

ABSTRACT

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Subjective Well-Being of Daily Merchant (Rostiana D.N., M.Si., Psi); Undergraduate Program in Psychology of Tarumanagara University. Page 1-44, R1-R4, App dx.1-25.

Subjective well-being refers to people evaluation of their life, can in the form of cognitive (life satisfaction, nuptials satisfaction, work satisfaction, interpersonal relationships satisfaction), and affective (positive affect and negative affect). Individual with high subjective well-being can accept every event that happened in life, can experience life satisfaction, and often feel gladness. Individual this also will be more often feel positive emotion, and little inconvenience emotion in life. Furthermore, high subjective well-being very needed by every individual, including daily merchant (pedagang sembako). Daily merchant have many problem that happened referring to their work, for example increase of price (mark up), price stabilization by government, and to the number of supermarket. This research want to know subjective well-being level of daily merchant. This research is conducted at 350 daily merchant (age between 20-40 year) in Jakarta. Through result of data processing got result of that daily merchant have high subjective well-being level.

Key Word: subjective well-being, daily merchant