ANALYSIS DETERMINING THE SELLING PRICE OF HOUSING UNITS IN GRIYA AGUNG PERMATA RESIDENTIAL, LAMONGAN

Name : Muchamad Faridz Hidayat
NRP : 3108 100 009
Departement : Civil Engineering
Lecturer : Christiono Utomo , ST . , MT . , Ph.D

Abstract

Along with the increase of population in Indonesia, particularly in Lamongan district, the needs of availability of an residence will increase. This has resulted in a growing number of residential construction activity, particularly housing. Griya Agung Permata residential located in Babat, Lamongan district is developed by PT. Karya Usaha Mandiri Pratama. The residence is designed with beautiful concept, modern, and minimalist. The residence is built on an area of approximately 3.6 acres, and located in a flood-free area. This residence offers a residential product type 40, type 50 and type 70. Prior to the sale price of houses, the developer needs calculate carefully so that all units on residential houses sold. Therefore, the selling price of the house is a reference to the consideration of the selection by the consumers, in addition to the many facilities offered. The purpose of this final project is to determine the selling price for each unit in Griya Agung Permata residential based on an analysis of cost and market demand.

Break Even Point Analysis is used to the cost curve analysis and revenue curves to get the price. In this study, the cost curve is obtained based on fixed costs and variable costs that are needed, while the planned revenue curve of the demand curve is obtained by questionnaire survey. With this method is expected to know the selling price of the house that can be accepted by developers and consumers. Based on the analysis that has been
done then the selling price of houses based on the optimum number of units sold for the type 40 is Rp 157,719,976, type 50 is Rp 182,967,719, and the type 70 is Rp 298,743,102.

**Keywords**: Determination of Selling Price, Griya Agung Permata Residential, Break-Even Point Analysis