

Abstrak

Perkembangan bisnis properti residensial di Kabupaten Purworejo bergerak menuju ke arah yang positif. Hal ini ditunjukkan dengan besarnya minat masyarakat terhadap perumahan baik untuk hunian maupun investasi. Namun, pandemi covid-19 yang mulai masuk ke Indonesia berdampak serius pada bisnis properti residensial di Kabupaten Purworejo. Berdasarkan hal tersebut, akan dilakukan analisis untuk mengetahui kondisi permintaan, penawaran, hubungan permintaan dan penawaran, dan harga properti residensial yang dapat ditawarkan di Kabupaten Purworejo pada periode sebelum, saat, dan setelah pandemi covid-19. Dengan asumsi periode sebelum pandemi yaitu tahun 2017-2019, saat pandemi yaitu tahun 2020-2021, dan setelah pandemi yaitu tahun 2022-2023. Metode yang digunakan dalam penelitian ini adalah studi kepustakaan dengan mengumpulkan data yang diperlukan dari berbagai sumber yang terpercaya. Kemudian studi lapangan dengan melakukan wawancara dan observasi. Jika dilihat dari jumlah pertambahan penduduknya, tren permintaan properti residensial berupa rumah tapak di Kabupaten Purworejo pada periode sebelum pandemi menurun tiap tahunnya. Pada periode saat pandemi covid-19, tren permintaan rumah tapak di Kabupaten Purworejo, cenderung meningkat di tahun 2021. Pada periode setelah pandemi selesai tren permintaan properti residensial diproyeksikan meningkat. Berdasarkan jumlah izin mendirikan bangunan, tren penawaran properti residensial berupa rumah tapak di Kabupaten Purworejo pada periode sebelum pandemi meningkat tiap tahunnya. Pada periode saat pandemi covid-19, penawaran rumah tapak di Kabupaten Purworejo, meningkat di tahun 2020. Namun, menurun di tahun 2021 akibat pandemi covid-19. Tren penawaran properti residensial diproyeksikan meningkat pada periode setelah pandemi selesai. Hubungan antara permintaan dan penawaran properti residensial berupa rumah tapak di Kabupaten Purworejo pada periode sebelum, saat, dan setelah pandemi covid-19 belum menunjukkan adanya keseimbangan. Rata-rata masih dalam keadaan *oversupllay*. Harga properti residensial yang dapat ditawarkan oleh investor dihitung menggunakan metode *present value*. Harga properti residensial yang dapat ditawarkan di Kabupaten Purworejo berfluktuasi, tergantung pada pendapatan yang diterima, suku bunga KPR, besaran cicilan KPR, dan jangka waktu kredit.

Kata Kunci: Covid-19, Properti Residensial, Permintaan, Penawaran, Harga Properti

Abstract

The development of the residential property business in Purworejo Regency is moving in a positive direction. This is indicated by the large public interest in housing for both residential and investment purposes. However, the covid-19 pandemic that began to enter Indonesia had a serious impact on the residential property business in Purworejo Regency. Based on this, an analysis will be carried out to determine the conditions of demand, supply, demand and supply relationships, and the prices of residential properties that can be offered in

Purworejo Regency in the period before, during, and after the covid-19 pandemic. Assuming the period before the pandemic is 2017-2019, during the pandemic is 2020-2021, and after the pandemic is 2022-2023. The method used in this research is a literature study by collecting the necessary data from various reliable sources. Then field studies by conducting interviews and observations. When viewed from the number of population growth, the trend of demand for residential properties in the form of landed houses in Purworejo Regency in the period before the pandemic decreased every year. During the period during the covid-19 pandemic, the trend in demand for landed houses in Purworejo Regency tends to increase in 2021. In the period after the pandemic is over, the demand for residential property tends to increase. Based on building permits, the trend of offering residential properties in the form of landed houses in Purworejo Regency in the period before the pandemic increased every year. During the period of the covid-19 pandemic, the offer of landed houses in Purworejo Regency increased in 2020. However, it decreased in 2021 due to the covid-19 pandemic. The trend of residential property offers increased in the period after the pandemic was over. The relationship between demand and supply of residential properties in the form of landed houses in Purworejo Regency in the period before, during, and after the covid-19 pandemic has not shown a balance. The average is still in a state of excess supply. The price of residential properties that can be offered by investors is calculated using the present value method. The price of residential properties that can be offered in Purworejo Regency fluctuates, depending on the income received, mortgage interest rates, mortgage installments, and credit terms.

Keywords: Covid-19, Residential Property, Demand, Supplay, Property