Pagerwojo Griya Indah is one of the housing that is being built in Lamongan district with a strategic location. This housing offers several products such as home stay type 45, type 54, type 60, type 70 and type 80. In Pagerwojo areas also built several other residential Intense competition among residential push attribute sale price as a major factor for developers. These residential will be competitors for Griya Pagerwojo in terms of home sales type equivalent to the type of house in Griya Pagerwojo. Intense competition among housing pushed the sale price as a major factor for developers. Selling price of the house is a reference to the election of consideration by the purchaser, in addition to the many amenities offered. The purpose of this final project is to determine the amount of the selling price for each unit houses in the Griya Pagerwojo Indah project based cost analysis and demand analysis.

This study uses analysis breakeven point method where the analysis is to bring the cost curve and revenue curve for price. In this analysis, revenue curve planned from demand curve. Cost curve obtained by fixed costs and variable costs the required.

Based on the analysis, the sales price by number of units sold optimum for the type of housing unit 45 is Rp 178,293,955, unit
54 is Rp 223.970.160, unit 60 is Rp 276.092.997, the sales price for the type of 70 housing unit is Rp 282.921.688, and the selling price for the type of 80 housing unit is Rp 318.104.590.

Keywords: Price, Demand Curve, Costs Curve, Break Even Point Analysis, Grand Meridiant Residential.