

ABSTRACT

The advance of the highly competitive housing development industry demands housing development companies to do innovation in their housing products. One of the innovations that housing developers can do is to start targeting the millennial generation as a market for their housing products. The large number of millennials who already work and are married makes them to be the potential buyers to a larger property market.

This study aims to analyze the concept of a housing development business strategy targeting the millennial generation at PT Kanzu Permai Abadi. The business strategy analysis was carried out through external environmental analysis utilizing PESTEL and Porter analysis, and internal environmental analysis utilizing business function analysis and strategy formulation with SWOT analysis. This study uses a qualitative research method with a case study approach. The data were collected by using in-depth interviews with owner and marketing parties from PT Kanzu Permai Abadi. The data triangulation was carried out for the research validation.

The results of SWOT Analysis show that SO (Strength-Opportunity) was the best alternative strategy of PT Kanzu Permai Abadi. The company implements an aggressive strategy in marketing by targeting millennial generation as a potential market, maximizing technology through social media, branding as a housing developer for millennial generation, and providing a differentiated housing from competitors. The strategic fit makes PT Kanzu Permai Abadi gain a competitive advantage.

Keywords: Business Strategy; Housing Development; Millennial Generation.