**Cause and Effect : A Comparative Analysis of Real Estate Industry Development in Rural Areas of Sleman and Bantul Regency**

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The linkages between rural and urban areas can not be separated from existing settlement patterns and structures. The development of the real estate industry nowadays has shaped the pattern and structure of settlements that are increasingly dynamic and sustainable. However, the influence of the development of the real estate industry, which is controlled largely by private parties, has infiltrated massive and structured rural spaces. Sleman and Bantul districts are two districts directly adjacent to the city of Yogyakarta. As a district bordering on urban characteristics, the rural spaces in these two districts have been the target of developers to expand their business networks. Characteristics of the development of the real estate industry in rural spaces in these two districts need to be compared to investigate the tendency of preference for the selection of rural spaces as new growth spots and the potential for urban sprawl patterns to form. The method used in this study is quantitative method based on comparative analysis by using location, size, and housing type variables. Preliminary findings indicate that there is an upward trend in the opening of new housing units with minimum to medium extent in rural areas at both observation sites. This trend is then followed by the selection of locations that tend to approach indigenous settlements but away from the main access roads between the city and the village. Mapping the cause of effect of the real estate industry in rural areas is expected to be subject to the study of rural area development policies as well as policies that support the synergy of rural and urban linkage.

Keywords: comparative analysis, real estate industry, rural, Sleman, Bantul