New town development is a common phenomenon in the growth metropolitan region all over the world. Basically, the developments are based on the necessity of reducing the concentration of people in the core city, as a result of high urbanization rate. No exception with the fastest growing urban region in Indonesia, Jakarta Metropolitan Region, which is known as Jabotabek.

During the last two decades, Jabotabek has experienced strong demographic and economic growth, due to changing patterns of urbanization, changing in the types of socio-economic activities, and increasing pressures on the environment, as well as the growth of some new towns.

There are two main objectives of this study:
- The primary objective is to analyze the rationality behind the growth and trends of new towns in Jakarta Metropolitan Region.
- The secondary objective is to investigate the performance of these new towns in the aspect of the residential markets and to identify the factors which most likely affect the performance and accomplishment of such developments.

The mushrooming new towns development in Jabotabek has led to the competitive market of housing supply, which finally affects the performance of the new town comprehensively. The observation on the sales performance of the residential part in these new towns could gauge the success of new town in terms of market preference. This study will discover some physical characteristics or spatial factors, which affect the accomplishment of certain new town development.
Since residential development covers the main portion of a new town development in Jakarta Metropolitan Region, the market performance of the new town development can be measured from its residential part.

The study will give a big picture on the growth and current trends of new towns in Jakarta Metropolitan Region. Furthermore, findings on the factors that may affect market performance of the new town can be used as consideration by private developers who wish to build new town in this area.

This study of new towns development in Jakarta Metropolitan Region is adopting a qualitative approach with much data obtained from secondary sources. A quantitative approach would not be appropriate since not much valid quantitative information.

This qualitative study found many reasons behind the growth of these new towns, such as the demographic trends, changes in socio economic conditions, development plans and policies, as well as current physical condition. Concerning the performance of each new town, it concludes that easy accessibility and location as the pertinent factors, along with size of development, price of units, availability of facilities, strong concept of development, and also the creativity of promotion and marketing strategy.

KEYWORDS : New Town, Jakarta, Metropolitan, Indonesia, Housing, Performance