

Millennial and Gen Z Preferences for Their Co-living

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ABSTRACT: *The need for housing is a common problem in Indonesia. Demographic shifts need to be considered to see the population that will occupy the house is one of the factors that fill the problem. Generations Y and Z are the generations currently dominating and need future planning. Existing characters from each generation will influence preferences for housing. Residential alternatives are needed that can reduce the problem, one of which is Co-living. This study aims to determine the preferences of generation Y and Z towards housing in the concept of living together to plan for future needs. A quantitative approach was taken to retrieve data which is then analyzed. The results show that there are generations Y and Z prefer co-living with quite a few occupants. Then, they choose to live in cities with large private spaces that already contain furniture, parks that can be used as shared spaces, and equipped with a multipurpose room as additional facilities.*

Keywords: Preferences, Housing, Millennial, Gen Z, Co-living.

INTRODUCTION

Efforts to resolve problems of the backlog of housing every year unable to be achieved with significance. As backlog housing is one of the indicators that are used, the government needs a home in Indonesia. Refereeing also from the growth of the population based on the data survey population between the census of 2015, average Indonesia 1.49% per year, and reached 269.6 million inhabitants. So, in 2020, 185.34 million people were in the productive age group (15-64 years) and at the same time became the most. This means that the productive age range is filled by generation Y in the age range of 39-26 years, and generation Z starts entering the age of 25 years. At age are also housed live already become a necessity basis, strengthened with the trend in the world of the increase in the level of ownership toward home (Li, 2015). It is signaling the importance of the availability of homes for generations Y and Z are already entering the age of productivity and become a basic need for them.

The house became one of the aspects of the needs of basic humans namely as a 'papan'. Then, the house is not only a part of the fulfillment of a place to stay physically (house), but also there is a relationship of emotional (home). It's going to make the connection between life inside the lives of others if seen from the side of human motivation, Abraham Maslow has stated the theory of the hierarchy of basic human need. It is becoming important in the house-making to fill out satisfaction for the individual.

By seeing the needs that did not fulfill, needed alternative models of houses that can accommodate the problems mentioned. One of them is a model of co-living, Furthermore, released by Taylor on Shafique (2018) that there is essentially Co-living is a response to today's challenges. Among them are the constraints of development and affordability, and changes in the pattern of work and life and priorities of social lifestyle.

In the general classification, generations can see the character based on experience historically each - each generation, with the change in times where generation is now dominated by generation Y and Z with the characters that follow. With a look at character generation Y and Z increasingly compact, a model co-living can be a choice to help the generation that can inhabit and reduce the backlog of housing amid the constraints of land, especially in urban areas.

The statement and argument above aim to find a composition that is good to the preferences of generation Y and Z to place a live model of co-living. Furthermore, can help the developer housing to determine the model of occupancy that is more efficient and spreading. So that the need for housing can be met and housing backlog problems can be reduced.

THEORETICAL REVIEW

1. Housing as Basic Need:

Housing is a need for basic/primary human would be the 'papan', such as that disclosed Widyo Siswono (1991) that the papan is the need of humans to create a place to stay. Besides that, a place to live is an important role for someone more than just a physical building (house) but there is also an emotional connection (home) in it. It's going to make a connection between the life of a family with the lives of others, such as life social, employment, and education. (Dieleman, 1996 on Jansen et al., 2011)

In the case of this house is an aspect to meet the needs of those in the form of physical as protection from the weather and interference, a place to give a sense of safety, besides it also meets the idealization of a person and the value or memories (Andoni & Kusuma, 2016).

It is becoming important, especially in the distribution of mass housing. In fulfilling the needs of a large scale. The group's characteristics can be seen to adjust their needs. Therefore, takes preference transform and knowing the tendency of groups that will inhabit can be identified.

2. Generation Y and Z

Many terms synonymously as Millennials, Echo Boomers, Generation Next, and Generation Dot Com which is used in turn to the generation of young this (Kam et al., 2018). Generation Y, seen as a generation that reactive towards the development environment, is seen from the pattern of communication that is more open, fanatical focus on social media, and open views of politics and economics.

Generation Z is also known as Gen Z or iGeneration or Homeland Generation, which is a generation after generation Y. Generation Z is a generation that was born in the era of technology information. By because of the mindset of a generation this is the mindset of technological and tend positivistic, so they are more easily believe in the reality of the objective, empirical, and rational (Subandowo, 2017)

Both generations of these have in common, where they are intelligent technology, the spirit of entrepreneurship, having awareness of the global, and have the confidence themselves that high (Dwidienawati & Gandasari, 2018). In its implementation, the generation is living in an era that is completely rented, starting from listening to music by relying on online streaming, to online transportation which of course only grabs a ride

To see the character and style of living two generations that indicate the presence of a difference that is quite a big of a generation with the birth beforehand. So that it becomes the background of preference for his place of housing.

3. Co-living

To meet the housing as a necessity in the present who are faced with the problems of the present, needed an alternative model of a place to stay that can accommodate the problems mentioned. With the model of co-Living who is the alternative habitable which can respond to the problems that present time now. Such as that disclosed by Taylor on Shafique (2018). Co-Living is a response to the challenges of time now. Among them are the constraints of development and affordability, and changes in the pattern of work and life and priorities style of life of society. According to a report from

the RSA action and research center in Co-Living and Common Good (Shafique, 2018). Co-living a form of home that combines space life private with facilities communal together. And it explicitly co-living raises contact social as well as build a community.

The Co-Living typology raises the need for an affordable life and can also interact with others (Alalouch et al., 2015). With digitalization, there are increasingly eliminating boundaries and establishing connections. In the book, homy-coliving and cohabiter (2018) explained that co-living the development of the revolution of the Internet, bringing together means new in life and work. With the digitization create space to work more flexibly, can be done where only. It affects more and a lot of spaces that intersect the space to work and live. Co-living implies the existence of a community that was built purposely from space - space living private which was built around them.

METHOD

1. Research Scope

The method that is used in research is using the approach of a mixture based on a variety of data, namely qualitative and quantitative. Aiming to obtain a description, picture, in a systematic, factual, and accurate way about the facts through a questionnaire that will meet the criteria of each parameter independently associated phenomena that would be explored.

2. Data Collection Method

Intake of the sample using purposive random sampling. Where the intended sample is generation Y and Z based on a certain time span. And carried out randomly by the recipient of the questionnaire.

Purposive : Taken from the age range that includes generations Y and Z

Random : Taken from the recipient of the questionnaire

3. Data Collection Instruments

The instrument uses a questionnaire online (google form) that contains information about the model Co-Living to meet the needs it will inhabit, which is used as the preferences of generation Y and Z of the Co-Living. By making literature studies to find data from co-living models. Where the parameters of the characteristics that will be given based on the description of co-living that has been given previously.

Table 1. Research Variable and Parameter

Variable		Parameter		Data Type
Co-Living Model as A Place of Housing	Neighbors (community)	Demographic	Family, Single	Descriptive, Descriptive
		Number of occupants	5-10, 11- 30, above 31	Numeric
	typology of The Co-living	characteristics occupants	Uniform, Diverse	Descriptive
		Location	City, Suburban, Rural	Descriptive

		Space to be shared	Working space, Kitchen, Garden, Warehouse, Living Room, Guest room.	Descriptive
		Furniture	Only communal space, the whole room	Descriptive
Characteristic of generation Y and Z		Highest Level of Education		Ordinal
		City of Residence		Descriptive

Source: Personal Documents

RESULT AND DISCUSSION

a) Identity and Character Generation

The identity and character of this generation discuss the current situation of the Respondents. From the results of the questionnaire that was distributed, there were 127 respondents with births between 1981 - 2001. Obtained as many as 56% (71 people) respondents were included in generation Y and 44% (56 people) respondents were included in generation Z. (Figure 1)

The respondent dominate with education by S1 levels, then working on private sector with the most has marriage, and currently living with family.

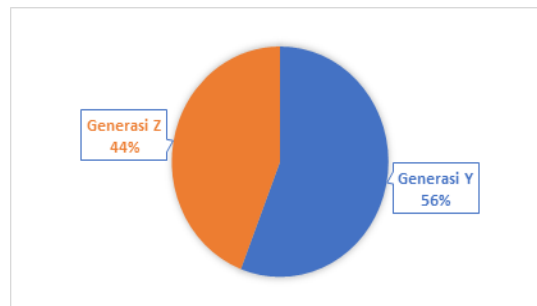


Figure 1. Respondents
Source: Personal Documents

- **Education**

The respondent education is dominated by S1 levels as much as 62%. Then, followed by high school level (33%), and S2 level (5%). More can be seen in Figure 2

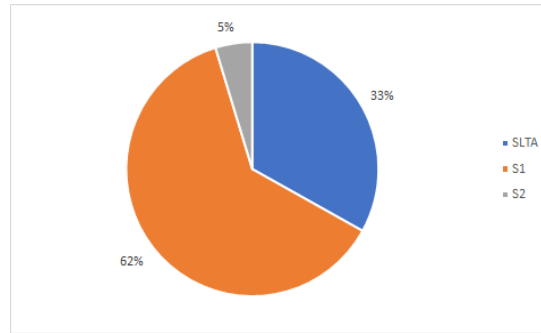


Figure 2. Education

Source: Personal Documents

- **Job Variety**

Distribution variety of jobs respondents most a lot of work in the Private sector, as much as 43%. More can be seen in Figure 3

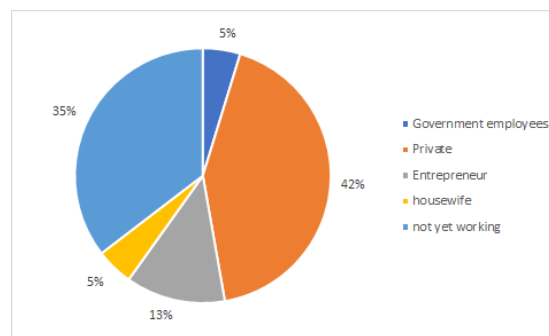


Figure 3. Job Variety

Source: Personal Documents

- **Marriage Status**

The marital status of respondents is those who are not married, which is 59%. And rest as much as 41% has not been married. In specific can be seen in Figure 4

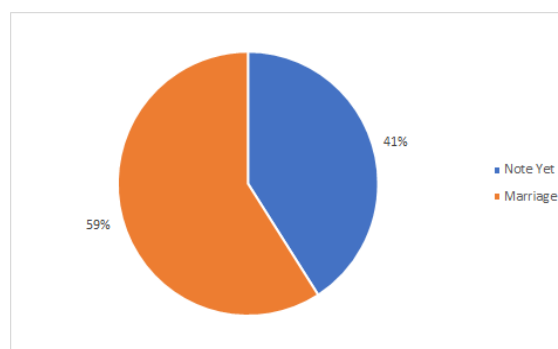


Figure 4. Marriage Status

Source: Personal Documents

b) Typology of Co-living

This section discusses the preferences and selection of Generation Y and Z of the co-living. Preferences are chosen by respondents is the result of the instrument which has been determined previously by authors. As well as the terms of what the relation of these selections

- **Number of Occupants**

Respondents chose to stay with the number of residents between 4-10 people is 84%. Meanwhile, selection of the 21-40 and 31-50 be the choice of the littlest selected with the percentage of each 3%. (Figure 5). It is indicating a majority of both generations still want to stay in environment with small amount of. By living in a neighborhood that is a small show of respondents were still needs privacy are high and tend to be closed. In line with the findings of stillman (2018) who say this generation tends to be closed / individualist.

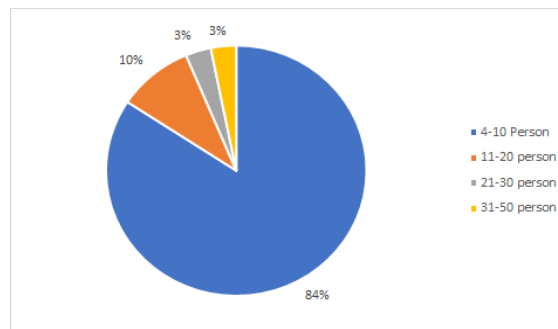


Figure 5. Number of occupant
Source: Personal Documents

- **Location**

Most of the chosen living locations live in urban areas, 37%. By looking at the age of those who are of productive age to work, living in this city can support their work. With more complete facilities, living in the city can facilitate the activities they do. A more integrated hub can make it easier for them to live a lifestyle. In addition, this choice also shows that the desire of generation Y and Z to live in urban areas is still high which will increase the density of cities. (Figure 6)

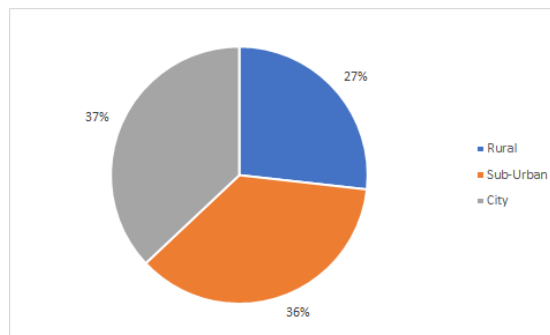


Figure 6. Location
Source: Personal Documents

- **The amount of private space**

Living in Co-living means having your own private space. Large private space is the choice of both generations, with a percentage of 57%. The majority of respondents chose large private spaces indicating the existence of activities to be done in private spaces is still large. By carrying out activities inside, they still prioritize privacy when they live. Issues related to privacy are still a general concern on how to divide private and public areas. And the choice of small private space was chosen by 43% of respondents. (Figure 7)

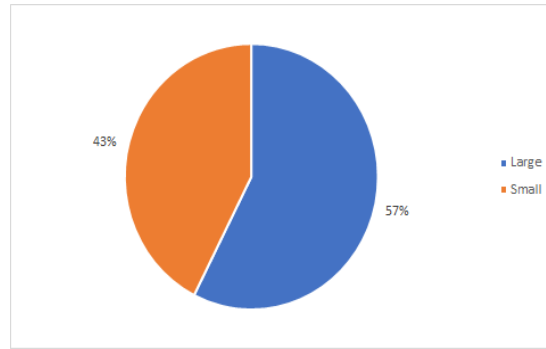


Figure 7. Amount of private room
Source: Personal Documents

- **Choice of shared space**

Parks became choice most of the space that will be used together, as many as 96 people (76%). Subsequently, followed by spaces else, namely: Guest room 78 people (61%), Dining Area 66 people (52%), Kitchen 53 people (42%), Storage 37 (29%), Laundry Room 35 (28%), Work Space 25 people (20%), and other spaces 17 people (13%).

Here we see, the park which is generally an open space shows they still want to gather in a public space. The park is also a space to refresh from the fatigue of work. With the choice of open space to be a shared space, it still shows that the two generations still have high privacy in their homes.

The presence of this shared space becomes important. When living in co-living, this space becomes a means to socialize for users. By choosing a park, making their private and shared spaces do not rub against each other directly, which makes their private spaces still deeper place.

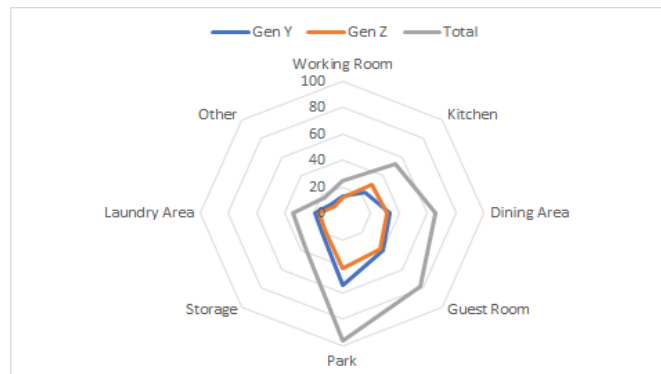


Figure 8. Shared Space
Source: Personal Documents

- **Additional Facilities**

Additional spaces in co-living as much 56% or 82 respondents chose space multipurpose become a choice of space additional. Then, followed by the Library room 67 people (53%), Gym 55 people (43%), and the Watch Room 46 people (36%). Furthermore, space Other amounted to 7% which is there includes space worship, space. music and gaming room. Meanwhile, 5% of respondents felt no need for additional space. In detail can be observed in Figure 9.

The presence of this additional space can describe their lifestyle. Where multipurpose space is the most choice, it indicates that they want a flexible space to use. In the multipurpose room, they can use the space according to their activities.

With a rational character of both generations, the choice of library room and gym is also one of the highest choices, above 40%. here shows that knowledge and health become an important part of their lives. With that, they want the two facilities to study their area of residence.

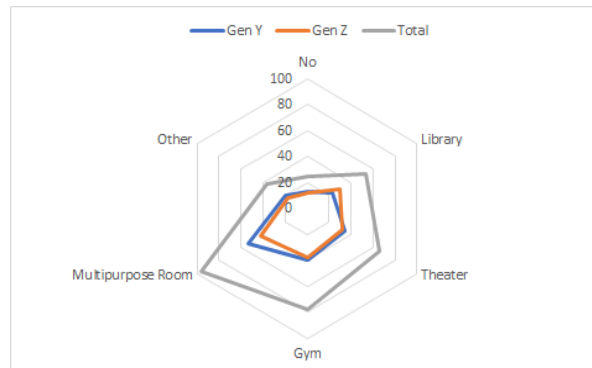


Figure 9. Additional Space
Source: Personal Documents

- **Application of Furniture**

The application of furniture in all rooms was the most respondents' choice, at 51% (Figure 10). By applying furniture to all the residents no longer need to look for furniture to be placed in their personal area, this makes it easier for residents to use furniture. Utilization of a modern design also affects the procurement of furniture that tends to have high prices. With the selection of providers, laying furniture can be more organized and optimal in its use. This reinforces that this generation wants ease.

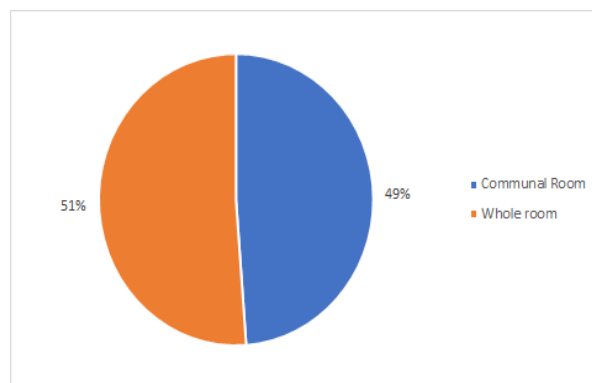


Figure 10. Furniture application
Source: Personal Documents

From the results of the discussion it can be seen that the co-living preferences of the Y and Z want generation. It is known that they choose co-living with quite a few occupants, and still lived together with their families. Then, they choose to live in cities with large private spaces that already contain furniture, and parks that can be used as shared spaces, and equipped with multipurpose room as additional facilities.

CONCLUSION

The results of this study indicate that the Y and Z generation preferences towards co-living following the character and lifestyle of their generation. That, high privacy to stay, its nature is open to the times, adaptive in the digital world, be rational with what they want, and want efficiency and ease, also become a character associated with the preferences of generation Y and Z towards co-living. I hoped that it will helpful for developers to create alternative housing models to optimize the design to be developed. This can accommodate housing demands.

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