# ABSTRACT

*The happiness is an interesting thing to talk about, because it is the life goal of almost everyone in all parts of the world. On each person, group or ethnic group has a meaning of happiness that is very likely to be different from one another, therefore it becomes very interesting to study when discussing happiness index data issued by various institutions, both government and private. In general, happiness is closely related to a person's income level. The general assumption is that a person or group who has a higher income will have higher happiness than someone who has a lower income.*

*Economic dynamics greatly influence the sustainability of an economic ecosystem. The monetary crisis in 1997-1998 that Indonesia experienced, brought special attention to the existence of the informal sector, which was dominated by micro, small and medium enterprises (MSMEs), which proved to be the guardians of the economic foundations that maintained the sustainability of a falling economy. Based on this experience, during the recent Covid-19 pandemic, the Indonesian Government paid special attention to MSMEs by providing stimuli aimed at helping their resilience.*

*MSMEs are closely related to low-income communities, especially micro and small businesses. Appropriate policies for MSMEs are of course very important for efforts to reduce poverty. This research aims to find out how income, education, health, family harmony, home ownership, sanitation quality, social life and the meaning of life influence the happiness of micro and small businesses in Sleman Regency. using a quantitative descriptive analysis approach using product moment correlation studies according to Charles Spearman. The sampling method is through distributing questionnaires whose analysis results are supported by observational studies.*

*Keyword : happiness, micro, small and medium enterprises (MSMEs), Sleman Regency*