

## *Abstract*

Some works of artists are expensive because there is a consensus in the art world that their work must be expensive. Art is a market for unique objects that add a sense of scarcity to his work. One of the biggest factors, if not the biggest, which makes the price of paintings sway in one direction is the artist behind the painting. This is the type of impact that can be caused by the artist's name on the price tag. Requests for paintings by famous artists also contribute to making their artwork expensive. The price of a painting may also depend on the period of time it was made. When it comes to art paintings, even the materials used for painting can affect prices. Canvas used, paint and so on can directly affect the price of paintings. Also note that paint thickness can also affect prices. The fact is, expensive paintings today may not attract the same kind of money tomorrow and vice versa. For someone who is interested in investing in art paintings, a piece of luck is always useful. This research uses qualitative with descriptive research type. Data collection techniques used are observation, interview, and documentation techniques.

Keywords: Artists, works, prices, expensive, art, paintings