

ABSTRACT

Economic indicators are insufficient to describe actual welfare. The limitations of economic indicators in representing the level of welfare of society has increased the world's attention, hence coined social aspect in development. The level of community welfare can be measures in two ways using 1) objective indicators and 2) subjective indicators. Well-being that measures the product based subjective indicator can be discerned from index of happiness through the context time or place. The aim of this research was to examine level of happiness from the context of place. This work observed Samin tribe, Bombong hillbilly, Baturejo village, Sukolilo sub-district, Pati regency. Samin is a tribal society who has a different culture and specific values. The approach used in this study for happiness is subjective well being (SWB). The study aims to see how big the level of happiness in Samin society. In addition the study also aims to see the influence of happiness with the determinants of happiness in Samin society.

The variables were happiness as the dependent variable; income and socio-demographic as independent variable. Socio-demographic consist of gender, education, marital status, health, and religiosity. The data used were primary data which were obtained from interviews with total 81 respondent of Samin society. Consensus measure (CnS) method is employed to change the ordinal scale into mathematical form of happiness level. The approach used in this study is censored regression model (tobit). The result showed that an average level of happiness in Samin society is 0.789270. Furthermore, the result showed that variables of income, gender, and education does not affect happiness on Samin society. While variables of marital status, health and religiosity are significant and positively affect happiness in Samin society.

Keyword: happiness, subjective well being, Samin tribe, consensus measure, tobit