

***SOCIAL RETURN ON INVESTMENT (SROI) ANALYSIS ON CREATING
SHARED VALUE (CSV) PROGRAM WITH THE THEME
“SAYURPRENEURSHIP 4.0 TALK SHOW: DIGITALIZATION STRATEGY
FOR VEGETABLE TRADERS”***

**ANALISIS SOCIAL RETURN ON INVESTMENT (SROI) PADA PROGRAM
CREATING SHARED VALUE (CSV) DENGAN TEMA “TALKSHOW
SAYURPRENEURSHIP 4.0: STRATEGI DIGITALISASI UNTUK PEDAGANG
SAYUR”**

Aldo Lovely Arief Suyoso¹, Gancar Candra Premananto², Norizah Binti Mohd Mustamil³
Department of Management, Faculty of Economics and Business, University of Airlangga^{1,2}
Department of Management & Marketing Faculty of Business and Economics, University of
Malaya³

aldo.lovely.arief-2023@feb.unair.ac.id, gancar-c-p@feb.unair.ac.id, norizahmm@um.edu.my³

ABSTRACT

SROI helps measure and communicate the value of social investment by taking into account the benefits received by the community and other stakeholders. SROI can assess the extent to which the digitalization program has succeeded in providing positive impacts, both in terms of increasing the income of vegetable traders and from other social aspects, such as improving the quality of life and welfare. Companies or organizations can contribute to the welfare of the community while improving their business performance through the CSV program. CSV can help create solutions that benefit vegetable traders, as well as the surrounding community by utilizing digital technology to improve the way they operate and interact with the market. Programs like this, if carried out in the long term, are expected to encourage digital transformation in the traditional trade sector, creating a more modern and competitive business ecosystem. The results of this literature study indicate that increasing awareness, skills, and income for vegetable traders, support for local MSMEs, and promotion of more environmentally friendly business practices. These positive impacts are not only felt in the short term but also have the potential to provide sustainable long-term benefits, supporting local economic growth and environmental sustainability. With this high SROI ratio, this event can be considered very effective and efficient in achieving its goals, as well as providing returns that far exceed the investment made.

Keywords: *Social Return On Investment, Creating Shared Value, Digitalization Strategy.*

ABSTRAK

SROI membantu mengukur dan mengkomunikasikan nilai investasi sosial dengan mempertimbangkan manfaat yang diterima oleh masyarakat dan pemangku kepentingan lainnya. SROI dapat menilai sejauh mana program digitalisasi berhasil memberikan dampak positif, baik dari sisi peningkatan pendapatan pedagang sayur maupun dari aspek sosial lainnya, seperti peningkatan kualitas hidup dan kesejahteraan. Perusahaan atau organisasi dapat berkontribusi terhadap kesejahteraan masyarakat sekaligus meningkatkan kinerja bisnisnya melalui program CSV. CSV dapat membantu menciptakan solusi yang bermanfaat bagi para pedagang sayur, serta masyarakat sekitar dengan memanfaatkan teknologi digital untuk meningkatkan cara mereka beroperasi dan berinteraksi dengan pasar. Program seperti ini, jika dilakukan dalam jangka panjang, diharapkan dapat mendorong transformasi digital di sektor perdagangan tradisional, menciptakan ekosistem bisnis yang lebih modern dan kompetitif. Hasil studi literatur ini menunjukkan bahwa program ini meningkatkan kesadaran, keterampilan, dan pendapatan pedagang sayur, dukungan untuk UMKM lokal, dan promosi praktik bisnis yang lebih ramah lingkungan. Dampak positif ini tidak hanya dirasakan dalam jangka pendek tetapi juga berpotensi memberikan manfaat jangka panjang yang berkelanjutan, mendukung pertumbuhan ekonomi lokal dan kelestarian lingkungan. Dengan rasio SROI yang tinggi ini, acara ini dapat dinilai sangat efektif dan efisien dalam mencapai tujuannya, serta memberikan imbal hasil yang jauh melebihi investasi yang dilakukan.

Kata Kunci: Social Return On Investment, Menciptakan Nilai Bersama, Strategi Digitalisasi.

INTRODUCTION

Digitalization has become an important need in the modern era, including in traditional trade sectors such as vegetable traders. Digital technology offers various advantages that can help vegetable traders to increase efficiency, expand markets, and optimize daily operations. Many vegetable traders still operate conventionally, so they often face various challenges such as limited market access, low operational efficiency, and lack of knowledge and access to modern technology. This condition results in less than optimal income and low competitiveness compared to other business actors who have adopted technology (Munawati et al., 2024).

The concept of Creating Shared Value (CSV) can be applied to create economic value and social value together. Companies or organizations can contribute to the welfare of society while improving their business performance through the CSV program. CSV can help create profitable solutions for vegetable traders, as well as the surrounding community by utilizing digital technology to improve the way they operate and interact with the market (Abidin, 2022).

Social Return on Investment (SROI) analysis is an effective method for evaluating the social and economic impacts of digitalization initiatives. SROI helps measure and communicate the value of social investments by taking into account the benefits received by the community and other stakeholders (Karina & Premananto, 2024). SROI can assess the extent to which the digitalization program has succeeded in providing positive impacts, both in terms of increasing the income of vegetable traders and from other social aspects, such as improving the quality of life and

welfare of the community (Sutandi et al., 2024).

The Sayurpreneurship 4.0 Talk Show with the theme "Digitalization Strategy for Vegetable Traders" is an innovative program designed to provide education and practical solutions for vegetable traders in adopting digital technology. This program invites various experts and practitioners to share knowledge and experiences on effective ways to implement digitalization strategies. Vegetable traders through this event are expected to gain new insights and practical skills that can be applied directly in their businesses, so that they are better prepared to face challenges in the digital era (As'ari, 2023).

This program aims to improve the competitiveness and welfare of vegetable traders through effective digitalization strategies. Vegetable traders are expected to not only be able to improve their operational efficiency and income, but also contribute to the development of a more inclusive and sustainable local economy. A program like this, if carried out in the long term, is expected to encourage digital transformation in the traditional trade sector, creating a more modern and competitive business ecosystem.

RESEARCH METHODS

This study uses a descriptive/qualitative research type with a data collection method through hypothesis testing or answering the latest status of the research object. Descriptive/qualitative research data is collected through a list of questions in surveys, interviews, and observations (Sugiyono, 2019). The research process is one of the focuses on emphasizing qualitative research so that the process is emphasized rather than the final result (Neuman, 2015). Qualitative research aims to find out the reasons for how and

why a problem arises in research. Qualitative research consists of interpretation techniques that explore a problem until the researcher is able to describe, interpret data, and draw conclusions (Moeljadi, 2018).

RESULTS AND DISCUSSIONS

Social Return on Investment (SROI) is an analytical approach to measure the social, environmental, and economic value of a program or investment. This method allows stakeholders to understand the profound impact of the initiative on the community and the surrounding environment. The SROI analysis process begins with identifying stakeholders involved in the program, both directly and indirectly affected. Comprehensive data collection is carried out to assess the social and economic impacts of the program (Wardhana & Premananto, 2024). This evaluation includes assessments of various aspects such as changes in the quality of life of the community, reduction of social inequality, and protection or improvement of the environment (Pratono et al., 2024).

The "Digitalization Strategy Context for Vegetable Traders" targets the SROI implementation output that will provide a deeper understanding of how the digitalization strategy can concretely contribute to the welfare of vegetable traders and the surrounding community. This analysis includes not only economic aspects such as increased income or operational cost savings, but also social impacts such as improving the skills and quality of life of vegetable traders. Business and environmental sustainability are also the objectives of this program (Santoso et al., 2023).

Deep understanding of CSV, which integrates social and ecological objectives into a shared business strategy. The impact of digitalization in

the vegetable vendor sector can be seen by conducting SROI analysis as a powerful tool to measure these values in a measurable way. This report will provide theoretical foundations and relevant empirical data to support policies, business practices, and academic research in implementing these principles in the future.

The resulting social benefits include increased awareness, skills, and knowledge of digitalization among vegetable vendors, as well as strengthening social networks between traders, students, academics, and business actors. Economic benefits include support for MSMEs in strengthening the local economy through innovation and digitalization, as well as increased income for vegetable vendors and other stakeholders. Environmental benefits are also reflected in the promotion of more environmentally friendly business practices and increased awareness of the importance of environmental sustainability.

The positive impact of this event is expected to continue in the long term, especially due to the increased skills and knowledge gained by the participants. Vegetable traders who have understood the importance of digitalization are expected to continue implementing digital strategies in their businesses, which can improve their competitiveness and business sustainability.

The SROI results are also relevant to the Surabaya City Government, indicating that the event supports the government's goals in developing MSMEs and improving the economic welfare of the community. Sponsors and business partners have strong reasons to continue supporting similar events in the future, given the clear social and economic benefits for the local community. For academics and students, the benefits generated are also relevant in

applying theory to real practice and opening up opportunities for further research on MSME digitalization.

Overall, the SROI ratio of 9.97 indicates that the Digitalization Strategy for Vegetable Traders event was very successful in creating substantial social, economic, and environmental value for participants and related stakeholders. The investment made in this event provided a return that far exceeded the costs incurred, demonstrating the effectiveness and efficiency of the program in achieving the expected goals.

CONCLUSION

The Digitalization Strategy for Vegetable Traders has successfully created significant value for participants and stakeholders, as reflected in the Social Return on Investment (SROI) ratio of 9.97. This figure shows that every rupiah invested produces almost ten times the benefits, with the total benefits calculated at IDR 575,403,601 from a total investment of IDR 57,725,000. These benefits include increased awareness, skills, and income for vegetable traders, support for local MSMEs, and promotion of more environmentally friendly business practices. These positive impacts are not only felt in the short term but also have the potential to provide sustainable long-term benefits, supporting local economic growth and environmental sustainability. With this high SROI ratio, this event can be considered very effective and efficient in achieving its objectives, as well as providing returns that far exceed the investment made.

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