, Medan City, North Sumatra 20146.</p>

RESULTS AND DISCUSSION

Respondent Data

Gender

In this study, the majority of respondents were male, where the number of female respondents was 61 people (73.49%), there were 22 male respondents (26.51%). The following is a description of respondent data on gender:

No	Gender	N	FR
1	Woman	61	73.49
2	Man	22	26.51
Amount		83	100

Source: Analysis Results, 2024

Age

The age of respondents in this study was mostly dominated by 31-35 years, 36 people (43.37%), then the age most dominated by 36-40 years, 36 years (43.37%). Then there were 4 people over 40 years old (6.02%), followed by 6 people aged 25-30 years (7.23%). The following is a description of research respondents based on age that the millennial generation dominates in terms of lifestyle and residential preferences:

No	Age	Life Cycle	N	FR
1	25-30 Years	Early Adulthood	6	7.23
2	31-35 Years		36	43.37
3	36-40 Years	Middle Ages	36	43.37
4	41-45 Years		5	6.02
Amount			83	100

Source: Analysis Results, 2024

Education

The majority of housing residents are 42.17% graduates/S1, based on this it can be concluded that the majority of housing residents have a good level of education. It can be concluded that there were 0 people who graduated from elementary school (0%), who graduated from junior high school as many as 0 people (0%), who graduated from high school as many as 31 people (37.35%), who graduated from D3/D4 as many as 8 people (9.64%), as many as 35 people graduated from S1 (42.17%) and other graduates such as Masters as many as 9 people (10.84%), as described in the table below:

No	Education	N	FR
1	elementary school	0	0.00
2	JUNIOR HIGH SCHOOL	0	0.00
3	SENIOR HIGH SCHOOL	31	37.35
4	D3/D4	8	9.64
5	S1	35	42.17
6	Other	9	10.84
Amount		83	100

Source: Analysis Results, 2024

Marital status

The highest marital status of respondents was unmarried with 29 respondents (35%) and the lowest marital status was divorced with 5 respondents (6%). Marital status as married had 25 respondents (30.12%), couples with 1 child had 14 respondents (16.87%), and couples with more than 1 child had 10 respondents (12.05%).

No	Marital status	N	FR
1	Not married yet	29	34.94
2	Married	25	30.12
3	Couple with 1 child	14	16.87
4	Couples with > 1 child	10	12.05
5	Divorced	5	6.02
Amount		83	100

Source: Analysis Results, 2024



Transportation Used for Activities

The transportation used most often for activities is motorbikes with 32 respondents (38.56%), using cars with 18 respondents (21.69%), then 23 respondents (27.71%) choose to use online transportation such as Gojek, Greb, Indrive and Maxim and public transportation such as buses and public transportation as many as 10 respondents (12.05%).

No	Type of Transportation	N	FR
1	Motorcycle	32	38.56
2	Car	18	21.69
3	Online transportation	23	27.71
4	Public transport	10	12.05
Amount		83	100

Source: Analysis Results, 2024

Job status

For the majority, the most dominant occupation is self-employment where there are 52 people (62.65%), then students 0 people (0%), then private employees 15 people (18.07%), civil servants 9 people (10.84%) and others as many as 7 people (8.43%). The following is the explanation in the table below:

No	Job status	N	FR
1	Student	0	0.00
2	Private employees	15	18.07
3	Government employees	9	10.84
4	Self-employed	52	62.65
5	Other	7	8.43
Amount		83	100

Source: Analysis Results, 2024

Income

Income is the income that a person earns every month, the income of respondents in this study which dominates the most is income of 1 million – 5 million rupiah as many as 68 people (81.93%), then 5 million – 10 million as many as 13 people (15.66%), then 10 million and above as many as 2 people (2.41%) and under 1 million as many as 0 people (0%).

No	Monthly Income	N	FR
1	Under 1 Million	0	0.00
2	1 million - 5 million	68	81.93
3	5 million - 10 million	13	15.66
4	10 million and above	2	2.41
Amount		83	100

Source: Analysis Results, 2024

Expenditure

Expenditures are costs that each individual must incur every month. Of the respondents in this study, the highest expenditure was 1 million - 5 million rupiah, 71 people (85.54%), then 10 people (12.05%) earning 5 million - 10 million rupiah, then 2 people earning 10 million and above. people (2.41%), with income under 1 million as many as 0 people (0%).

No	Expenditure	N	FR
1	Under 1 Million	0	0.00
2	1 million - 5 million	71	85.54
3	5 million - 10 million	10	12.05
4	10 million and above	2	2.41
Amount		83	100

Source: Analysis Results, 2024

Residential Status

Residential status in this study based on respondents' opinions, the most dominant is rental/contract/boarding house status with 32 respondents (38.56%), followed by own house with 28 respondents (33.74%) and parents' house with 23 respondents. (27.72%). The following is a table of length of residence in this study:

No	Residential Status	N	FR
1	Rent/Contract/Cost	32	38.56
2	Parents' House	23	27.71
3	Own Home	28	33.74
4	Official residence	0	00.00
Amount		83	100

Source: Analysis Results, 2024

Length of Occupancy

The length of residence in this study is based on the most dominant opinion of respondents at 1-5 years as many as 72 people (86.75%), and the length of residence is 6-10 years as many as 11 people (13.25%), then 10-15 years as many as 0 people (0%) and 16-20 years old as many as 0 people (0%). The following is a table of length of residence in this study:

No	Length of Occupancy	N	FR
1	1-5 Years	72	86.75
2	6-10 Years	11	13.25
3	10-15 Years	0	0.00
4	16-20 Years	0	0.00
Amount		83	100

Source: Analysis Results, 2024



Residential Type

Residential type is the type of house chosen by research respondents. Most people chose to type 70 as many as 56 people (67.47%), then chose type 100 as many as 23 people (67.47%), chose type 190 as many as 4 people (4.82%). The following is a description of respondents based on housing type:

No	Residential Type	N	FR
1	Type 70	56	67.47
2	Type 100	23	27.71
3	Type 190	4	4.82
Amount		83	100

Source: Analysis Results, 2024

Resident Lifestyle Concept Analysis

Using the AIO (Activity, Interest, and Opinion) approach, researchers looked for lifestyle patterns of the millennial generation residing in the Medan Johor District Housing Complex. Especially for millennial generation respondents who live in Medan Johor District Housing as the main object of this research. The following is a description of the lifestyle of the millennial generation in the Medan Johor District Housing Complex which is divided based on activity approaches, interests and opinions.

Activity

The aim of the activity approach is to determine the tendencies of millennial generation respondents' daily routines and to find out the social environment that is formed in the Medan Johor District Housing Complex. The following is a description of the activity indicators that describe the lifestyle patterns of the millennial generation residing in the Medan Johor District Housing Complex. The first indicator tries to find out the respondent's work routine, where the researcher submits a statement regarding the agreement that the respondent's activities have a duration between morning and evening.

According to the Activities, Interests, and Opinions Approach theory according to Kasali (1998, in Susanto, 2013), market researchers who adhere to the lifestyle approach tend to classify consumers based on AIO variables, namely activities, interests, and opinions. Activity questions, asking what consumers do, what consumers buy, and how consumers spend their time. From data regarding activities formed in housing in Medan Johor District, it can be concluded that in their daily lives, respondents tend to do a lot of activities outside but still try to interact with other residents. and utilize the facilities and amenities in the Medan Johor District housing complex at certain times when the respondent is not active.

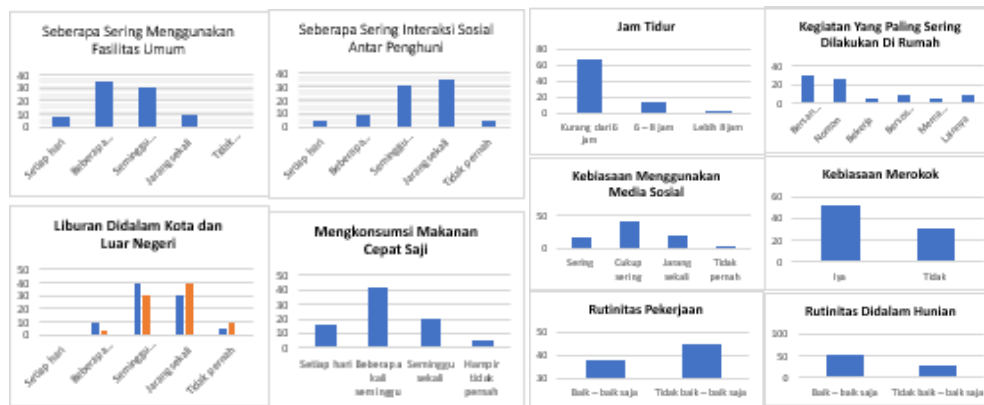


Figure 8. Activity

From the data it can also be seen that respondents often vacation domestically rather than abroad, because researchers suspect that respondents often go on vacation because they don't like the monotonous work routine, work pressure and sometimes the small salary that respondents get, the limited finances of respondents also influence the respondent's holiday activities. where more respondents only vacation domestically than abroad. Therefore, respondents prefer to relax at home, spend their free time playing on social media or go out just hanging out with friends. Other respondents' activities are that they mostly consume fast food and most of them are active smokers.

Interest

The approach by observing millennial generation respondents' interest in housing in Medan Johor District aims to find out the respondents' attitudes in determining priorities/tendencies in deciding to own/live in housing. The following is a description of the interesting indicators that describe the lifestyle patterns of the millennial generation in Medan Johor District. To find out millennial respondents' interest in transportation, activities, sports they are interested in, interest in social activities in their neighborhood.

According to the Activities, Interests, and Opinions Approach theory according to Kasali (1998, in Susanto, 2013), market researchers who adhere to the lifestyle approach tend to classify consumers based on AIO variables, namely activities, interests, and opinions. Interest questions, asking consumers' preferences and priorities. From the data regarding interests formed in housing in Medan Johor District, it can be concluded that respondents are quite interested in social activities in the environment where they live, even though most of their time is spent working, the researcher suspects that respondents are not too interested in carrying out social activities because they have free time. Used to take a break from routine work.

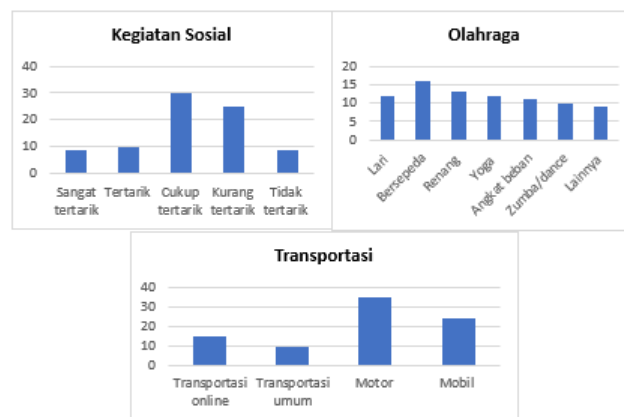


Figure 9. Interests

From the data it can also be seen that respondents have a great interest in sports, and the most popular sports are cycling, yoga and weight lifting. The researcher's guess regarding sports interest is that respondents want sports that are relaxing and can form a more ideal body compared to other sports. drains a lot of energy. Respondents' interest in transportation is very high in motorized transportation, researchers suspect that respondents do not want to spend time on the road because of traffic jams when going to and from work.

Opinion

The approach based on respondents' opinions aims to find out the respondents' point of view/mindset in responding to housing that is friendly to pedestrians and cycling, easy access to public transportation, opinions about open space as well as community and social interaction in housing in Medan Johor District. The following is a description of the opinion indicators that describe the lifestyle patterns of the millennial generation in the Medan Johor District housing complex. According to the Activities, Interests, and Opinions approach theory according to Kasali (1998, in Susanto, 2013), market researchers who adhere to the lifestyle approach tend to classify consumers based on AIO variables, namely activities, interests, and opinions. Opinion questions, asking consumers' views and feelings regarding various topics, events taking place in the surrounding environment, economic, social and moral issues.

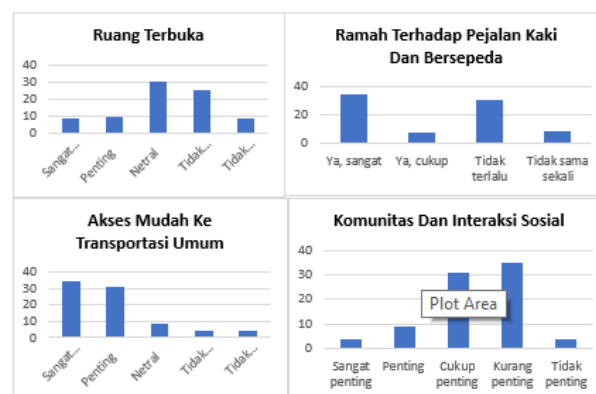


Figure 10. Opinion

From the data regarding respondents' opinions above, it can be concluded that housing in Medan Johor District is currently housing that suits the living needs of millennial generation respondents, however. Apart from being residential, housing in Medan Johor District is considered to have better investment opportunities. The researchers suspect that respondents agree with housing that has close access to public transportation, has open space, and an environment that is friendly to pedestrians and bicycles in order to make it easier and provide comfort for respondents while living in housing in Medan Johor District.

Residential Preference Analysis

This sub-chapter will discuss the level of millennial preferences in choosing housing in Medan Johor District using scoring analysis. Previously, questionnaires had been distributed to the millennial generation aged 25-45 years with 83 respondents as samples. Respondents will answer 50 questions with different scores for each respondent's answer. After the answers are recapitulated and analyzed, the scoring is done by multiplying the number of answers by the score and then adding them up. Then the total score is divided by your highest score by 100%.

Housing Type Preference

From the data regarding the respondent's type of residence above, it can be concluded that respondents mostly choose single-storey landed dwellings and have a yard, many respondents also choose pre-built dwellings rather than building their own. Researchers suspect that respondents, especially the millennial generation, want something simple, they like things that are easy and not complicated, especially since the millennial generation is a pioneer generation where they usually don't have household assistants to help clean their homes.

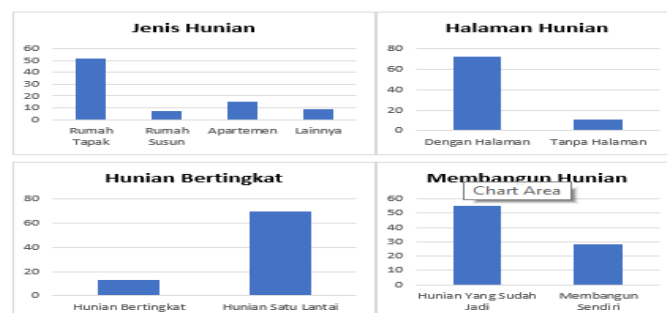


Figure 11. Housing Type Preference

Preference results This type of housing is in line with residential developers in the Medan Johor District housing complex who are developing many types of landed housing. Development of the landed residential type is directed to the outskirts of Medan, namely Medan Johor District. In this district, many new residences have been built for new residential centers which are equipped with residential areas, industrial areas and other supporting facilities.



Residential Location and Accessibility Preferences

The theory of strategic residential location and ease of accessibility influences consumers in buying a house which refers to ease of location and easy accessibility to reach locations such as schools, markets, workplaces, public facilities and infrastructure, places of worship, recreation areas and others. (Anastasia, 2013).

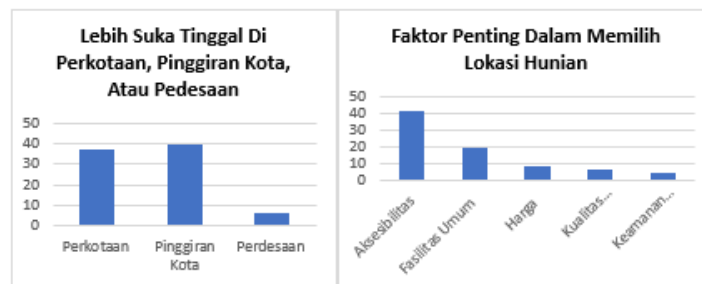


Figure 12. Residential location preferences and accessibility

From data regarding residential location and Accessibility of the respondents above, it can be concluded that respondents prefer housing on the outskirts of the city. The researcher suspects that respondents choose housing on the outskirts of the city because the housing prices are affordable with fairly complete housing facilities. The most important factor chosen by respondents was accessibility. The researcher suspects that the reason respondents chose accessibility was so that they could easily reach the locations they needed.

Millennial preferences in choosing residential locations tend to live in housing. This is in line with the development of new housing in Medan Johor District, which is building a lot of residential housing. This condition is supported by the large market demand in Medan Johor District for housing. This growth is influenced by several things, including the increase in the number of middle economic groups in Indonesia so that the demand for residential housing also increases (Ramadhani, 2021).

Facility Preferences

According to (National Standardization Agency, 2004), The choice of residential location is based on the completeness of housing facilities. However, millennials more often choose places to live near housing facilities that are easy to reach and in strategic locations.

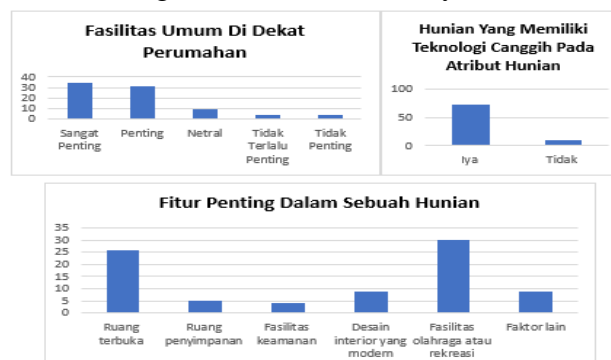


Figure 13. Facility preferences

From data regarding facility of the respondents above, it can be concluded that respondents prefer that public facilities are close to housing and have advanced technology in residential attributes, the researcher suspects that respondents want housing with facilities that really support convenience in everyday life. From the data, it can be seen that many people choose sports and recreation facilities, researchers suspect that respondents have a healthy lifestyle, and spend time outside of work with sports and recreation.

Residential Price Preferences

Price is the cost that must be paid for purchasing goods or services at an exchange price based on the use or benefits of the product or service (Mariasinta, 2019). Price is the main factor that can influence consumer buying interest. Millennials in determining product purchases place great importance on price, because price is the main consideration for millennials when purchasing goods or services, competitive prices will attract more millennial buying interest (Utamanyu & Darmastuti, 2022).

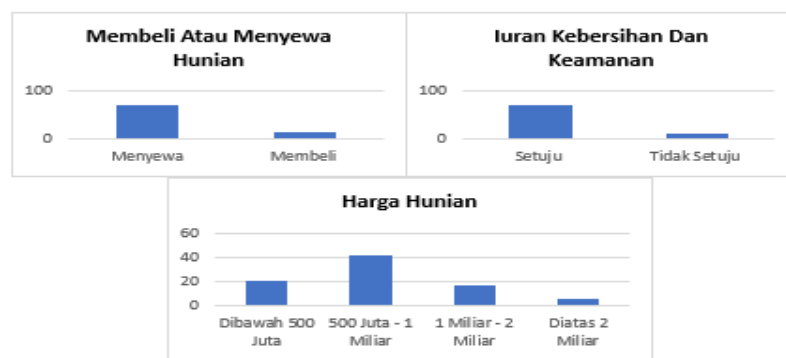


Figure 14. Residential price preferences

From data regarding housing prices of the respondents above, it can be concluded that respondents prefer to rent rather than buy housing, the researcher suspects that as pioneers and not having a large income, respondents prefer to rent housing while saving to buy their own housing, with a desired residential price range of 500 million up to 1 billion. Housing price preference analysis only provides a general idea of the price range desired by prospective home buyers or renters. Actual residential prices may vary depending on individual conditions and situations. It is important to consider various factors when buying or renting a residence, not only the price, but also the location, characteristics of the residence, and other factors.

Analysis of the Relationship Between Millennial Lifestyles and Residential Preferences

Analysis of the relationship between millennial lifestyle and residential preferences shows that the millennial generation influences their residential choices through the lifestyle they live. A balanced lifestyle and good financial management can help the millennial generation have healthy finances and enable them to invest in property as a long-term asset. In other research, millennial lifestyles were also found to influence their housing choices.



For example, the millennial generation prefers to live in the city center, compared to living in the countryside, because of the more dynamic lifestyle and better accessibility in urban areas.

Apart from that, millennial lifestyles also influence their preferences in choosing housing. Building quality, economics and accessibility factors are dominant in influencing the millennial generation's interest in residential preferences. Analysis of the relationship between millennial lifestyles and residential preferences shows that millennial lifestyles influence their residential choices, with a focus on comfort, community and social interests, as well as economic factors and accessibility that influence their preferences in choosing vertical housing.

This research identified that the lifestyle and residential preferences of the millennial generation in Medan Johor District are greatly influenced by technological developments, increased environmental awareness, and changes in lifestyle that are more dynamic and flexible. Flexibility is key for the millennial generation. They value housing that offers flexibility in terms of space use and ease of moving around according to their work needs and lifestyle. This has important implications for housing developers and stakeholders in designing and developing housing that suits the needs of this generation.

This analysis shows that millennials in Medan Johor tend to choose housing that is practical, with affordable prices, good accessibility and adequate supporting facilities. This preference reflects their dynamic and efficient lifestyle. The mobile, connected and environmentally conscious millennial lifestyle influences their residential preferences. The ideal residence for millennials is a residence that is practical, connected, sustainable, and offers experiences and community. Property developers need to understand this trend to create housing that suits millennial needs and desires.

CLOSING

Conclusion

This research identified that the lifestyle and residential preferences of the millennial generation in Medan Johor District are greatly influenced by technological developments, increased environmental awareness, and changes in lifestyle that are more dynamic and flexible. Flexibility is key for the millennial generation. They value housing that offers flexibility in terms of space use and ease of moving around according to their work needs and lifestyle. This has important implications for housing developers and stakeholders in designing and developing housing that suits the needs of this generation.

This analysis shows that millennials in Medan Johor tend to choose housing that is practical, with affordable prices, good accessibility and adequate supporting facilities. This preference reflects their dynamic and efficient lifestyle. By understanding these preferences, housing developers and other stakeholders can design and develop housing that suits the needs and lifestyle of the millennial generation in Medan Johor District. These preferences also provide insight into how to build housing that can improve the quality of life and support sustainable city development.

Suggestion

Collaboration with Local Government: Collaborate with local government to ensure supporting infrastructure such as roads, public transportation and public services are available and affordable. Appropriate Marketing: Utilizing social media and digital platforms to market housing to millennials, prioritizing technological features, affordable prices and complete facilities. Feedback from Residents: Involving prospective residents in the design and development process through surveys and discussions to ensure the residences being developed truly meet their needs and preferences. By adopting the suggestions above, developers can create housing that suits the lifestyle and preferences of the millennial generation in Medan Johor District, which in turn can increase the attractiveness and selling value of the residence.

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