

ABSTRACT

Household welfare is one of the important indicators in community economic development. This study aims to analyze the effect of employment status, business ownership, and asset ownership on household welfare levels in Sidorejo based on the 2025 Sipedet Cantik Socioeconomic Data Collection. This study uses secondary data with a sample of 207 households. The analytical tool used is multiple linear regression. The results show that partially employment status, business ownership, and asset ownership have a positive and significant effect on household welfare levels in Sidorejo. Simultaneously, employment status, business ownership, and asset ownership also have a significant effect on household welfare levels.

Keywords : *Employment Status, Business Ownership, Asset Ownership, Welfare Level, and Sipedet Cantik.*