

Analysis of Social Return on Investment (SROI) in Corporate Social Responsibility (CSR) of BPKH x BMM through the present value approach to the Free Cataract Surgery Program for 100 West Java residents in 2023

Karmila Eka Putri, Tri Wahyu Oktavendi
Universitas Muhammadiyah Malang, Indonesia
ekap71929@gmail.com

ABSTRACT

The high rate of blindness due to cataracts in Indonesia, especially in West Java, has prompted the Hajj Financial Management Agency (BPKH) in collaboration with Baitulmaal Muamalat (BMM) to carry out a free cataract surgery program for 100 West Java residents in 2023. This study aims to analyze the effectiveness of the program through the Social Return on Investment (SROI) approach that considers social, economic, and environmental impacts. The qualitative approach was used to analyze the social impact of the Free Cataract Surgery program in more detail, while the descriptive quantitative approach was used to measure social return on investment (SROI) and analyze the results of social impact calculations. The results of the analysis show a SROI ratio of 2.08, which means that every Rp1.00 invested generates social benefits worth Rp2.08. This program not only has a positive impact in the form of improving community health and productivity, but also economic benefits for stakeholders such as clinics, MSMEs, and medical personnel. The results of the study provide an overview of the evaluation that can be used to improve the sustainability of similar programs in the future.

Keywords : CSR, Cataract Surgery, SROI

INTRODUCTION

The phenomenon behind this study is based on the high rate of blindness due to cataracts in Indonesia, especially in West Java. Based on the Rapid Assessment of Avoidable Blindness (RAAB) survey by the Indonesian Association of Ophthalmologists (PERDAMI) and IAARD, cataracts are the main cause of blindness with a significant prevalence in this region.

This CSR program, initiated by BPKH in collaboration with Baitulmaal Muamalat, aims to reduce the number of blindness through free cataract surgery for West Java residents. In addition to providing health benefits, the program is also designed to measure its social impact using the SROI method, which takes into account the economic, social, and environmental benefits of social investments.

In addition, the CSR (Corporate Social Responsibility) phenomenon is growing rapidly in line with the company's awareness of the importance of social responsibility in maintaining business sustainability. In Indonesia, the implementation of CSR is no longer considered just a voluntary initiative, but has become an obligation for companies, especially those engaged in the natural resources sector. In addition to being a legal obligation, CSR is also seen as a business strategy that can improve reputation, competitiveness, and customer loyalty. CSR covers various aspects, ranging from philanthropic activities, community empowerment, to environmental conservation efforts. This phenomenon shows that people are increasingly paying attention to

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companies that not only focus on profits, but also care about social welfare and environmental sustainability. This trend encourages companies to use social impact evaluation approaches, such as Social Return on Investment (SROI), to measure their real contribution to society and the environment, so that the implementation of CSR can be considered effective and sustainable.

BPKH itself is the embodiment of Law Number 34 of 2014 concerning Hajj financial management and is an institution in charge of managing Hajj finances. BPKH is independent and responsible to the president through the Minister. According to Law Number 34 of 2014 concerning the management of Hajj Finance, Hajj financial management is carried out in the form of investment whose profits are used to improve the quality of the hajj, increase the rationality and efficiency of BPKH, and it is beneficial for Muslims (Primadhany, 2017).

BPKH (Hajj Financial Management Agency) officially took over the hajj funds from the Ministry of Religious Affairs (Kemenag). The collection of hajj funds has been taking place since President Joko Widodo (Jokowi) signed regulation Number 5 of 2018. The regulation regulates the implementation of Law Number 34 of 2014 concerning Hajj financial management. The regulation also covers accommodation costs and financial investment procedures for the hajj.

The emergence of BPKH is caused by corruption in the Ministry of Religious Affairs, especially in the management of hajj finances, including the management and implementation of hajj funds. This is to avoid confusion in Hajj financial management. BPKH was originally formed in October 2015, but only then was it divided into two parts: the administrative section and the supervision section. This means that BPKH has an organizational structure consisting of a supervisory body and an implementing body. These two positions, such as commissioner and director of a company, work together in the management of the Hajj Fund, but what distinguishes the board is its authority to approve BPKH investment transactions (Julia, 2022).

Baitulmaal Muamalat National Amil Zakat institution (LAZNAS) was established in 2000. For more than 23 years, we have been delivering world-class programs in education, health, business, and social humanities. Baitulmaal Muamalat has undergone a fair audit without exception (WTP) by an independent auditor and a sharia audit entitled "shariah compliant". This makes BMM a reliable and responsible frontline institution. Baitulmaal Muamalat has a portfolio of programs spread throughout Indonesia. Network with communities and volunteers to leverage local resources and ensure programs are successful. In addition, Baitul Muamalat has experience in implementing CSR programs for various well-known companies in Indonesia.

BPKH organizes a free cataract surgery program in West Java with the tagline "Together Realize the Beauty of Seeing the World". This program is part of an effort to reduce the high rate of blindness due to cataracts in the region. Based on the Rapid Assessment of Avoidable Blindness (RAAB) survey conducted by the Indonesian Ophthalmologists Association (PERDAMI) and IAARD, around 81 cases of blindness in Indonesia are caused by cataracts, with West Java being one of the provinces with a significant prevalence of blindness (kemkes) (ANTARA News). This program not only aims to reduce the prevalence of visual impairment, but is also expected to improve the quality of life and productivity of the local community (Sehat Negeriku) (kemkes).

The 2023 West Java Community Cataract Surgery Program has been held at the Adiandra Media JL Clinic. Reog, No.17 A turangga, Lengkong District, Bandung City, West Java which started from June 26 – November 30, 2023. The source of funding used

is support from the BPKH benefit program (Haji Financial Management Agency) of the Republic of Indonesia. Worth Rp.341,962,000 (three hundred and forty-one million nine hundred and sixty-two thousand rupiah) for the Cataract Surgery program for the People of Bandung City. In the recapitulation of funds for the 2023 West Java Community Cataract Surgery program, there is a deficit of funds, which means that the total funds spent are Rp.342,344,138.

The program implements several stages of examination or screening to ensure whether the participant is in a suitable condition or not at risk to undergo surgery. If the diagnosis results show the presence of cataracts, it will be followed by a blood pressure and blood sugar check (GDS). Through this screening, it can be known whether the patient's health condition is good enough to undergo surgery.

Corporate Social Responsibility (CSR) basically involves a company's efforts to develop in the economic field while still paying attention to legal, ethical, and policy aspects that are in favor of the community at a certain time. CSR is related to how the company can manage each of its operational activities to have a positive impact on society, so management needs to take into account the quality and quantity of its impact on society (Naufal, 2022).

According to Law No. 40 of 2007 concerning limited liability companies, companies operating in the natural resources sector are required to carry out social and environmental responsibility (CSR). However, CSR is not only a limited obligation to the sector. This is affirmed in Government Regulation No. 47 of 2012 (Article 2) which states that every company as a legal subject has social and environmental responsibilities. In addition to being an obligation, the implementation of CSR is also seen as a strategy to increase the competitiveness of companies and manage risks to the sustainability of their business.

Research on SROI Analysis has been carried out by many previous studies, including Fitriani et al. (2022) which measured the impact of the Community Empowerment Program "Kopi Kang!" using Social Return on Investment (SROI), the SROI calculation carried out used the present value approach. Based on the results of the SROI ratio calculation, a result of 1.62 was obtained, which means that every investment of Rp 1,- has an impact or benefit worth Rp 1.62,- So when viewed from the socio-economic impact of the Kopi Kang! has a decent return on capital and can be considered successful. In addition, the research of Septasawitri et al. (2023) which uses a qualitative descriptive approach explained that the results of the SROI calculation in this program showed a ratio of 7.84. This means that every investment made by PT SMM of IDR 1 will receive a benefit of IDR 7.8. This program can be categorized as successful because it is able to exceed the ratio of 1 in SROI. If viewed from economic, social and environmental aspects, this program has good sustainability potential and is worth continuing.

The analysis procedure used is an SROI analysis method using a stakeholder-focused approach, reviewed from three aspects: economic, social, and environmental conducted by Siwi Agustina & Anisa (2024) showing that every Rp1 (one rupiah) invested in the Entrepreneurship Workshop "Glinds Act – Global Minds, Local Impact: Transforming Education & Entrepreneurs" This will result in a social reciprocity of Rp. 38.52 (thirty-eight point fifty-two rupiah). This ratio is quite high and promises high returns as well. Based on the results of the calculation of the net present value, the SROI ratio is 2.01 which means that every Rp.1.00 investment spent will have an impact or benefit of Rp.2.01.00. When viewed from social, economic, and environmental aspects,

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this environmentally friendly digital application program can be said to be feasible to continue and develop (Bustomi et al., 2024). Sutiarmo et al. (2024) revealed in their research that the results of SROI calculations with the present value approach were obtained at 1.6 so that it can be interpreted that for every Rp.1 investment from this empowerment program, it proves that investment in agricultural technology and machinery can have a positive and significant social impact.

Veronica (2020) in her research, based on the calculation of net present value in the SROI analysis, showed that microhydro CSR by PT. PJB UP Paiton in Andungbiru Village has succeeded in providing benefits and empowering the people of Andungbiru Village economically and socially, as well as maintaining environmental sustainability. The SROI method also adopts the principles of Net Present Value (NPV) calculation to estimate the value of impacts that have a long effect or impacts that have an effect in the future. The results of the calculation carried out in the research of Nengah Laba et al. (2022) on the CSR program to the Weaving ring group are 3.45 which gives an interpretation that every Rp.1 invested by PT. PLN (Persero) UIP JBTB will produce social value or social impact felt by stakeholders of Rp.3.45. These results illustrate that the CSR program given to the Ringdikit Sugarcane Weaving group is effective and successful.

The latest of this research lies in the application of the Social Return on Investment (SROI) method to evaluate the CSR program for cataract surgery by BPKH and Baitulmaal Muamalat, which focuses on eye health. Different from previous studies that assessed the impact on the economic or environmental sectors, this study examines the contribution of health to people's quality of life and productivity.

This study aims to analyze the effectiveness of the free cataract surgery program organized by BPKH for the people of West Java, focusing on the social, economic, and environmental impacts produced. Through the measurement of Social Return on Investment (SROI), this study aims to understand the extent to which the program has a social impact in relation to the investment costs that have been incurred, using the Present value approach for current impacts.

This research is expected to be useful for the organizing company, namely BPKH and CSR implementing partners, by providing an overview of the evaluation that can be used to improve the program in the future, ensuring a greater and sustainable impact. For the stakeholders involved, the results of this research can be the basis for more targeted decision-making and CSR policies, in order to provide optimal benefits for the community, especially in the field of eye health. In addition, the research also has academic benefits, namely as a reference for further research that focuses on SROI analysis in CSR programs, as well as contributing to the development of a more comprehensive evaluation of the social impact generated by corporate social programs.

Theory of Legitimacy

Badjuri et al. (2021) explained that the theory of legitimacy is one of the most frequently cited theories in the field of social and environmental accounting. The theory of legitimacy has been used in accounting research to develop the theory of social and environmental responsibility disclosure. Companies are increasingly realizing that their survival also depends on their relationship with the local community and the environment in which they operate. This means that the company has a contract with the community to carry out its activities based on the values of justice, and how the company responds to various stakeholders to justify its actions. This is in accordance with the theory of legitimacy.

The theory of legitimacy is based on the phenomenon of social contact between an organization and society, and the goals of an organization must be in line with the values that exist in a society (Ratmono & Sagala, 2015). According to this theory, organizational activities must show activities and performance that are acceptable to the community.

Corporate Social Responsibility

According to The World Business Council for Sustainable Development (WBCSD), "the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large". Based on this definition, CSR is a company's continuous commitment to improve existing ethics and society referring to the company's comprehensive and sustainable commitment to running a business in accordance with its responsibilities (Nahda & Harjito, 2011).

Corporate social responsibility is closely related to sustainable development, namely an organization, especially a company in carrying out its activities, not only considering economic consequences, such as profit and dividend levels, but also social and environmental consequences due to decisions arising from its decisions, both in the short term and for the long term (Nadirah, 2020). From this statement, it can be said that Corporate Social Responsibility can be said to be the company's contribution to sustainable development goals by managing its impact on all stakeholders.

Corporate social responsibility is currently not a voluntary initiative/commitment of companies to account for their activities, but an obligation/obligation for several companies to carry out or implement it. This is regulated in Law Number 40 of 2007 concerning Limited Liability Companies (UUPT), which was ratified on July 20, 2007. Article 74 of the Limited Liability Company Law states: (1) companies that carry out business activities related to natural resources are obliged to carry out Social and Environmental Responsibility (CSR). (2) CSR is a company's obligation that is budgeted and calculated as a company expense and is implemented with due regard to propriety and fairness. (3) Companies that do not fulfill their obligations will be subject to sanctions in accordance with the provisions of laws and regulations (www.hukumonline.com). This means that companies engaged in or related to natural resources, especially limited liability companies, are obliged to fulfill their social responsibilities to the community.

The criminal sanctions regarding CSR violations in Law Number 23 of 1997 concerning Environmental Management (UUPLH) article 41 paragraph (1) which states: "whoever violates the law by deliberately committing acts that result in pollution and/or environmental companies, is threatened with imprisonment for a maximum of ten years and a maximum fine of five hundreds of millions of rupiah". Furthermore, article 42 paragraph (1) states: "whoever because of his negligence commits an act that causes pollution and/or destruction of the environment, is threatened with imprisonment for a maximum of three years and a maximum fine of one hundred million rupiah"

Social Return On Investment

SROI is a method used to measure social impact. SROI not only talks about the value of money, but also measures broader concepts including social, economic, and environmental value. SROI offers a strategic advantage over other investment measurement tools that only focus on financial calculations. SROI involves the stakeholders of a program/project to be analyzed to explore the various impacts felt after the program/project is implemented (Santoso, Ismanto, Mumajad, & Mulyono, 2019).

The Social Return on Investment (SROI) approach was developed to improve the work of social and humanitarian programs run by a non-profit organization called REDF

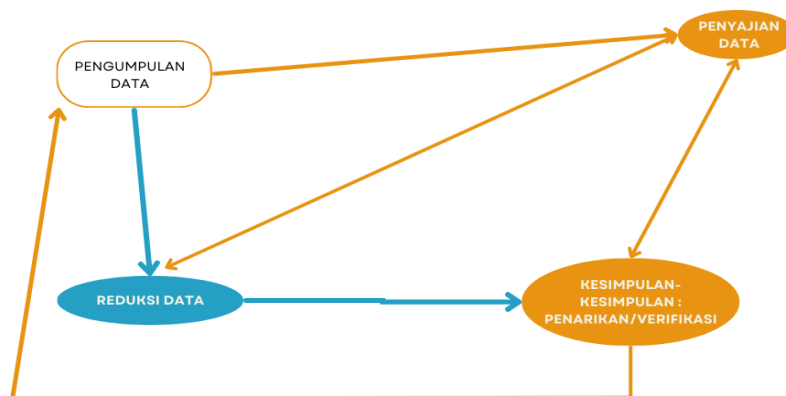
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(robert enterprise development fund). Over time, the SROI approach has been adopted by all entities or companies around the world. The SROI approach is used to understand the impact of investment in creating significant new benefits and changes for beneficiaries and society in general (Hariadi, 2023). Simply put, SROI measures the value of a benefit compared to the investment costs incurred to achieve that benefit through economic, environmental, and socio-cultural considerations.

RESEARCH METHOD

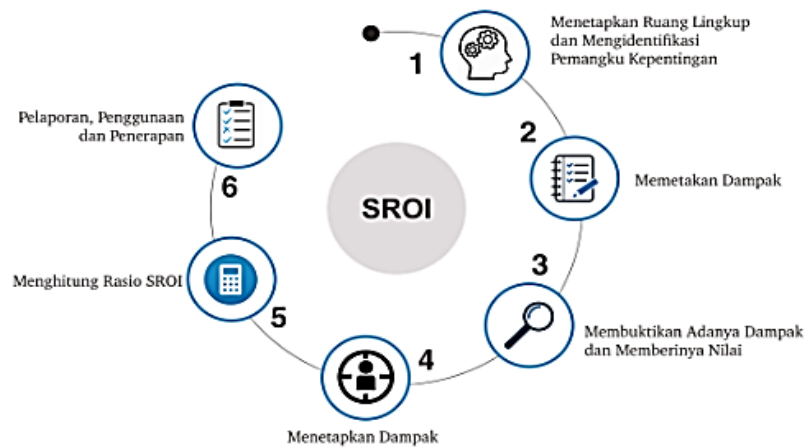
The research conducted is a research that combines qualitative and quantitative descriptive approaches (Waruwu, 2023). The qualitative approach was used to analyze the social impact of the Free Cataract Surgery program in more detail, while the descriptive quantitative approach was used to measure social return on investment (SROI) and analyze the results of social impact calculations. A free cataract surgery program to improve the cataract surgery program. SROI is a way to measure the value of social benefits compared to the investment costs used to achieve relative profits through Bank Muamalat Indonesia's CSR funds.

Data processing is carried out using the data triangulation technique in figure 1 below:



*SEQ Chart * ARABIC Chart 1. Qualitative data analysis of the Triangulation method*
Source : (Ahmad & Muslimah, 2021)

Data collection is carried out using secondary data. Secondary data is obtained in the form of documents obtained from internal stakeholders. Data reduction by selecting data that is in accordance with the scope of the research. The presentation of data includes financial data in the form of transaction documents and non-financial data in the form of additional information from informants. After the data is presented, the data will then be drawn conclusions. The program is carried out in stages of input, process, output, outcome, and impact. The phases that can still be controlled by the program writer are the input, process, output phases. The outcome and impact stage is a stage that cannot be controlled by the program creator because it is already under the control of the beneficiary.



SEQ Chart * ARABIC Chart 2.

SROI Analysis Stages

Source : (Sutiarso et al., 2024)

The final calculation of SROI is carried out by summing up all the social impacts of the program in rupiah. The value of the impact will be adjusted by using *the present value* to find out the current social impact. The interest rate used in calculating SROI is 6.25% (<http://www.bi.go.id>) adjusting the interest rate in Indonesia, then the SROI calculation will be carried out with the following formula:

$$PV = \frac{\text{Value of Impact}}{(1 + r)^n}$$

$$SROI = \frac{PV \text{ Nilai Impact}}{PV \text{ Nilai Investasi}}$$

RESULT AND DISCUSSION

Cataracts are the leading cause of blindness worldwide. People with cataracts globally as of 2020 have reached more than 100 million people, with 17 million of them up to blindness. According to the latest data from the Indonesian Association of Ophthalmologists (PERDAMI) in 2017, around 8 million people experience visual impairment (including 1.6 million cases of blindness) in Indonesia. The impact of the disease will affect a person's productivity. Because his suffering must depend on others to carry out his daily activities even to meet the needs of life, especially until he experiences blindness, his suffering will lead life with all difficulties.

In order to increase the role of BPKH in accordance with the mandate of Law 34 of 2014 to distribute the value of the benefits of the people's endowment fund (DAU) which aims to increase benefits for the benefit of Muslims. Through the benefit program, BPKH is expected to spread more benefits and benefits for Muslims in Indonesia through various programs, both charity and empowerment activity programs.

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The cataract surgery program is projected to become the center of public health activities to make the community more productive and reduce the rate of blindness in Indonesia, the goals to be achieved from the cataract surgery program are:

1. Helping cataract sufferers to get cataract surgery for free.
2. Regrow a better life expectancy with the healing of their cataract disease.
3. As a form of BPKH's concern for the community, especially in the health sector.
4. As a syiar of the BPKH program through the benefit program and a concrete commitment from BPKH in supporting religious and social humanitarian programs.

The target of this program is cataract patients in West Java, as many as 100 patients who will undergo surgery for free.

Implementation

The implementation of Cataract Surgery activities has been running well and correctly on:

date : 26 June – 30 November 2023

location : Adiandra Media Clinic, Jl.Reog No.17 A Turangga, Lengkong District, Bandung City, West Java.

Participants : 100 residents of Bandung, West Java.

Cataract Surgery Program activities include:

1. Socialization, registration and selection of participants
2. Initial screening
3. Cataract surgery
4. Check Up Postoperative

Program Activities

In 2023, BPKH will collaborate with several parties to carry out a free cataract surgery program for 100 people in West Java. This cataract surgery program is a form of BPKH's concern for the community, especially in the health sector and also as a syiar of the BPKH program through the benefit program and concrete commitment from BPKH in supporting religious and social humanitarian programs.

SROI involves stakeholders from the analyzed program to explore the various impacts felt after the program/project is running. By not only focusing on the impact that can be monetarily assessed, but also what cannot be 'cashed', SROI reports will become richer and more comprehensive.

SROI Calculation Stages

The stages that need to be carried out in the calculation of SROI are as follows:

Stakeholder Identification

The following people and institutions are considered to be influenced or influenced by the cataract surgery program and therefore need to be involved to reveal the extent of the changes they experience as an outcome of the program:

1. West Java community (who participated in the operation)
2. West Java Community (who participated in the Screening)
3. adiandra media clinic
4. MSMEs
5. Hajj Financial Management Agency (BPKH)

Table 2 Stakeholder identification

Stakeholders	Included in impact monetization	Reason
West Java community (who participated in the operation)	Yes	Benefit from improved eye health by cataracts and increased life productivity as well as save on cataract treatment costs.
West Java community (who took part in the screening)	yes	Benefit in improving eye health knowledge
adiandra media clinic	Yes	Get benefits in the form of increased income
Local MSMEs	yes	Experiencing an increase in income during the activity
Hajj Financial Management Agency (BPKH)	Yes	Benefit from a positive image of program news

Source : 2023 study data processing

Outcome mapping of each stakeholder

The following table comprehensively describes the stakeholders, roles and impacts felt of the Free Cataract Surgery Program.

It	Stakeholders	Role in the Program	Impact (Benefit) felt	Impact Description (Benefits)
1.	West Java community (who participated in the operation)	People who benefit from the free cataract surgery program activities	Improved eye health	With the free cataract surgery program, people have the opportunity to recover from cataracts without spending their own money.
			Get free lodging	The existence of free lodging can help people not to spend money during treatment.
			Reduced burden of doctor consultation fees	By providing free doctor consultations, it helps the community so that they do not need to do paid consultations at general practitioners.
			Reduction of administrative burden	With this cataract surgery program, the community feels the ease of administration, in contrast to other cataract surgery programs that have many requirements, BPKH comes with many conveniences in its cataract surgery program.
			Increased revenue	With this cataract surgery program, many people can return to work and activities so that they can increase their income.
			Reduction in healthcare costs	With this program, people feel eye health so that people no longer use eye drops

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				intensely. This eases the public in the cost of eye health.
2.	West Java Community (who participated in the screening)	People who benefit from screening	Increased knowledge	With the provision of education from doctors regarding the results of screening, the public has increased their knowledge about eye diseases.
3.	Adiandra Medika Clinic	Benefit from participation in Cataract Surgery	Increased nurse income during the surgery program	With this activity, 6 nurses at the Adiandra Clinic get additional income.
			Increase in Adiandra Medika Clinic revenue after carrying out surgery activities	With this Cataract Surgery program, the Adiandra Medika Clinic has become famous so that many surrounding communities have come to do treatment independently, this is what makes the Adiandra Medika Clinic experience an increase in income.
4.	Local MSMEs	MSMEs affected by the cataract surgery program	Increased income during the activity	With this program, MSMEs also feel the impact, their sales will sell out faster and their income will increase when this activity takes place.
5.	BPKH	Benefit from publishing the activities carried out	Improvement of the company's positive image	With the documentation of activities and publication, it makes an increase in the company's positive image in the community.

Impact assessment

The impact assessment is carried out by assigning a value in rupiah to the impact resulting from the Cataract Surgery program.

The table below shows the rating on the impact of the Cataract Surgery program

It	Impact	Impact Monetization	Resources
West Java community (who participated in the operation)			
1.	Improved eye health	<ul style="list-style-type: none"> ● Equivalent to the cost of cataract surgery x the number of participants experienced an improvement in eye health. ● Based on the results of the interview, there were 100 people who participated in cataract surgery for free. ● Based on literature from Cicendo Hospital, the cost of cataract surgery with the same technique, namely SICS, with a low class, namely class 3, is Rp.6,535,000. so it can be claimed as $Rp.6,535,000 \times 100 = Rp.653,500,000$ So the benefits obtained are as much as 	Beneficiary interviews, interviews with the adiandra medika clinic, hospital surveys to Cicendo Hospitals and BPKH activity reports

			$= \text{IDR } 6,535,000 \times 100$ $= \text{IDR } 653,500,000$
2.	Free lodging	<ul style="list-style-type: none"> ● Equivalent to the cost of lodging in Bandung x the number of days of stay x the number of participants who get free lodging. ● Based on the results of the interviews, there were 20 people who received free lodging. ● The standard price of lodging in Bandung is Rp.215,000 ● Lodging is provided for 1 day during surgery <p>https://www.booking.com/inns/city/id/bandung.id.html?aid=1596731&label=bandung</p> <p>So the benefits obtained are as much as</p> $= 1 \times \text{Rp.}215,000 \times 20$ $= \text{IDR } 1,075,000$	Adiandra Medika Clinic Interview
3.	Reduced burden of doctor consultation fees	<ul style="list-style-type: none"> ● Equivalent to the cost incurred by the beneficiary during the consultation with the doctor x consultation fee x the number of participants experiencing a reduction in the consultation fee ● Based on the results of the interview, there was 1 person who experienced a reduction in the cost of consulting a doctor ● The price of the cost incurred is Rp.130,000 <p>So the benefits obtained are as much as</p> $= 1 \times \text{Rp.}130,000$ $= \text{Rp.}130,000$	Beneficiary interviews
4.	Reduction of administrative burden	<ul style="list-style-type: none"> ● Equivalent to Sumedang-Bandung round-trip cost x number of participants ● Based on the results of the interview, there was 1 person who experienced a reduction in administrative expenses ● The standard round-trip price is Rp.121,000 <p>https://www.redbus.id/tiket-bus/bandung-ke-sumedang?fromCityName=Bandung&fromCityId=193435&toCityName=Sumedang&toCityId=193514&onward=10-Nov-2024&busType=Any</p> <p>So the benefits obtained are as much as</p> $= \text{IDR } 121,000 \times 1$ $= \text{IDR } 121,000$	Beneficiary interviews

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5.	Increased revenue	<ul style="list-style-type: none"> ● Based on the results of the interview, there was an increase in income after cataract surgery from June 2023 to August 2024. ● Beneficiary 1 gets an additional job as a mosque marker ● Beneficiary 1 also gets a job as a motorcycle taxi again after recovering with a minimum income of 50k/month ● Equivalent to monthly marbot salary x number of participants x 12 months + motorcycle taxi salary x number of participants x 12 months <p>https://madiuntoday.id/berita/2024/04/01/1351-imam-masjid-marbot-dan-tokoh-agama-dapat-bansos-dari-pemkot-madiun-mulai-rp-500-ribu-sampai-rp-1-juta#:~:text=Sementara%2C%20marbot%20masjid%20Rp%20600,Ini%20like%20bantuan%20place%20worship.</p> <p>So the benefits obtained are as much as = (Rp.600,000 x 1 x 12) + (Rp.50,000 x 1 x 12)</p>	Beneficiary interviews
6.	Reduction in healthcare costs	<ul style="list-style-type: none"> ● Equivalent to the price of eye drops x the number of participants who initially used eye drops and are now not using eye drops anymore ● Based on the results of the interview, there was 1 beneficiary who was initially before the surgery and now no longer uses eye drops ● The standard price of eye drops is Rp.37,000 <p>https://www.k24klik.com/p/cendoxitrol-tetes-mata-5ml-904#</p> <p>So the benefits obtained are as much as = IDR 37,000 x 1 = IDR 37,000</p>	Beneficiary interviews
West Java community (who uses screening)			
1.	Increased knowledge	<ul style="list-style-type: none"> ● Equivalent to the cost of educational services x the number of participants who experience an increase in knowledge ● Based on interviews, there were 204 people from the people of West Java who received education related to the results of the screening <p>https://www.halodoc.com/tanya-dokter/cari?query=mata</p> <p>So the benefits obtained are as much as</p>	Andiandra Medika Clinic Interview

$= \text{IDR } 55,000 \times 204$ $= \text{IDR } 11,220,000$			
Adiandra Medika Clinic			
1.	Increased nurse income during the surgery program	<ul style="list-style-type: none"> ● Based on the results of the interview, there were 4 nurses during the screening with income (Rp.250,000 x 1 day x 4 nurses) ● 6 nurses during surgery with income (Rp.250,000 x 4 days x 6 nurses) ● Patient registration section with income (Rp.500,000) <p style="text-align: center;">So the benefits obtained are as much as $= (\text{IDR } 250,000 \times 1 \times 4) + (\text{IDR } 250,000 \times 4 \times 6) + \text{IDR } 500,000$ $= \text{Rp.7,500,000}$</p>	Adiandra Medika Clinic Interview
2.	Increase in Adiandra Medika Clinic revenue after carrying out surgery activities	<ul style="list-style-type: none"> ● Based on the results of the interview, there was an increase in revenue during June 2023-August 2024 ● The total increase in income obtained based on the results of the interview was Rp.30,000,000 <p style="text-align: center;">So the benefits obtained are as much as $\text{IDR } 30,000,000$</p>	Adiandra Medika Clinic Interview
Local MSMEs			
1.	Increased income during the activity	<p>Based on the results of interviews with the Adiandra Medika clinic, there are at least 8 MSMEs who are still asking when the Free Cataract Surgery program will be held again because these MSMEs felt an increase in income when the program was implemented.</p> <ul style="list-style-type: none"> ● Equivalent to the income of 5 feet in the city of Bandung per month / 12 months x number of days x number of MSMEs ● The number of activity days is 7 days ● The standard income of 5 feet per month in the city of Bandung is Rp.2,500,000 ● The number of MSMEs is 8 <p style="text-align: center;">https://id.quora.com/Berapa-gaji-seorang-tukang-nasi-goreng-gerobak So the benefits obtained are as much as $= (\text{Rp.}2500.000/12) \times 7 \times 8$ $= \text{IDR } 11,666,666$</p>	Adiandra Medika Clinic Interview
BPKH			
1.	Improvement of the company's good image	<ul style="list-style-type: none"> ● Total PR Value for positive news in the mass media related to the cataract surgery program 	Account Manual By

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- The following is the formula for calculating PR Value: AD Value = (Order Rank x Page Rank) + Source Rank
PR Value = AD Value x 3
- In 2023 there will be 13 news reports.
- So it was found:
 1. AD Value = $((25 \times 5) + 300) \times 2500$
= IDR 1,062,500
PR Value = Rp. 1,062,500 x 3
= IDR 3,187,500
 2. AD Value = $((25 \times 5) + 300) \times 2500$
= IDR 1,062,500
PR Value = Rp. 1,062,500 x 3
= IDR 3,187,500
 3. AD Value = $((25 \times 5) + 300) \times 2500$
= IDR 1,062,500
PR Value = Rp. 1,062,500 x 3
= IDR 3,187,500
 4. AD Value = $((25 \times 5) + 300) \times 2500$
= IDR 1,062,500
PR Value = Rp. 1,062,500 x 3
= IDR 3,187,500
 5. AD Value = $((25 \times 5) + 300) \times 2500$
= IDR 1,062,500
PR Value = Rp. 1,062,500 x 3
= IDR 3,187,500
 6. AD Value = $((25 \times 5) + 300) \times 2500$
= IDR 1,062,500
PR Value = Rp. 1,062,500 x 3
= IDR 3,187,500
 7. AD Value = $((25 \times 5) + 300) \times 2500$
= IDR 1,062,500
PR Value = Rp. 1,062,500 x 3
= IDR 3,187,500
 8. AD Value = $((25 \times 5) + 300) \times 2500$
= IDR 1,062,500
PR Value = Rp. 1,062,500 x 3
= IDR 3,187,500
 9. AD Value = $((25 \times 5) + 300) \times 2500$
= IDR 1,062,500
PR Value = Rp. 1,062,500 x 3
= IDR 3,187,500
 10. AD Value = $((25 \times 5) + 300) \times 2500$
= IDR 1,062,500
PR Value = Rp. 1,062,500 x 3
= IDR 3,187,500
 11. AD Value = $((25 \times 5) + 300) \times 2500$
= IDR 1,062,500
PR Value = Rp. 1,062,500 x 3
= IDR 3,187,500
 12. AD Value = $((25 \times 5) + 300) \times 2500$

<http://help.nolimit.id/jhel-p-kb/cara-menghitung-public-relation-value/>
and
Mass Media Publication Documents

$$\begin{aligned} &= \text{IDR } 1,062,500 \\ \text{PR Value} &= \text{Rp. } 1,062,500 \times 3 \\ &= \text{IDR } 3,187,500 \\ 13. \text{ AD Value} &= ((25 \times 5) + 300) \times 2500 \\ &= \text{IDR } 1,062,500 \\ \text{PR Value} &= \text{Rp. } 1,062,500 \times 3 \\ &= \text{IDR } 3,187,500 \end{aligned}$$

<http://help.nolimit.id/jhelp-kb/cara-menghitung-public-relation-value/>

So the benefits obtained are as much as
= IDR 41,437,500

SROI Calculation

next is to calculate the SROI ratio using the formula proposed by Scholten P., J., Olsen S. & Galimidi, B. (2006).

next is to calculate the SROI ratio that can be generated by the program. In calculating SROI, the value of a predetermined impact will go through the filtering process first. This is related to the fifth principle of SROI, namely do-not overclaim. In carrying out filters, 3 forms of filters are used here to generate adjusted values. The three forms of filters used are as follows:

1. Deadweight. This filter answers the question of whether this impact would simply occur without the presence of the program. In other words, deadweight is used to determine whether without a program the impact will still occur.
2. Attribution. This filter answers the question of who else is contributing to this impact. Through this filter, SROI analysis considers the role of other parties outside the actors in the program that contribute to the occurrence of impacts.
3. Displacement. This filter answers the question of whether there are other activities that replace program activities with the same outcome.

The SROI value is calculated using Bank Indonesia (BI) Discount Rate, which is 6% (percent), adjusting to the current average Bank Indonesia interest rate.

$$\begin{aligned} \text{SROI} &= \text{PV impact value} / \text{PV investment value} \\ &= 709.859.591 / 341.962.000 \\ &= 2,08 \end{aligned}$$

CONCLUSION

The Cataract Surgery Program has shown remarkable success with a Social Return on Investment (SROI) value of 2.08. This figure shows that the program has a positive and significant impact on beneficiaries, exceeding initial expectations. The largest beneficiaries of this program are the people of West Java who participate in cataract surgery, covering 89% of the total benefits, followed by the Hajj Financial Management Agency (BPKH) with a benefit contribution of 6%. The benefits felt by the recipients of the program include improved eye health, free lodging facilities, reduced cost of doctor consultations, reduced administrative burden, increased revenue, decreased health costs, and increased positive image for the company. This shows that the program is able to provide the right benefits.

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Overall, the cataract surgery program has a major impact in improving public health, especially for those who were previously unable to afford surgery. Through this program, people can return to living a more productive life, building a better future. In accordance with the initial goal of the program, which is to improve people's eye health, this program has successfully answered this need with the tagline "Together Seeing the Beauty of the World." This tagline reflects the essence of the program, which is to help people see the beauty of the world through healthy eyes.

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