

Analyzing Urbanization in Indonesia and Netherlands Through IDIC and Relationship Models

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ABSTRACT

Urbanization is one of the most significant global megatrends according to the United Nations (UN) that can shape the future of societies. Jakarta is a city that has become the main destination for people from the rural areas to migrate. Despite facing many urban challenges, Jakarta still maintained its positive reputation as a symbol of hope and opportunity for the migrants while the Netherlands took a decentralized urban approach. The ecosystem applied the same with different cities such as Amsterdam, Rotterdam, Utrecht, and The Hague. This paper aims to find out how a city's image can affect urbanization by comparing urbanization conditions in Jakarta with cities in the Netherlands, as well as how their governments manage its relationship with their citizens through the lens of two frameworks such as 7 Relationship Characteristics as well as the IDIC Model from Peppers and Rogers (2017). This study uses a qualitative comparative case study approach, where the data gained for this research was collected through available public sources. In conclusion, the findings of this research show how both sides offer a different reputation, with Jakarta being a "powerhouse" of the nation, whilst the Netherlands showcased the benefits of equal distribution of economic development.

KEYWORDS

Urbanization; IDIC Model;
Communication;
Social Relationships;
Strategic

INTRODUCTION

Urbanization is a process of population migration from rural areas to urban areas, characterized by changes in social, economic, and spatial structures. This migration, especially to capital cities such as Jakarta, creates new challenges and opportunities in urban governance and the relationship between government institutions, business actors, and citizens as public service users or customers. Jakarta, as the capital city and economic center of Indonesia, is the major representation of the urbanization phenomenon. With an area of approximately 661.5 km² and a population of more than 11 million people in 2024 (Department of Population and Civil Registration of the DKI Jakarta Province, 2024), this city is experiencing significant demographic pressure due to high and sustained rate of urbanization.

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The main motivation for migration to Jakarta is the expectation of access to better jobs, more comprehensive educational facilities, and a higher quality of life (Jurnal Wahana Bina Pemerintahan, 2023). However, urbanization also poses serious challenges, including social and infrastructure inequalities, traffic congestion, and environmental issues such as flooding and air pollution.

According to data from the Disdukcapil DKI Jakarta (Department of Population and Civil Registration of DKI Jakarta) (2024), an influx of migrants is reported annually. Although the number of migrants decreased after Eid al-Fitr 2024, from 16,207 in 2024 to 25,918 in 2023, the overall urbanization rate remained high. This is driven by the primary attractiveness of Jakarta, including its economic potential, high-quality education, and better infrastructure than the migrants' regions of origin. Generally, people see that Jakarta offers greater job opportunities, especially in the information and digital sectors, more comprehensive education and health facilities, and a more promising urban lifestyle, particularly for the younger generation.

In 2025, the most in-demand professions in Jakarta are travel consultant, cybersecurity engineer, F&B director, and sales account manager. These occupations are mostly available in business centers, such as Sudirman, SCBD, Senayan, and Pantai Indah Kapuk. Meanwhile, workers generally reside in Kemang, Menteng, Pondok Indah, and in buffer zones such as Bekasi and Depok. However, urbanization also causes serious issues that affect people's well-being and the effectiveness of urban planning, including severe traffic congestion. Jakarta is often included on lists of cities with the highest levels of congestion in the world. Although transportation services, such as the MRT and Transjakarta, are available, their capacity and reach cannot meet the mobility needs of millions of residents each day. Moreover, Jakarta's air quality is classified as poor due to vehicle emissions and household activities. On the other hand, only approximately 40% of the population has access to clean water through piped networks, whereas the remainder relies on groundwater, which is susceptible to land subsidence.

Another important issue is the housing crisis. Rapid urbanization leads to the expansion of densely populated, uninhabitable areas. Many migrants live in Tanah Abang, Kampung Melayu, or Kalibata without adequate basic infrastructure. Expectations for a better life are often inversely proportional to reality. Social inequality, limited skills, and an unprepared social system cause many migrants to become trapped in temporary jobs or even unemployment. The environmental conditions in Jakarta are increasingly threatened. A combination of groundwater extraction and sea-level rise is projected to submerge parts of the city in 2050 unless serious interventions in environmental governance and urban planning are implemented. Although it entails major challenges, urbanization also creates opportunities. The presence of migrants promotes the growth of new consumer markets, particularly among young urban consumers. Moreover, the diversity of migrants' social and cultural backgrounds also enriches social interactions in urban communities. Urbanization also promotes the emergence of business innovations that address urban communities' needs, such as logistics startups, technology-based financial services (fintech), application-based transportation, and digital transformation in public services.

In order to maximize these opportunities and the existing challenges, a strategic and well-planned relationship between government, community, and business sector must be established, rather than just reactive. In this case, the Strategic Customer Management approach is important, particularly through the implementation of the 7 Relationship Characteristics and the IDIC concept (Peppers and Rogers, 2017). This approach enables institutions to establish personal, adaptive, and long-term relationships and to create shared values as they face the increasingly complex and dynamic urbanization of Jakarta.

METHOD

Narrative Data Analysis is used to explore stories, their content, and their function (Arnault & Sinko, 2021). We use comparative narrative analysis, a qualitative research approach that emphasizes storytelling and content analysis to explore gaps and differences between the two locations. As we discuss urbanization, the authors aim to examine in depth the lived experiences in both countries, social structures, historical contexts, government communication strategies, and public image portrayals that shape urbanization. By developing narratives of Jakarta and the Netherlands, the method enables the author to gain a deeper understanding of how social, economic, and communication factors shape urban development in geographically distinct contexts of urbanization.

Jakarta, as the largest city and a metropolitan area in Southeast Asia, faces several challenges, including overpopulation, heavy traffic, and inefficient urban management. This study aims to compare the factors influencing urbanization in the Netherlands and in Jakarta. For example, The Netherlands is known for its equal distribution of migration since they are leading in sustainable development and equal economic growth, while in Jakarta, all people are centralized due to the good governance portrayed on their communication channels. The method is completed with several sources such as the experience of authors, factual data based on journal articles, which are interpreted into a complete research. The narrative comparison enables authors to identify strategic differences in how Jakarta and The Netherlands have improved over time, while also acknowledging the realities of urbanization. For example, Jakarta, which now has more proper housing and land management, The Netherlands that now more focused on government image in each city to attract people to come, all these are some baselines that allow authors to explore more on how each Jakarta and The Netherlands can fill in the gap in terms of urbanization.

To comply with a comprehensive result, this research will be using the IDIC model to see the comparison phenomenon more realistically and strategically. Especially, IDIC models are used to help people refine their business processes, yet this usage of models will be more applicable and practical. Applying this model to Jakarta and the Netherlands, the author will identify key aspects of urbanization across socio-economic dimensions and examine how the government portrays various image frames toward the area. By

using IDIC, the paper will become more real and actionable. Furthermore, this paper will also use the 7 characteristics that will help structure the relationship between citizens, governments, and urban management in both Jakarta and the Netherlands

RESULT AND DISCUSSION

This research uses a comparative approach of urbanization figures, public communications and the attachment between citizens and government in Jakarta and The Netherlands. The findings of this research identify several factors of urbanization, including city characteristics, advantages and disadvantages, and relationships between the government and citizens. In Indonesia, Jakarta has become the most promising city, a center for economic development and business, and the strongest destination for urbanization. Jakarta has attracted migrants from rural and less-developed areas in Indonesia due to its portrayal as a center of opportunity and a dynamic city where people can improve their lives.

Business operations in Jakarta are dominated by a few large companies, supported by rapid infrastructure development and the government's focus on contributions and investments, which make the city attractive to most Indonesians. Unfortunately, Jakarta also faces several challenges that interrupt its urban development. Jakarta's large population has led to a housing shortage. Most land has been developed for living spaces, yet it still faces a housing shortage. Moreover, informal settlements and employment are expanding without effective regulation.

Not only infrastructure and housing, but Jakarta also faces environmental challenges, including flooding and air pollution, due to its high motor-transportation use. The social gap between citizens is also readily apparent, as people pursue their dreams within the same limited city, Jakarta. In comparison, Dutch urbanization follows a different pattern, with urbanization more evenly distributed and not concentrated in a single city or area. In Dutch, a decentralization model of urbanization enables equal distributions of economic and cultural functions across cities such as Amsterdam, Rotterdam, The Hague, and Utrecht. This urbanization model enables Dutch citizens to access more equitable opportunities across cities and regions, where population is evenly distributed, thereby helping the Dutch avoid and manage population-related issues.

Dutch urbanization models are characterized by personal engagement and citizen-government interaction, resulting in greater transparency. Some issues were encountered along the way, but they engaged citizens in participatory activities to build trust between citizens and governments. An analysis of research on the implementation of 7 Relationship Characteristics and the IDIC Model frameworks highlights several contrasts between Indonesia and the Dutch. Dutch cities have successfully provided a low effort, high impact environment for citizens, allowing people to even stay in their city, yet they have equal opportunity, while Jakarta provides more effort in showing the world that it is becoming a leading city with a great government image, and not to forget, a tourism communication way.

The finding indicates that Jakarta and cities in the Netherlands exhibit substantial differences in their urbanization contexts. Jakarta is widely regarded as the leading city in the country, providing benefits, particularly economic opportunities and aspirations. Its role as the centre of economic opportunity creates a self-reinforcing cycle of migration that further exacerbates overpopulation and congestion. That said, Jakarta appears to be a more individualistic city, requiring greater work ethic than in other Dutch cities. In Jakarta, everything is more transactional, yet privacy is paramount. On the other hand, cities in The Netherlands do not have the portrayal of a metropolitan city, in which the image portrayed to citizens will most likely be very different from Jakarta.

The integration of sustainability-focused infrastructure, such as efficient public transportation and green spaces, reflects a long-term commitment to quality of life. However, the persistent lack of housing highlights a significant limitation of this model, indicating that even well-structured systems remain vulnerable, particularly when market forces exceed planning capacity. Analyzing these results using 7 Relationship Characteristics and IDIC Model showed the important role of communication and trust in shaping urban outcomes. Jakarta is effective at positioning itself as a symbol of economic opportunity, but has not developed robust systems to adapt policies and services to its increasingly diverse population. Otherwise, cities in the Netherlands have built a strong foundation of interaction and trust with citizens, enhancing the effectiveness of their decentralized approach.

The Dutch model shows that greater public involvement and customization yield better urban planning outcomes, but it also emphasizes the importance of adaptability in addressing evolving market dynamics, particularly in housing. These findings contribute to broader research on urbanization by demonstrating that migration decisions are shaped by factors beyond economic considerations. Migration trends and citizen satisfaction are directly influenced by the perceived narrative of a city, whether Jakarta's identity as a center of economic opportunity or The Netherlands' image regarding balanced development. The study highlights the importance of not only investing in infrastructure but also building relational governance systems that strengthen communication, trust, and participation. While cities in the Netherlands demonstrate the potential of decentralization and expose their limits when market pressures exceed regulatory capacity, Jakarta's experience shows the risks of centralization without sufficient investment in citizen-focused planning. By highlighting the interaction of city image, communication strategies, and citizen engagement in shaping the success and sustainability of urban growth, the comparative perspective contributes to a better understanding of urban governance.

As the capital city, Jakarta has been the primary destination for Indonesian citizens from across the archipelago. Although the population of Jakarta fluctuates over time, it continues to increase, indicating that more people are moving to the city to seek employment, education, and higher salaries. This migration phenomenon isn't merely a demographic pattern, but also indicates a deep, multifaceted relationship between Jakarta and its incoming/ future citizens. This relationship can be analysed through the seven key characteristics: mutuality, interactivity, iterativeness, the provision of ongoing

benefits to both parties, behavioural change, uniqueness, and trust. Using these seven characteristics, this study aims to explain why most people across regions in Indonesia choose to move to this region rather than to other regions. Below is a breakdown of the characteristics and their application to urbanization.

The first characteristic is mutuality. Mutuality can be defined as a two-way dependency. In this case, the relationship between Jakarta and its newcomers tends to be symbiotic, which indicates that both parties do need each other. Migrants seek better opportunities and employment, while businesses and entrepreneurs in Jakarta also require a large number of workers to support the city's fast-growing economy. In 2025, Jakarta will have the highest minimum wage, at IDR 5.396.761. While people in other cities earn lower wages than this amount, the hope and dreams of moving to Jakarta began to emerge. Although Jakarta is also perceived as an expensive city, people believe that salaries and spending will be balanced. Given the already high salary levels in Jakarta, corporations and entrepreneurs will benefit substantially from urbanization, as migrants will constitute a future source of talent for these sectors, particularly since they do not incur high labor costs. This creates a give-and-take relationship in which newcomers contribute their energy and labour, while the city provides more opportunities for people across the continent.

The second one is interactive. Being interactive is about sending and receiving messages. In this case, Jakarta not only quietly welcomes newcomers but also actively encourages their arrival. The relationship between the city and the people moving to Jakarta for a better life reflects how Jakarta is perceived as an appealing destination. As the capital city, Jakarta also actively promotes and brands itself to other regions. Through their slogan, "*city of collaboration*," which underscores their strong commitment to two-way communication. This is evident in Jakarta's official branding design, known as +Jakarta, launched in 2020, which promotes Jakarta as a place where everyone, regardless of background, can contribute and grow together.

This further emphasises the message of inclusivity and innovation, thereby strengthening the city's appeal and influencing people's decisions to move to Jakarta. At the same time, newcomers also engage with this branding by sharing positive and negative experiences through word of mouth and online platforms. Some stereotypes of the Jakarta working class have also permeated social media, which portrays Jakarta as a city of hardworking, modern, and open-minded people. Both sides have influenced how outsiders perceive Jakarta's public image; thus, ongoing two-way communication among the government, businesses, and citizens makes the relationship highly interactive and constantly evolving.

Next is all about iterative. Every year, people outside Jakarta attempt to move to Jakarta to improve their lives. This pattern indicates that the migration process does not stop at a single point but continues alongside social and economic changes. To address the issue of overpopulation, the Jakarta government must adjust its policies and infrastructure to this dynamic. Initiatives such as affordable housing, public transportation expansion, as well public services improvement are done to adjust to this dynamic. The cycle of outsiders moving to Jakarta indicates that the relationship between

the city and newcomers is not static but iterative and evolving. Following the example of Jakarta's branding, this resulted in a recurring pattern of people moving to the capital each year. This recurring movement is more than just a social trend, but rather a result of a city's strong branding to position itself as a metropolis city filled with endless opportunities. Another important point is that the government conducts remapping of population data through the Department of Population and Civil Registration. This way, the government can track the number of people moving in, enabling the urban system to continue adapting through a routine migration cycle.

The question is whether it is beneficial for everyone. As previously noted, the capital city and newcomers have a mutual relationship in which both parties have distinct needs and interests. This relationship characteristic highlights how each party is able to provide long-term benefits to the other. Citizens who migrate to Jakarta seek better access to income and work experience, and, for some, to a modern lifestyle and cultural opportunities that they may not have in their hometowns. For them, this represents a new opportunity. Some of these workers also send remittances to their families and relatives in rural areas, indicating that this support not only contributes to Jakarta's economic growth but also extends beyond it. These remittances can be used for education, healthcare, or even a small business in their hometown. In return, the capital city will also benefit from increased customer activity, productivity, and a larger workforce. The migrants contributed their productivity to Jakarta, from blue-collar to white-collar jobs. Their participation hugely impacts the city's economic growth. In addition, as more people move to Jakarta, businesses here are signaled that the customer base is broadening, which would eventually fuel consumer spending.

Another characteristic of a relationship is that it shouldn't be one-sided. As in other places across countries, moving to a new city also requires an adjustment in attitude. For migrants, moving to another city entails not only relocating to a new place or area but also adapting to a new culture, habits, and lifestyle. People who have moved from rural areas may only scratch the surface of what Jakarta's workload and habits entail. It might seem modern and fun at first, when in reality, of course, there are two sides to a coin, even when it comes to a city that seems to '*have it all*'. Jakarta is a very fast-paced and highly competitive place to live. Aside from that, migrants should also be aware that since this is a city with the highest minimum wage in Indonesia, there will also be a rise in the cost of living, including food, clothes, and accommodation. Being quick, flexible, and strong is necessary not only to live but also to grow here. However, from a provincial government perspective, it must also adapt to the ongoing surge in the number of people moving to Jakarta. Migrants need not be treated as newcomers who will encounter additional problems; rather, they can contribute to the host area, particularly in Jakarta, as the business sector is expanding and talent is in demand. To address the fragmented conditions of overpopulation and the growth of marginalized communities, the government should establish a structured framework for educational opportunities, equitable employment, and housing support. Moreover, the government must consider the daily lives of people in Jakarta, given the significant increase in migrants, including the sustainability of water & electricity services.

The relationship between Jakarta and migrants is unique, as it entails both advantages and disadvantages from multiple perspectives. Firstly, as the capital city, Jakarta has attracted and welcomed people from diverse backgrounds and cultures, from Sabang to Merauke. This diversity enables migrants to bring their distinctive traditions, cuisines, languages, and perspectives, thereby contributing to a more vibrant and dynamic culture. It fosters creativity and innovation, particularly in sectors such as food, the arts, and entrepreneurship. A concrete example of this is the city government's celebration of religious and regional cultural holidays (such as Cap Go Meh, the Betawi Festival, and the Nusantara Carnival), which are held as public events that bring together various communities. This uniqueness reinforces the city's identity as an inclusive space while simultaneously requiring service policies that are sensitive to the diversity of its population. However, migrants also faced deep contradictions between the realities of life there and their hopes. While many cultures coexist here, some of their expectations regarding Jakarta may not be fully met. There is still a very visible social inequality living in Jakarta, where there are areas filled with skyscrapers and towers, yet there are also sights of slums, traffic jams, and homeless people. Access to clean water and a stable job market/ employment opportunities are also rooted in systemic issues that some newcomers may overlook, leading them to believe that Jakarta is merely a utopia for those from poor backgrounds.

As urbanization in Jakarta fluctuates from year to year, people outside the city tend to move there, even without employment or improved living conditions. People outside Jakarta might think that living in Jakarta is still better than living in their city, and they put in the effort to make a living. This is a unique component of how Jakarta can build trust among migrants, which will be explained later on in the trust section.

Last but not least, trust is also one of the main foundations for establishing a good relationship between the community and the provincial government. It is assumed that most prospective residents are already aware of the city's strengths and weaknesses. Despite Jakarta's challenges, some newcomers still choose to move to the capital, believing they will find more and better opportunities there than in their hometowns. As noted repeatedly, migrants are likely to place high expectations on Jakarta, including employment, decent living standards, and social justice. On the other hand, as the capital city, Jakarta must demonstrate that it can offer more than economic potential to these migrants. The provincial government must ensure fair access to basic services and make public spaces inclusive for everyone, regardless of age, gender, disability, and other characteristics. If government and public institutions meet this expectation through transparent, responsive, and non-discriminatory services, trust will grow. In contrast, if discrimination, access inequality, or unclear information occurs, public trust will decrease, potentially leading to social conflict or citizen alienation. Therefore, trust is not only a consequence of good policies but also the primary goal of citizen relationship strategies in the city context.

As people migrate to Jakarta for work, they tend to need to sacrifice their support system. In such societies, trust is an important component of creating meaningful relationships, whether personal or professional, as people must navigate their own lives

and belong to the community to adapt. This phenomenon requires mutual trust and reliance between communities. Based on the regression analysis, three factors were found to be able to influence public trust are the application's quality, user satisfaction, and its reliability (Herdiansyah, 2022).

The IDIC concept from Peppers and Rogers (2017) is a framework oriented toward the management of individual customer relationships, and in the context of urbanization, it can be implemented to manage the relationship between city government and migrants. The following is the implementation:

The first stage in IDIC is 'identify'. The DKI Jakarta Provincial Government is required to systematically collect and manage social-demographic data on migrants. This identification includes the origin of migration, age, educational level, work skills, and motivation for coming to Jakarta. For example, migrants from Central Java primarily work in the informal sector, such as construction or online transportation, whereas young migrants from West Sumatra primarily open culinary businesses or enter the retail sector. This identification process is important for formulating data-driven policy. The government can leverage existing systems, such as the JAKI (Jakarta Kini) application and the NIK-based population administration system, to create a single citizen view across all communities, including new migrants.

The real case that happened recently at the government of Jakarta province was the needs of more inclusive job openings as well as the need to clean Jakarta to maintain its pleasing and comfort, with that, the government of Jakarta came up with an identification of opening more PPSU (cleaning team of Jakarta) (Aisyah, 2025). This examines how the government seeks to maintain its urbanization level, meaning keeping Jakartans in place or even becoming the primary city for people outside Jakarta.

After data collection, the government is required to segment the community based on its economic potential, educational attainment, and social needs. Migrants with a higher education background, for example, graduating from a polytechnic or bachelor's degree outside Jakarta, can be directed to job training programs in information technology, digital marketing, and microfinance. On the other hand, informal worker groups without formal skills can be referred to economic empowerment programs, entrepreneurship training, and access to MSME credit through local government programs or BUMN partners. This segmentation enables public policies to be more accurate and fairer, and it prevents the "one policy for all" approach, which often fails to reach the most vulnerable groups.

One of the strategies employed by the government of Jakarta was to hold a Job Fair that encompassed nearly all fields, with various distinctions in educational backgrounds and job levels. Although this is termed a differentiation, its purpose was still to ensure inclusivity for all citizens in Jakarta. The purpose of differentiation was to reach all markets with different approaches. The area was also becoming part of differentiation, which examines how each area in Jakarta has its own specification of job targets. For example, in East Jakarta, Cakung has the highest number of job applicants compared to other areas (Nurito, 2025).

In the context of CRM, interaction refers to establishing sustainable, two-way communication with customers. In the context of Jakarta's urbanization, this is interpreted as the requirement of active and structured communication between the city government and migrant groups. Interaction can occur through various channels, both formal and informal, including social media, government official websites, citizen forums in RT/RW, and digital applications such as JAKI, which provides complaint submission features, access to social assistance, and notifications of new policies. Moreover, community-based approaches, such as Karang Taruna, Posyandu, and PKK, can serve as a channel for direct interaction between the government and the community. Citizen trust and social participation tend to rise significantly when individuals feel that their voices are heard and that they are involved in decision-making processes (N'Goal, Pez-Pérard & Prim-Allaz, 2019).

In the digital era, government presence is important; moreover, it connects audiences with the government, fostering a sense of attachment and personalization. The more engaged citizens are with the government, the greater the value it adds to the city, particularly because it can serve as a benchmark for other cities to adopt similar approaches.

Personalization of public services is an important step in addressing the diverse needs of citizens, particularly migrant groups. The government must be able to adjust infrastructure, social programs, and service policies in response to the community's demographic profile and geographic conditions. For example, Jakarta Timur has a high concentration of low-income migrants; therefore, the government has built flats equipped with sanitation facilities and primary schools. Moreover, in densely populated areas that previously relied on bore wells, the provision of clean water through the PDAM piped system constitutes a personalized service that addresses the community's urgent needs. This also applies to work-training programs aligned with urban job trends, such as digital skills, online entrepreneurship, and logistics. This adjustment aligns with the principle of citizen-centered government, which prioritizes citizens in the formulation and implementation of public policies (Peppers & Rogers, 2017).

CONCLUSION

This comparative study examines how urbanization is more than economic growth and infrastructure; it is also about how cities can build relationships with their residents. On the one hand, this study shows how Jakarta's centralized system has successfully attracted migrants from across the nation to seek a better life and a modern lifestyle. However, the rapid development of this city also presents challenges, including inequalities, a housing crisis, and environmental damage. On the other hand, The Netherlands have shown how decentralization and citizen participation can create a city system that is more balanced and transparent, despite that resulting in another major challenge for its citizens which is housing shortages. Both cases have revealed that communication and trust among the government, citizens, and business actors are as

important as infrastructure development. Therefore, sustainable urbanization depends not only on a strong economy but also on inclusive and adaptive policies developed by the government, grounded in listening to people's needs to build long-term trust.

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