

ABSTRACT

The goal of human in life is to reach the level of happiness, achieving happiness by fulfilling basic needs. The basic needs required by humans are income, health, education, and social security, where these basic needs are factors that affect happiness. But there is a problem that people cannot get these basic needs because they are included in the category of the poor. To address poverty, the government provide cash transfer, one of which is Conditional Cash Transfer (PKH). This study examines how PKH impacts the happiness of the pe in Indonesia. By using Difference in Differences with Binary Outcomes, for analytical tools and using Indonesia Family Life surver (IFLS) data as a research sample. It was found that PKH had no significant affect on the happiness of the poor people in Indonesia. And the determinant that affect happiness include income, poverty status, employment status, education level, health status, marital status, and age. From these results, primary data or direct interviews could be added to capture the meaning of happiness more effectively.

Keywords : Happiness, Conditional Cash Transfer (PKH), Basic Needs, IFLS