

ABSTRACT

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EFFICIENCY DESIGN OF HOUSES IN REAL ESTATE CLUSTER BUILDINGS AT PT JAYA REAL PROPERTY

PT Jaya Real Property, Tbk is one of the companies in the Jaya Group which is a company that focuses on developing and managing an area based on Real Estate products. One of the areas developed by Jaya is Bintaro, South Tangerang. Regional development is an effort to make changes to an area to become more productive and prosperous by building decent housing and having commercial, industrial and office spaces that are easily accessible to its residents. This development can be supported by a Real Estate project, which is land and buildings that stand permanently and are part of the business. One form of Real Estate is a residential area in the form of a cluster. Clusters can be classified as exclusive property products that have certain facilities such as gardens in an area consisting of houses with several types of designs that are similar between one type and another. In planning to develop a cluster, an efficient design is needed to achieve the Real Estate product business objectives. To achieve design efficiency values in a cluster, each design needs to pay attention to the function and response to the floor plan layout, one of which is by creating a layout by leaving the central space empty where all the functions of space and structure are located around the building so that the building looks spacious and designing windows and circulation to utilize light and aesthetics in the facade.

Keywords: Real Estate, Cluster houses, Efficiency design