

ABSTRACT

The very rapid development in Indonesia, especially in the city of Banjarmasin, affects the demand for fast and accurate information needed in various matters related to the development, such as land prices which are often a problem that makes sellers confused and difficult to determine prices in units covering areas such as Village, District, Regency / City. This study aims to test and predict the accuracy of land prices based on several supporting variables using Linear Regression using MatLab software. Therefore, it is considered necessary to conduct research to determine the price of land so that it can be used to determine ideal or not ideal land prices in the city of Banjarmasin. In this study the algorithm used is Linear Regression. Linear Regression is a statistical data that predicts future prices from past data, and is usually used when prices experience a significant increase or decrease.

Keywords: Merdeka Campus, Prediction, Land Price, Linear Regression.