

ANALYSIS OF HOUSING DEVELOPMENT GROWTH IN DATUK BANDAR TIMUR DISTRICT, TANJUNGBALAI CITY

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Abstract

This study aims to analyze the patterns, driving factors, and impacts of housing development growth in Datuk Bandar Timur District, Tanjungbalai City. Using a qualitative approach, this study reveals that housing development in the area shows a rapid spread pattern towards the suburbs with characteristics of cluster and sporadic development. The main driving factors include population growth, local economic development, infrastructure development, changes in people's lifestyles, government policy support, and land availability. This growth has an impact on the environment, society, and infrastructure, such as reduced green open space, changes in social structure, and uneven distribution of public facilities. To overcome these impacts, a sustainable housing development management strategy is needed through spatial planning enforcement, strengthening licensing supervision, environmentally based development, and public education. This research is expected to be the basis for designing more targeted and sustainable housing development policies in the future.

Keywords: *Housing Growth, Sustainable Development, Spatial Planning, Infrastructure, Datuk Bandar Timur District*

INTRODUCTION

The development of housing development is one of the important indicators in assessing the progress of a region, especially in urban areas. Along with the increasing population and the increasing need for decent housing, housing development in various regions has experienced rapid growth.(Nuraini, Cut, 2010). Tanjungbalai City, especially Datuk Bandar Timur District, is one of the areas that has shown quite significant housing development dynamics in recent years. The increase in housing development in Datuk Bandar Timur District is driven by several main factors, such as population growth, shifts in people's lifestyles, and increased purchasing power for property. In addition, the development of urban areas and the expansion of infrastructure accessibility have also become catalysts in accelerating housing development in this area. This phenomenon shows a real need for the provision of new housing that meets the standards of comfort, security, and sustainability.

However, behind the rapid growth, various problems have emerged that need serious attention. Unplanned and uncontrolled development growth can have an impact on changes in spatial planning, conversion of agricultural land into residential areas, pressure on public infrastructure, and the emergence of residential areas that are not in accordance with the established regional spatial planning (RTRW).(Rangkuti et al., 2023). In addition, housing development that does not pay attention to environmental aspects has the potential to cause problems such as reduced water catchment areas, increased potential for flooding, and decreased environmental quality.(Sugiarto, Yamin s, et al., 2024)From a social perspective, the growth of new housing areas also affects the pattern of community interaction. The shift from traditional communities to new communities has consequences for social cohesion, local economic patterns, and cultural changes that develop in society. If not managed properly, this can lead to social inequality and uneven development. The area of Tanjungbalai City is 6,052 Ha or 60.52 km² and is the smallest area in North Sumatra besides Sibolga City and Tebing Tinggi City. The administrative area of Tanjungbalai City is divided into 6 sub-districts and 31 villages. Datuk Bandar District is the largest area with an area of 37.16 Ha or around 37.16 percent of the total area of Tanjungbalai City, while Tanjungbalai Utara District is the smallest area with an area of 84 ha or only around 1.39 percent of the total area of Tanjungbalai City. Datuk Bandar Timur District

is 1,457 Ha in area, consisting of 5 villages including Bunga Tanjung Village, Pulau Simardan, Selat Lancang, Tanjung Medan and Semula Jadi Village.

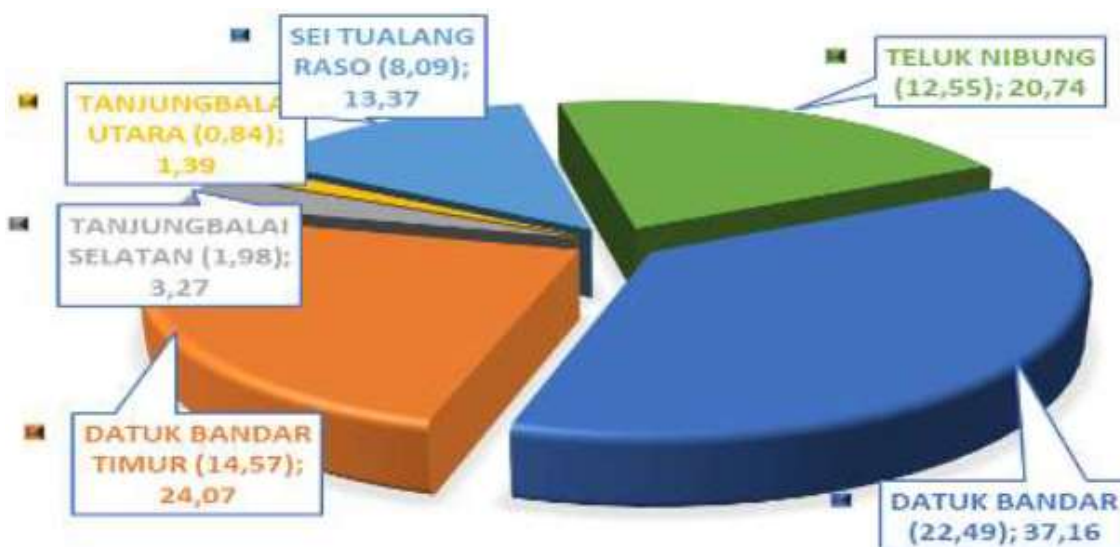


Figure 1.1 Area of Tanjungbalai City Based on District (ha)

Seeing these various dynamics, an in-depth analysis is needed to understand the growth of housing development in Datuk Bandar Timur District, both in terms of development patterns, driving factors, impacts caused, and the control efforts needed. (Rangkuti et al., 2023). This analysis is expected to be the basis for formulating a more targeted, sustainable housing development strategy that is able to create a balance between housing needs, environmental sustainability, and the welfare of the local community. In recent years, Datuk Bandar Timur District in Tanjungbalai City has experienced quite rapid growth in housing development. This development can be seen from the increasing number of new residential areas that have emerged, both those developed formally by developers and independently by the community. This increase reflects the real need for housing, along with population growth, urbanization, and changes in people's lifestyles that want closer access to urban facilities.

However, behind this positive development, various problematic phenomena have emerged. One of them is the conversion of productive land into residential areas, which results in a reduction in green open space and has an impact on reducing water catchment areas. As a result, several areas have begun to experience environmental problems, such as waterlogging and potential flooding during the rainy season. In addition, uncontrolled development growth has caused irregularities in settlement patterns, thereby putting pressure on basic infrastructure such as roads, drainage, clean water, and sanitation. Another phenomenon that is apparent is the inconsistency between housing development and regional spatial plans. Some developments are carried out without considering careful planning, thus disrupting the balance of land use and resulting in inequality in the provision of public facilities. On the social side, this change also has implications for the lives of local communities, such as community shifts, changes in social interaction patterns, and the potential for conflicts of interest between residents.

These phenomena show that although housing development provides economic and social benefits, there are negative impacts that must be managed wisely. Therefore, it is important to understand in depth how the growth of housing development in Datuk Bandar Timur District occurs, what factors drive it, and how to anticipate the impacts that arise so that future development is more focused, sustainable, and supports the quality of life of the community. Housing development is a basic need to support urban growth and improve community welfare. However, unplanned housing development growth can cause various complex problems, ranging from spatial planning problems, pressure on infrastructure, environmental degradation, to unanticipated social changes. This condition is currently being felt in Datuk Bandar Timur District, Tanjungbalai City, where rapid housing development is taking place without optimal integrated management. The urgency of this research lies in the importance of comprehensively understanding the growth pattern of housing development in the region, as well as the factors that influence its rate. Without an in-depth study, it is feared that the development that occurs will only be short-term and ignore the principle of sustainability. This research is also needed to identify the impacts that have begun to be seen, both in

terms of the environment, social, and infrastructure, so that they can be the basis for formulating more effective housing and spatial planning policies. In addition, the results of this study can provide a real contribution to local governments, developers, and the community in understanding the importance of balanced, environmentally friendly housing development planning that is in accordance with the long-term needs of the city. Considering that Tanjungbalai City has strategic potential in urban area development, this research is important to encourage housing development that is not only quantitative, but also quality and sustainable. Various previous studies have discussed a lot about housing development in urban areas, especially from the perspective of housing needs, settlement patterns, and the social and environmental impacts that arise. Several studies have revealed that housing growth is often directly proportional to urbanization and economic growth, but also brings challenges in terms of providing basic infrastructure and managing urban spatial planning. These studies generally focus on large or metropolitan cities, such as Medan, Jakarta, or Surabaya, where housing development problems are very complex and larger in scale.

However, there are still few studies that specifically discuss the growth of housing development in small or medium-sized cities, including in Tanjungbalai City, especially in Datuk Bandar Timur District. This city with its different demographic, social, and economic characteristics certainly presents unique development dynamics and requires its own analytical approach. In addition, most previous studies have examined housing development more from a macro perspective or general policy, without looking in detail at real conditions in the field, such as changes in land use, the distribution of new housing locations, and their impacts on the environment and local communities in the area. Thus, the existing research gap lies in the lack of studies that specifically and in-depth examine the growth of housing development in Datuk Bandar Timur District. This study attempts to fill this gap by conducting an empirical analysis of housing growth patterns, driving factors, and social and environmental impacts at the sub-district level. In addition, this study also attempts to provide an overview of the need for a housing development management strategy that is more adaptive to local characteristics, which until now has not been widely touched on by previous studies.

Identification of problems

1. The rapid growth of housing development in Datuk Bandar Timur District is not yet fully in line with the regional spatial planning.
2. There is a conversion of productive land and green open spaces into residential areas which can cause environmental impacts such as reduced water catchment areas and increased flood risks.
3. Supporting infrastructure such as roads, drainage, clean water and sanitation have not optimally kept up with the development of new residential areas.
4. The emergence of social inequality due to differences in access to public facilities in new residential areas.
5. Lack of supervision and planning of housing development leads to irregular growth of settlements.
6. There has been no in-depth study of the patterns, driving factors, and impacts of housing development growth at the sub-district level, especially in Datuk Bandar Timur.

Formulation of the problem

Based on the problem identification above, the problem formulation in this study can be structured as follows:

1. What is the growth pattern of housing development in Datuk Bandar Timur District, Tanjungbalai City?
2. What are the factors that drive the growth of housing development in Datuk Bandar Timur District?
3. What is the impact of housing development growth on the environment, society, and infrastructure in Datuk Bandar Timur District?
4. What is the strategy for managing sustainable housing development in Datuk Bandar Timur District?

LITERATURE REVIEW

2.1 Housing Growth and Urban Development

Housing growth is an integral part of urban development, which is heavily influenced by social, economic and political dynamics.(Muhammad Aris et al., 2024). According to Sutomo (2020), housing development in urban areas is often triggered by population growth and local economic growth. In this context, housing is not only a place to live, but also reflects the socio-economic conditions of the surrounding community. In areas such as Datuk Bandar Timur District, with high urbanization potential, housing is a primary need that supports social and economic stability. Mulyadi and Suryanto (2020) stated that the factors influencing housing growth are government policies, private sector investment, and people's purchasing power.

2.2 Factors Affecting Housing Growth

Factors that influence the growth of housing development can be categorized into several groups, such as demographic factors, economic factors, and government policies. According to Fauzi and Hadi (2020), the increasing population in urban areas has increased the demand for housing, which has triggered housing development in areas that have not been fully developed. In addition, Aulia and Santoso (2020) stated that government policies, such as providing land for housing development and incentives for developers, play an important role in accelerating the rate of housing growth. With supportive regulations, developers are more interested in investing in the area, which has an impact on increasing the number of housing units.

2.3 The Role of Infrastructure in Housing Development

Housing development cannot be separated from the role of supporting infrastructure. According to Rasyid and Pranata (2020), the development of infrastructure such as road networks, electricity, clean water, and other public facilities is very important in attracting people to live in an area. The existence of adequate infrastructure not only improves the quality of life but also facilitates accessibility to the city center or other facilities.

2.4 Social and Economic Impacts of Housing Development

Housing development in areas such as Datuk Bandar Timur District certainly has significant social and economic impacts. From an economic perspective, housing development can increase employment opportunities and boost regional income. Fauzi (2020) argues that the housing sector can absorb a large number of workers, both directly and indirectly. However, its social impact also needs to be considered. According to Santoso and Hadi (2020), poorly planned housing development can cause social problems, such as congestion, lack of green open space, and limited access to public facilities. Therefore, careful planning based on community needs is essential to achieve sustainable development.

2.5 Challenges in Housing Development

On the other hand, the challenges in housing development cannot be ignored. According to Mulyadi (2020), the biggest challenges in housing development in urban areas are limited land, high land prices, and zoning regulations that often slow down the development process. Therefore, cooperation between the government and the private sector is needed to create effective and efficient solutions.

2.6 Framework of Thought

1. This framework describes the relationship between housing development growth and the factors that influence it, infrastructure, social and economic impacts, challenges faced, and strategies for sustainable development.
2. Factors such as demographics, economics, government policies, and infrastructure greatly influence the process and outcomes of housing development.
3. The social and economic impacts of housing development cover various aspects of people's lives, from social to economic. The challenges that exist will affect the smoothness of development.
4. The right strategy in housing development can create sustainable development and provide long-term benefits for the community.



Figure 2.1 Framework of Thought

RESEARCH METHODS

3.1 Research Approach

The approach used in this study is a qualitative approach. This approach was chosen because it aims to deeply understand the phenomena that occur related to the growth of housing development in Datuk Bandar Timur District, Tanjungbalai City. According to Creswell (2018), a qualitative approach focuses more on understanding and interpreting events in the social and cultural context that occurs.

3.2 Types of Research

The type of research conducted is qualitative descriptive research. Qualitative descriptive research is used to describe or explain phenomena in the field in a detailed manner without manipulating variables or experiments. (Sugiarto, Kamakaula, et al., 2024). This study will explore various factors that influence the growth of housing development and its impact on the community in Datuk Bandar Timur District.

3.3 Location and Time of Research

This research was conducted in Datuk Bandar Timur District, Tanjungbalai City. The selection of this location was based on the high intensity of housing development in the area which is interesting to analyze. The research period is planned to last for 6 months, starting from data collection to report preparation.

3.4 Data Sources

The data sources in this study are:

1. Primary Data: Obtained through in-depth interviews with various informants directly related to housing development, such as developers, local government, communities living around the development area, and parties related to licensing and regulations.
2. Secondary Data: Obtained from available documents, such as annual reports, development statistics data from the Tanjungbalai City government, and regional regulatory documents related to housing development.

3.5 Data Collection Techniques

Data collection techniques used in this study include:

1. In-depth Interviews: Semi-structured interviews will be conducted to dig deeper into the factors that influence housing development growth. This technique allows researchers to gain a more open perspective from informants.
2. Participatory Observation: Researchers will conduct direct observations in the field to see the physical and social developments around the housing development area.
3. Documentation: Secondary data related to housing development growth will be collected to complete the analysis.

3.6 Data Analysis Techniques

The collected data will be analyzed using thematic analysis techniques, as described by Braun and Clarke (2006), which involves identifying key themes in qualitative data. The stages in data analysis include:

1. Data Arrangement and Categorization: Data collected from interviews and observations will be arranged and categorized based on similarities or themes that emerge.
2. Theme Search: Key themes related to housing development growth will be identified from the categorized data.
3. Theme Analysis: The themes that have been discovered will be further analyzed to understand the relationship between factors that influence the growth of housing development in the area.

3.7 Validity and Reliability

To ensure the validity and reliability of the data, this study uses triangulation techniques by comparing data obtained from various sources and different data collection techniques (interviews, observations, and documentation). In addition, to increase the validity of the results, this study also involves member checks, namely confirming the results of the analysis with informants.

RESULTS AND DISCUSSION

What is the growth pattern of housing development in Datuk Bandar Timur District, Tanjungbalai City?

The growth pattern of housing development in Datuk Bandar Timur District, Tanjungbalai City shows a dynamic tendency along with the growing need of the community for decent housing. This growth is marked by an increase in the number of new housing areas spread across various sub-districts in this district. Most of the development occurs gradually following the direction of urban development, especially in areas that have good accessibility to economic centers, educational facilities, and public services. The development pattern that occurs is more dominantly sprawling or spread, where new settlements expand towards the outskirts of the district, rather than filling or densifying the existing city center area. This is influenced by the availability of wider land and relatively cheaper land prices in the outskirts. However, this pattern also has consequences for the need for more evenly distributed supporting infrastructure development, such as roads, clean water networks, and drainage systems. (Akus Harmoko et al., 2024). In addition to the spread pattern, there is also a tendency for housing development in clusters or closed complexes, developed by private developers. These housing clusters generally offer a modern housing concept with various supporting facilities, such as parks, play areas, and environmental security. This pattern illustrates the change in public preference for a more organized and comfortable housing model.

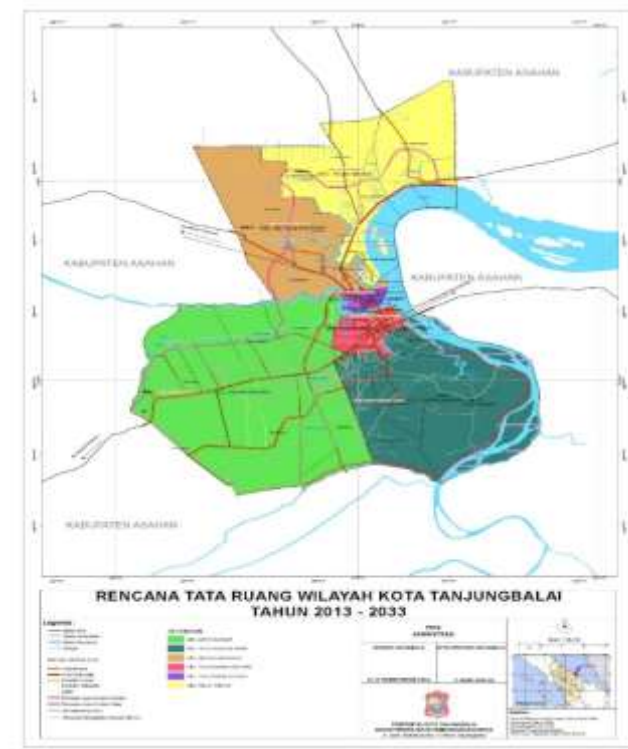


Figure 4.1 Map of Tanjungbalai City Area

However, not all housing growth in Datuk Bandar Timur District follows the established spatial planning. Some developments occur sporadically, without a well-integrated pattern, resulting in irregularities in urban planning. This phenomenon is evident from the emergence of new residential areas on land that previously functioned as agricultural land or green open spaces, without adequate infrastructure planning. In general, the growth pattern of housing development in Datuk Bandar Timur District shows rapid dynamics, but also presents major challenges in managing space and providing sustainable infrastructure. Therefore, understanding this pattern is important as a basis for better planning and controlling housing development in the future.

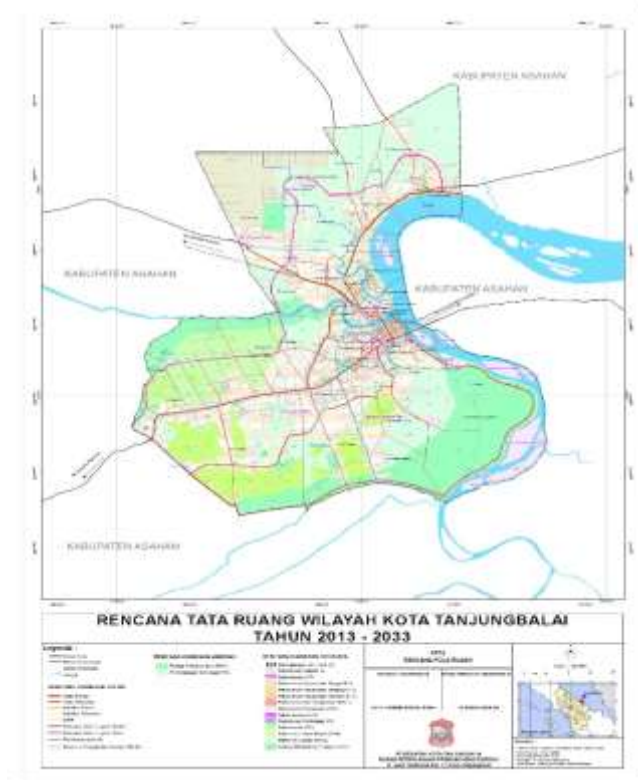


Figure 4.2 Spatial Pattern Map of Tanjungbalai City

What are the factors that drive the growth of housing development in Datuk Bandar Timur District?

The growth of housing development in Datuk Bandar Timur District, Tanjungbalai City did not happen without a reason. There are various factors that drive the acceleration of housing development in this area, both in terms of demographics, economy, social, and government policy. One of the main factors is population growth. As the population increases, the need for housing also increases. This is the main driver for developers and the community to build new housing to meet housing needs, both for local residents and immigrants.



Diagram 4.1 Population in Datuk Bandar Timur District

Local economic development is also an important factor. The increasing trade, service, and informal sector activities in Tanjungbalai City, including in Datuk Bandar Timur District, create a new attraction for people to live in this area. Economic stability encourages people's purchasing power to own a house, thus accelerating the rate of

ANALYSIS OF HOUSING DEVELOPMENT GROWTH IN DATUK BANDAR TIMUR DISTRICT, TANJUNGBALAI CITY

Lasthreeida Juwita et al

housing development. In addition, ease of access and infrastructure improvements are other factors that have a significant influence. Improved road quality, public facilities such as schools, hospitals, and markets make this area increasingly strategic to be developed into a residential area. Adequate infrastructure provides comfort and increases the selling value of property in the area. Changes in people's lifestyles also contribute to housing growth. The trend of wanting to have a more comfortable, safe, and modernly equipped home encourages developers to build housing in the form of clusters or housing complexes with supporting facilities such as parks, green open spaces, and 24-hour security. In terms of policy, government support through the simplification of building permits, the provision of subsidized housing programs, and the encouragement to expand new residential areas also accelerate the rate of housing growth. Local governments see this sector as one of the motors of economic growth that can improve people's welfare and regional income.

No less important, the availability of land in Datuk Bandar Timur District which is still relatively large and affordable compared to the city center area is a special attraction. This makes many developers interested in opening new housing areas, because of the potential for greater profits with lower land costs. All of these factors are interrelated and reinforce each other, forming the dynamics of rapid housing development growth in Datuk Bandar Timur District. However, without careful planning, this rapid growth can also pose serious challenges in terms of space, environmental, and infrastructure management in the future.

Table 4.1 Housing Development Data in Datuk Bandar Timur District

No	Company name	Address	Building Name	Number of Units	Year
1	Ahmad Saiful Harahap	Jl. Anwar Idris, Lk. IV, Bunga Tanjung Village	Type 36 and Type 45 Housing	76 Unit	2019
2	The cradle	Jl. Anwar Idris, Lk. III, Bunga Tanjung Village,	Housing and Shophouses	Shophouse: 21 Units, Rtt: 113 Units	2020
3	PT. Yazid Alzidan Mandiri	Jl. Pekan Selasa/Amd. Selat Lancang Sub-district	Bright Asri Housing 15	94 Unit	2023
4	Calvin Chang An. PT. Sehati Utama Jaya	Jl. Bambu Ujung Lk. III Tanjung Strait Subdistrict Medan	Housing area	321 Unit	2023



Figure 4.3 Housing in Datuk Badar Timur District

What is the impact of housing development growth on the environment, society and infrastructure in Datuk Bandar Timur District?

The rapid growth of housing development in Datuk Bandar Timur District has had a significant impact on various aspects, especially on the environment, social conditions of the community, and regional infrastructure. From an environmental perspective, massive housing development has reduced green open spaces and converted agricultural land into residential areas. The loss of natural land functions reduces the area's ability to absorb rainwater, increasing the risk of flooding and waterlogging, especially during the rainy season. In addition, increased construction activities and land use also have the potential to cause soil, water, and air pollution if not managed properly. This declining environmental quality in the long term can affect the balance of the local ecosystem and the comfort of people's lives.

In terms of social aspects, the growth of housing development triggers changes in the social structure of society. The entry of new residents into residential areas can create new social dynamics, such as shifts in local culture, changes in social interaction patterns, and potential conflicts due to differences in economic and cultural backgrounds. On the other hand, if not balanced with the provision of adequate public facilities, this growth can also create social inequality, where some groups of people have access to better facilities while others do not. Meanwhile, regarding infrastructure, rapid housing development is often not balanced with adequate improvements in supporting infrastructure. Many new areas experience a lack of proper road access, limited clean water services, poor drainage systems, and inadequate electricity capacity. This unpreparedness of infrastructure can hinder population mobility, reduce quality of life, and in the long term can worsen urban problems such as congestion and road damage. Overall, although the growth of housing development in Datuk Bandar Timur District has positive impacts such as increasing the local economy and providing housing, the negative impacts on the environment, society, and infrastructure need serious attention. Therefore, more integrated development planning and management are needed so that this growth remains sustainable and is able to improve the quality of life of the local community.

What is the strategy for managing sustainable housing development in Datuk Bandar Timur District?

To anticipate the negative impacts of rapid housing development growth in Datuk Bandar Timur District, a sustainable management strategy is needed. This strategy aims to ensure that housing development not only meets short-term housing needs, but also pays attention to environmental, social balance, and infrastructure strengthening. One of the main strategies is consistent and strict enforcement of spatial planning. Local governments need to ensure that every housing development follows the established spatial plan, including zoning arrangements, green area boundaries, and protection of productive land and water catchment areas. Developers must be directed to build environmentally friendly residential areas that are in accordance with the principles of sustainable development.

In addition, stricter supervision of building permits needs to be implemented. Every new housing project must go through a strict licensing process, including an environmental impact analysis (AMDAL) for large-scale development. Thus, potential negative impacts on the environment can be identified and minimized from the start. The next strategy is balanced and integrated infrastructure development. (Rahmadani et al., 2023). The government must ensure that every new housing area is equipped with proper road access, a good drainage system, adequate electricity network, and the provision of clean water and sanitation. This integration is important to maintain the quality of life of residents and avoid the emergence of uninhabitable residential areas.

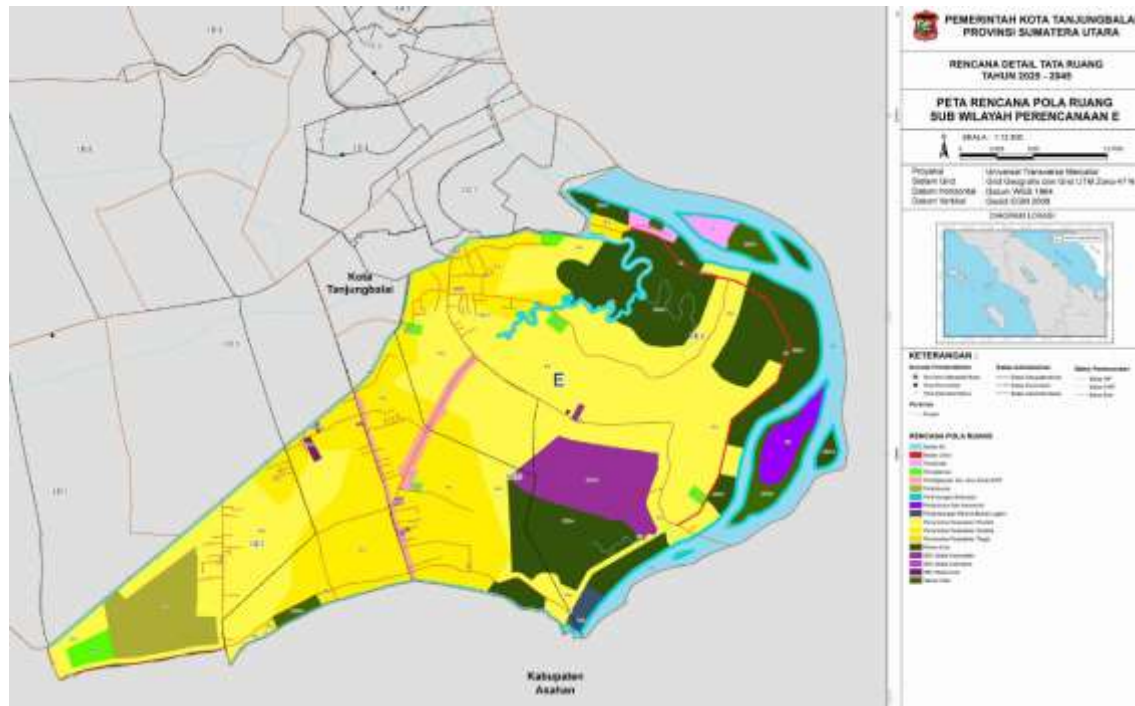


Figure 4.4 Spatial Pattern Plan in Datuk Bandar Timur District

In the social aspect, it is necessary to strengthen community participation in the development planning process. Involving local residents in decision-making will encourage a sense of ownership of the development being carried out and strengthen social cohesion in new areas. In addition, it is important to encourage the development of green housing concepts. Developers need to be directed to provide green open spaces, use energy-efficient building designs, and implement good waste management systems. This concept not only maintains environmental balance but also increases the attractiveness of residential areas. Finally, education and socialization to the community and developers about the importance of sustainable development are also integral parts of this strategy. Increasing awareness of all parties about the importance of protecting the environment and building residential areas that are adaptive to climate change is a crucial long-term step. With the implementation of these strategies consistently and collaboratively between the government, developers, and the community, housing development in Datuk Bandar Timur District can grow healthily, planned, and sustainably, so that it can become an important pillar for the development of Tanjungbalai City in the future.

CLOSING

Conclusion

Based on the results of the discussion, it can be concluded that the growth of housing development in Datuk Bandar Timur District, Tanjungbalai City shows a rapid and dynamic trend. The growth pattern tends to spread to the outskirts with characteristics of cluster and sporadic development. The main driving factors include population growth, local economic development, ease of access to infrastructure, changes in lifestyle, and support from government policies and land availability. This growth has an impact on the reduction of green open spaces, changes in the social structure of society, and the lag in basic infrastructure development. Therefore, a sustainable housing development management strategy is important, with an emphasis on enforcing spatial planning, licensing supervision, strengthening community participation, developing green housing concepts, and increasing education about sustainable development.

Suggestion

1. The Tanjungbalai City Government needs to tighten supervision and implementation of spatial planning so that housing development does not sacrifice the function of productive land and water catchment areas.
2. Developers are expected to adopt the concept of sustainable housing by paying attention to environmental aspects and social facilities.

3. Integrated development of basic infrastructure is needed in every new housing area to support the quality of life of residents.
4. Socialization and education to the community about the importance of environmentally aware development must be increased to create collective awareness of sustainable development.
5. Further research is recommended to examine the long-term impacts of housing growth on social and environmental aspects in more detail.

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