

Analysis of Social Return on Investment (SROI) in Gen UNAIR + Program With The Theme an Inspiring Class: The Past and Younger Generation Meet in Class

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ABSTRACT

Many life lesson stories can be obtained from them in the form of wisdom that they have gone through starting from the entry of technology until today's era. This wisdom can later be used as a basis for the millennial generation and so on to live side by side with technological sophistication. So that they can purposefully utilize existing technology. Along with the SDGs by contributing to the achievement of SDG number 4, namely Quality Education, ensuring equal access to quality education that is prosperous and inclusive. So, our CSV strategy is the first step in supporting the 2030 agents for Sustainable Development. The research method used is quantitative causality by identifying stakeholders, social impact indicators, data collection, monetarization value and then calculating the SROI value. The result was obtained a ratio of 28.38 which means that every Rp1 invested in the GEN UNAIR + program, will generate social returns of Rp28.38 rupiah. The value of this SROI is relatively high and produces relatively high returns.

Keywords: *Quality Education, Investment, Social Return*

ABSTRAK

Banyak cerita pelajaran hidup yang bisa didapatkan dari mereka dalam bentuk kearifan yang telah mereka lalui mulai dari masuknya teknologi hingga era saat ini. Kearifan ini nantinya dapat dijadikan dasar bagi generasi milenial dan seterusnya untuk hidup berdampingan dengan kecanggihan teknologi. Sehingga mereka dapat dengan sengaja memanfaatkan teknologi yang ada. Seiring dengan SDGs dengan berkontribusi pada pencapaian SDG nomor 4, yaitu Pendidikan Berkualitas, menjamin akses yang sama terhadap pendidikan berkualitas yang sejahtera dan inklusif. Jadi, strategi CSV kami adalah langkah pertama dalam mendukung agen 2030 untuk Pembangunan Berkelanjutan. Metode penelitian yang digunakan adalah kausalitas kuantitatif dengan mengidentifikasi pemangku kepentingan, indikator dampak sosial, pengumpulan data, nilai moneterisasi kemudian menghitung nilai SROI. Hasilnya diperoleh rasio sebesar 28,38 yang artinya setiap Rp1 yang diinvestasikan pada program GEN UNAIR+, akan menghasilkan *social return* sebesar Rp28,38 rupiah. Nilai SROI ini relatif tinggi dan menghasilkan *return* yang relatif tinggi.

Kata kunci: *Pendidikan Berkualitas, Investasi, Social Return*

INTRODUCTION

In this era of digitalization, the pattern of life of each generation has begun to be centered on existing technological advances, with the convenience offered by these

technological advances causing all generations to be required to be able to adapt to current technological advances. This technological advancement can offer benefits through good utilization, but this technological advancement will also be able to provide losses if in its utilization is used defiantly. We realize that the role of the generation before the entry of digitalization is also very necessary as (Hardika, 2018) borders for the next generation in the use of technology. Many life lesson stories can be obtained from them in the form of wisdom that they have gone through starting from the entry of technology until today's era. This wisdom can later be used as a basis for the millennial generation and so on to live side by side with technological sophistication. So that they can purposefully utilize existing technology. Along with the SDGs by contributing to the achievement of SDG number 4, namely Quality Education (Safitri et al., 2022), ensuring equal access to quality education that is equal and inclusive. Therefore, our CSV strategy is the first step in supporting change agents in 2030 for Sustainable Development (Sari & Candra Premananto, 2023). Departing from the description of the situation, students and students of the Master of Management Class F2M Business Ethics class Airlangga University tried to form an activity that can provide benefits to millennials and the current alpha generation through the use of existing technological advances. The activities to be carried out are a tangible manifestation of the responsibility of universities in aspects of social and environmental responsibility, especially in the aspect of community empowerment which is included in one of the functions of higher education (Tri Dharma) where a university is obliged to play an active role in community service activities. Where the Master of Management program carries this form of activity in the form of a project in one of the Business Ethics and Creating Share Value courses, where this activity is expected to be able to have a significant influence or impact on the surrounding community (Premananto & Watulingas, 2023).

The development of information technology has been responded to by the penetration and behavior of Indonesian internet usage which has experienced growth from year to year. The results of the APJII (Indonesian Internet Service Providers Association) survey show that there has been an increase in internet users in Indonesia since 2016. This makes information technology part of the start of the digital revolution era in Indonesia. Its very rapid development is able to have a big influence and dominate all sectors of society, including the world of education. The digital age in the world of education has consequences in the form of learning design by utilizing digital media as a means to increase knowledge. Digital media can present learning material contextually, audio and visual in an interesting and interactive way. Schools as part of educational institutions should adapt to carrying out digital-based learning processes. Current advances in information technology and the internet have resulted in an abundance of digital information resources. On the other hand, the development of information technology is like two sides of a coin which has positive and negative effects on society. Digital literacy learning can no longer be avoided.

Mastery of literacy in all aspects of life is indeed the main thing in the progress of a nation's civilization. The Indonesian population has large quantity but low

quality, even though quantity and quality need to be balanced. This shows that the quality of human resources in Indonesia is still low and has even decreased from year to year. One factor in reducing the low quality of human resources is low education. This is further exacerbated by the still dominance of speech (oral) culture over reading culture. In general, the ability to use technology and information from digital devices helps every job to be effective and efficient in various life contexts, such as: academics, careers and everyday life. The concept of literacy has experienced much development and is used in various forms, including digital literacy, namely the ability to understand and use information from various digital sources.

The activity program that will be carried out is expected to have a real impact on the surrounding community, especially schools that are still disadvantaged to have access to digital literacy, by carrying out the spirit of wisdom from the elderly generation, later it will be channeled through making a documentary video challenge that will be followed by the academic community of Airlangga University and the millennial generation community outside Airlangga University related to perspective they are towards the spirit of the elderly generation, which will be the final of this activity will be selected the most interesting video that will be displayed at the peak activity of Digital Literacy with Wisdom for Generation Alpha in Schools / Madrasah which was chosen to be the opening in starting our Campaign program entitled GEN UNAIR + (Mutiani, 2022).

The meaningful GEN UNAIR++ (GENeration Unify, Needed, Agile, Improve, and Responsible in positive way) activity basically wants to create an activity that can connect the spirit values of the previous generation with the current millennial generation. So that the implementation of this activity will be a connection that is able to unite between generations, needed between generations, quickly adapt in different generations, and be able to be better and responsible in positive things and respond to challenges in the digitalization era (Pertiw, 2023)

The activity initiated by the F2M class is running according to plan, which coincides with National Awakening Day, Saturday, May 20, 2023. The activity was held at SD Islam Al Khoiriyyah Surabaya and was attended by 70 participants consisting of students from grade 2 to grade 6. The event began at 09.00 WIB with the taking of the Nusa fence martial art by adhek Fajar and his colleagues. Fajar is a grade 6 student who has won gold in several martial arts competitions at the provincial level for the C grade category.

Also present in giving the briefing was from the Surabaya City Education Office represented by Mr. Suyono, Mpd (Sub Coordinator of Curriculum for Elementary Schools). He really appreciated the innovative activity that had been carried out and advised that this activity could be transmitted to other schools. The activity continued with a Sharing life lesson session by Mr. Karyadi Mintaroem (former Dean of FEB Unair) who shared his inspirational knowledge and wisdom to the participants.

The event continued with literacy games which were continued with a mini digital literacy workshop in a fun and interactive manner so that the message

conveyed could be captured. The biggest challenge we experienced was how to condition elementary school children to stay focused and not bored. Alhamdulillah, with the smart work of the committee team, the mini workshop session went smoothly, festively, and memorably.

The event ended with the handover of charity to the school, followed by the installation of GEN UNAIR+ bracelets to all participants and closed with the release of balloons as a symbol that all parties present had committed to the success of this GEN UNAIR+ campaign and encouraged the realization of an alpha generation who are digitally literate and wise in utilizing digital media access. The event ended at 12.15 WIB to coincide with the students' school hours.

LITERATURE REVIEW

Corporate Social Responsibility (CSR)

The definition of Corporate Social Responsibility (CSR) according to (Lee, 2011) in (Gassing, 2016) suggests that Corporate Social Responsibility (CSR) is defined as a company's commitment to improve community welfare through good business practices and contribute some of the company's resources. Meanwhile, according to the World Business Council for Sustainable Development stated that Corporate Social Responsibility (CSR) is a continuous commitment from the business community.

Corporate Social Responsibility (CSR) is also defined as an organization's contribution to sustainable development by considering the economic, social and environmental impacts and its business activities. By carrying out CSR activities, organizations see environmental and social aspects as opportunities to increase competitiveness and as a risk management towards sustainability of business activities (Cahya, 2014)

Corporate Social Responsibility (CSR) is a form of corporate concern that has three basic principles called the triple bottom line, namely 3P (Profit, People and Planet) (Candra Puspita Ningtyas et al., 2022): 1) Profit is the goal of the company. The company must have a goal to seek economic benefits in order to continue operating and developing. 2) People, companies have an obligation to care about human welfare, one of which is by procuring CSR giants. 3) Planet, companies must also care about the environment and the sustainability of biodiversity around the business environment.

Public Movement

Public Movement or Social movement according to Anthony Giddens in the work of is defined as a collective effort to achieve common interests and goals through collective action regardless of intervention from established institutions (Fadhillah, 2006). In more detail, (Kasih S, 2002) states that social movements can be interpreted as informal groups that are organized with efforts to achieve social goals, especially in relation to changing social structures and values. (David S. Meyer, 1998) define social movements as political resistance by ordinary people who join more influential

groups of society. In this program, building the Gen Unair+ (Generation Unify, Needed, Agile, Improve, Responsible in +way) campaign to provide life value to the Alpha generation to always utilize technology with good values.

Social Return on Investment (SROI)

SROI or Social Return on Investment Or social return on investment is a way to measure values that are often overlooked in financial statements (Unggul Purwohedi, 2016). For example, social, economic, and environmental factors. It identifies how effectively a company uses capital and other resources to create value for society. While cost-benefit analysis is traditionally used to compare different investments or projects, SROI is more often used to evaluate the general development of financial and social impacts of a company. SROI can be used for strategic planning, improvement, communicate impact, attract investment, or make investment decisions. This can help managers when faced with a choice of where and where to allocate time and money. According to SROI Network, SROI is "a framework based on generally accepted social accounting principles (SGAAP: social generally accepted accounting principles) that can be used to help manage and understand the results of change outcome social, economic and environmental. SROI is developed from social accounting and cost benefit analysis (Durie et al., 2012). SROI puts a monetary value on social benefits, and then compares the benefits received by the public and private against the costs incurred. The seven (7) principles of SROI are engaging stakeholders, understanding change, assessing priorities, providing only important input, not overclaiming, being transparent and always double-checking. In carrying out SROI activities there are several stages that are routinely carried out: 1). Create scope and identify stakeholders. 2) Map outcomes into an impact map. 3) Collect and value data. 4) Reduce important data. 5) SROI calculation. 6) Reporting, Implementation and value cultivation. 7) Four main elements are required to measure SROI: input, output, outcome and impact.

The general formula used to calculate SROI is as follows:

$SROI = (\text{social impact value} - \text{initial investment amount}) : \text{initial investment amount} \times 100\%$ Or by using the equation below:

$$SROI = \frac{\text{Net Present Value of Benefits}}{\text{Net Present Value of Investment}}$$

RESEARCH METHOD

This research is experimental research. Experimental research is research that is used to find the effect of certain treatments on others under controlled conditions. Controlled conditions mean that the results of the research are converted into numbers. For the analysis used is statistical analysis. Researchers try to collect data through interviews and observations by going directly to the field to meet informants. This research was conducted at Al Khairiyah Islamic Elementary School with a total of 74 participants consisting of 62 students from grades 2 to 6 and 12 teaching staff.

To start calculating SROI, there are several steps that must be taken, namely determining stakeholders and impact mapping. Stakeholders are people who are affected by the activities carried out. In this activity, those directly affected by the activity were the organizing committee, participants, children from SDI Al Khairiyah School, Surabaya Education Office, Surabaya City Government, donors and sponsors from various companies, and social media activists. Meanwhile, the stakeholder that is not affected is the central government. In calculating SROI, those included in the calculation process are stakeholders who are directly affected. The following is a mapping of the impact of existing stakeholders, namely as follows: The first stage in calculating Social Return on Investment (SROI) is to identify who the parties involved are and what their respective roles are in this program as well as the impact obtained from the Gen Unair+ campaign movement. After identifying these stakeholders or stakeholders related to this program, as well as mapping the role and impact of the program, the next stage is to describe the impact of the program for each stakeholder as well as the calculation approach and monetization approach.

RESULTS AND DISCUSSION

Implementation of Unair+ Gen Program

The implementation of the Gen Unair+ program has been positive and easy, on:

Day, coincides with: Sunday, June 20, 2023

Hour: 09.00 WIB - End

Location: Al Khairiyah Islamic Elementary School

Participants: Total participants 74 consisting of students in grades 2 to 6 with total 62 and educators 12.

Table 1. Schedule

No.	Begin	Finish	Duration (minutes)	Agenda
1	08.00	08.30	30	Participant registration and invitation
2	08.30	09.00	30	Pencak silat entertainment
3	09.00	09.05	5	Opening (bumper opening video screening)
4	09.05	09.10	5	Prayer
5	09.10	09.15	5	Recitation of the holy verses of the Qur'an
6	09.15	09.20	5	Singing the national anthem Indonesia Raya
7	09.20	09.25	5	Greeting from the Chairman of the Committee
8	09.25	09.30	5	Greeting from the Chairman of HIMA
9	09.30	09.35	5	Greeting from the Lecturer of Business Ethics and CSV Courses
10	09.35	09.40	5	Principal's Greeting
11	09.40	09.50	10	Greeting from Surabaya City Education Office
12	09.50	10.05	15	Video Loading GEN UNAIR+
13	10.05	10.35	30	Sharing Life Lesson (Wisdom Form Oma Opa)

No.	Begin	Finish	Duration (minutes)	Agenda
14	10.35	10.50	15	Digital literacy games
15	10.50	11.20	30	Digital literacy mini workshop for Gen Alpha
16	11.20	11.35	15	GEN UNAIR+ <i>charity</i> submission
17	11.35	11.50	15	Prize distribution
18	11.50	12.00	10	Launching Campaign GEN UNAIR+ and group
19	12.00	-	0	photo Cover

Table 2. Media Publications

No	Media Type	Media Name	News Link
1	Online	Beritautama.com	https://beritautama.co/mahasiswa-mm-unair-usung-campaign-gen-unair-untuk-siapkan-gen-alpha-di-era-kecepatan-teknologi/
2	Online	Klikjatim.com	https://klikjatim.com/mahasiswa-mm-unair-gelar-campaign-gen-unair-untuk-bentengi-gen-alpha-dari-disinformasi/
3	Online	Tribunjatim.com	https://jatim.tribunnews.com/2023/05/21/hari-kebangkitan-nasional-mahasiswa-gelar-gen-unair-plus-siapkan-gen-alpha-hadapi-era-digital
4	Online	Nules.co	https://www.nules.co/liputan/5528857873/peduli-generasi-alpa-mahasiswa-s2-magister-manajemen-unair-adakan-kampanye-gen-unair
5	Online	Kompasiana.com	https://www.kompasiana.com/mihariadi/646b0dae08a8b52e5f3044b4/kampanye-gen-unair-menyambut-gen-alpha-bijak-bersosial-media
6	Online	Suaramuslim.net	https://suaramuslim.net/gen-unair-plus-kampanye-dan-diskusi-seru-generasi-terdahulu-dengan-generasi-alpha/
7	Online	Treenews.online	https://www.treenews.online/2023/05/kampanye-gen-unair-untuk-menciptakan.html
8	Online	Pusaran.net	https://pusaran.net/baca-4730-mahasiswa-gen-unair-plus-gelar-kampanye-gen-alpha-bijak-bersosial-media
9	Online	Sabdanews.com	https://sabdanews.com/dorong-kesiapan-gen-alpha-di-era-kecepatan-arus-informasi-mahasiswa-megister-menejemen-unair-usung-campaign-gen-unair/

No	Media Type	Media Name	News Link
10	Online	Sheradiofm.com	https://www.sheradiofm.com/news/2023/9-7177-Gen-Unair-Plus,-Sharing-Pentingnya-Literasi-Digital-Bagi-Generasi-Alpha-
11	Online	Infodis.id	https://infodis.id/mahasiswa-mm-feb-unair-kampanye-gen-unair-pada-siswa-sd/
12	Online	Bisnisjatim.id	http://bisnisjatim.id/peduli-generasi-alpha-mahasiswa-mm-feb-unair-gelar-kampanye-gen-unair/
13	Online	Pawartajatim.com	https://www.pawartajatim.com/peduli-generasi-alpha-mahasiswa-mm-feb-unair-gelar-kampanye-gen-unair/
14	Online	Jatimmedia.com	https://www.jatimmedia.com/peduli-generasi-alpha-mahasiswa-mm-feb-unair-gelar-kampanye-gen-unair/
15	Online	Beritajatim.com	https://beritajatim.com/pendidikan-kesehatan/peduli-generasi-alpha-mahasiswa-mm-feb-unair-gelar-kampanye-gen-unair/
16	Online	Jatimreview.com	https://jatimreview.com/2023/05/gelar-kampanye-gen-unair-mahasiswa-s2-feb-unair-kenalkan-literasi-digital-pada-siswa-siswi-sd-islam-al-khoiriyah/
17	Online	Surabaya.inews.id	https://surabaya.inews.id/read/300084/mahasiswa-mm-feb-unair-gelar-kampanye-gen-unair-plus-ini-tujuannya?utm_medium=sosmed&utm_source=what_sapp
18	Online	Kabarbisnis.com	https://kabarbisnis.com/read/28118976/peduli-generasi-alpha-mahasiswa-mm-feb-gelar-kampanye-gen-unair-
19	Online	Timesindonesia.co.id	https://timesindonesia.co.id/pendidikan/455562/kampanye-gen-unair-mahasiswa-mm-feb-unair-rajut-pengalaman-lintas-generasi

Social Return on Investment (SROI) Analysis

To start the calculation of SROI, there are several steps that must be performed:

Stakeholder Determination and Impact Mapping

Stakeholders are people affected by the activities carried out. In this activity directly affected by the activity are the organizing committee, participants of children of SDI Al Khairiyah School Students, Surabaya Education Office, Surabaya City Government, donors and *sponsorship* from various companies, and social media activists. While *Stakeholders* Not affected is the central government. In SROI

calculation, what is included in the calculation process is *Stakeholders* who are directly affected. Here's the impact mapping of *Stakeholders* These are as follows:

The initial phase in calculating *Social Return on Investment (SROI)* is to recognize who are the participating parties as to their respective positions in this program and also the impact resulting from the activities of the *Gen Unair+ campaign*. Furthermore, stakeholders who are linked to this program include:

Table 3. Identify stakeholder roles and impacts

STAKEHOLDERS	ROLE	IMPACT
Executive Committee	As a program planner, mobilizer, and implementer	Beneficiaries: learning from social movements for wisdom in generation Alpha digital literacy readiness
Master of Management Study Program, Unair	As an institution that oversees the implementation of the program	Beneficiaries: Institutions reported by the media as program promoters and improve <i>institutional branding</i>
School Students Participant, SDI Al Khairiyyah	As a participant in the Unair+ gene campaign movement	Beneficiaries: Gain insight into mindset and wisdom in readiness to face the era of progress
SDI Al Khairiyyah	As an institution that houses participants in this program	Beneficiaries: Institutions reported by the media as program participants and improve <i>institutional branding</i>
Related agencies (Dinas Pendidikan)	As a policy maker and provide support to this program	Beneficiaries: Have an overview of programs related to the needs of generation Alpha in facing the era of progress.
<i>Sponsoring Parties</i>	As a provider of financial support or goods for the implementation of this program	Beneficiaries: Getting the company's existence as a form of support for this program. The company's logo is displayed on all attributes of activities, mass media, and is mentioned on the sidelines of the event by the MC.
Media Partner Party	As a connector of information, the media	Beneficiaries: The media gets a promotional platform and is known to the

STAKEHOLDERS	ROLE	IMPACT
	promotion of the movement in this program	public because it is disseminated by all related parties

After identifying the needs managers aka *stakeholders* linked to this program, and describing the position and impact of the program, the next step is to describe the impact of the program for each needs manager and the forecast approach and monetization approach, which is presented in the next chart:

Table 4. Stakeholder impact calculation and monetization

Impact	Indicators	Proxi Value (IDR)	Basic Rationalization	
	Executive Committee			
Improvement of individual abilities	Practice perseverance	2,500,000	BNSP standard training rate or other training on a national scale	
	Exercise creativity	3,000,000		
	Practice communication	2,500,000		
	Practicing mindfulness	3,500,000		
	Practice leadership	3,500,000		
Increased group capability	Understanding CSR and CSV	4,000,000		
	Train networking	3,500,000		
	Train Teamwork	3,000,000		
Addition of activity items	Train <i>problem solving</i>	3,500,000		
	Committee t-shirt	65,000		
	Consumption	51,167		
	ID card	12,000		
	Entertainment	50,000	A series of events and related equipment during the activity	
	UNAIR Master of Management Study Program			
	Improvement of Study Program reputation	Video branding		1,500,000
				Making GEN UNAIR + videos with market rate standards

	Activity documentation	1,000,000	Photos and Videos
	Publication in the media	3,500,000	GEN Unair + activities are reported through online media with a standard publishing fee @ 500,000 / media
	Interest of prospective students	28,000,000	This activity increases the interest in MM Unair student registration because this event proves that the MM Unair curriculum is not only in the classroom, but can also be done anywhere (outside the classroom)
Addition of alternative student learning methods	CSR and CSV Education	4,000,000	BNSP standard training rate or other training on a national scale
Improved external relations	Interaction with external parties	500,000	Equivalent to intra-city transportation
	Cooperation with external parties	3,500,000	Equivalent to the average value of <i>sponsorship realization</i>
Upskilling	School Students Participant, SDI Al Khairiyah		
	Digital literacy knowledge	1,500,000	Equivalent to online digital literacy training
Increased self-confidence	Confidence	2,500,000	BNSP standard training rate or other training on a national scale
	Self-introduction	2,500,000	BNSP standard training rate or other training on a national scale
Addition of activity items	Godiebag participants	10,000	Awarded to all participants
	Consumption	30,000	Consumption is given during the activity
	Digital Literacy Mini Workshop	2,000,000	BNSP standard training rate or other training on a national scale
	<i>Life Lesson sharing</i>	1,000,000	Equivalent to provincial speaker fee
	<i>Door prizes</i>	50,000	Awarded to participants who get (average price of <i>door prizes</i> given)

	<i>Participant snack hampers</i>	15,000	Distributed to all participants after the end of the event
	Entertainment	50,000	A series of events and related equipment during the activity
	<i>SDI Al Khairiyah</i>		
Improvement of the school's reputation	Video branding	1,500,000	Making GEN UNAIR + videos with market rate standards
	School promotion	5,000,000	With this activity, the school became exposed by the media. (10 media @500,000)
Acceptance of assistance	Donations/ <i>charities</i>	5,000,000	Grants given to the school
	Tendik parcel	50,000	Awarded to educators
Increased understanding	New insights and methods of teaching staff	500,000	Equivalent to online digital literacy training
	<i>Sponsorship</i>		
Increased reputation of the agency/company	Company logo promotion	5,000,000	Each logo is installed in each attribute of the event and read by the MC on the sidelines of the event and there is an opportunity to sponsor other activities (average sponsorship participation area Surabaya)
	Certificate granting	10,000	By participating in providing support to this program, whether in the form of financial or product, the sponsor is entitled to a Certificate of participation and support
	<i>Education Office</i>		
Improving the reputation of the Education Office	Presence of the Education Office	1,000,000	The logo of the Education Office is installed in each attribute of the event and read by the MC on the

	Souvenir Giving	300,000	sidelines of the event and there is an opportunity to give direction By participating in providing support to this program, you are entitled to get Souvenirs
	Media Partner		
Improved reputation of organizer agencies and objects	Media partner fees	200,000	This program requires the media to provide news information resulting from the sustainability of activities to be widely disseminated and build public trust

From the monetization results above, *the outcomes* to be found from the Unair+ Gen program can be produced, namely:

Table 5. Outcome of monetization of activities

Impact	Indicators	Proxi Value (Rp)	Quantity	Dead weight	Attribution	Drop Off	Impact Value (Rp)
Executive Committee							
Improvement of individual abilities	Practice perseverance	2,500,000	14	0%	55%	0%	15,750,000
	Exercise creativity	3,000,000	14	0%	55%	0%	18,900,000
	Practice communication	2,500,000	14	0%	55%	0%	15,750,000
	Practicing mindfulness	3,500,000	14	0%	55%	0%	22,050,000
	Practice leadership	3,500,000	14	0%	55%	0%	22,050,000
	Understanding CSR and CSV	4,000,000	14	0%	55%	0%	25,200,000
Increased group capability	Train networking	3,500,000	14	0%	40%	0%	29,400,000
	Train Teamwork	3,000,000	14	0%	55%	0%	18,900,000
	Train <i>problem solving</i>	3,500,000	14	0%	55%	0%	22,050,000

Addition of activity items	Committee t-shirt	65,000	14	0%	0%	0%	910,000
	Consumption	51,167	14	0%	0%	0%	716,338
	ID card	12,000	14	0%	0%	0%	168,000
	Entertainment	50,000	14	0%	0%	0%	700,000
							192,544,338
UNAIR Master of Management Study Program							
Improvement of Study Program reputation	Video branding	1,500,000	1	0%	0%	0%	1,500,000
	Activity documentation	1,000,000	1	0%	0%	0%	1,000,000
	Publication in the media	3,500,000	1	0%	50%	0%	1,750,000
	Interest of prospective students	28,000,000	14	0%	75%	0%	98,000,000
Increase other options for student assessment study procedures	CSR and CSV Education	4,000,000	14	0%	50%	0%	28,000,000
	Improved external relations						
	Interaction with external parties	500,000	1	0%	50%	0%	250,000
	Cooperation with external parties	3,500,000	1	0%	50%	0%	1,750,000
							132,250,000
School Students Participant, SDI Al Khairiyah							
Upskilling	Digital literacy knowledge	1,500,000	70	0%	50%	0%	52,500,000
Increased self-confidence	Confidence	2,500,000	70	0%	75%	0%	43,750,000
	Self-introduction	2,500,000	70	0%	75%	0%	43,750,000
Addition of activity items	Godiebag participants	10,000	70	0%	0%	0%	700,000
	Consumption	30,000	70	0%	0%	0%	2,100,000
	Digital Literacy Mini Workshop	2,000,000	70	0%	30%	0%	98,000,000
	Life Lesson sharing	1,000,000	70	0%	30%	0%	49,000,000

	<i>Doorprizes</i>	50,000	25	0%	0%	0%	1,250,000
	<i>Participant snack hampers</i>	15,000	70	0%	0%	0%	1,050,000
	Entertainment	50,000	70	0%	0%	0%	3,500,000
							295,600,000
							SDI Al Khairiyah
Improvement of the school's reputation	Vidio branding School	1,500,000	1	0%	0%	0%	1,500,000
	School promotion	5,000,000	1	0%	60%	0%	2,000,000
Acceptance of assistance	Donations/charities	5,000,000	1	0%	0%	0%	5,000,000
	Tendik parcel	50,000	1	0%	0%	0%	50,000
Increased understanding	New insights and methods of teaching staff	500,000	12	0%	75%	0%	1,500,000
							10,050,000
							Sponsorship
Increased reputation of the agency/company	Presence of the Education Office	5,000,000	4	0%	50%	0%	10,000,000
	Souvenir Giving	10,000	4	0%	0%	0%	40,000
							10,040,000
							Education Office
Improving the reputation of the Education Office	Company logo promotion	1,000,000	1	0%	0%	0%	1,000,000
	Certificate granting	300,000	1	0%	0%	0%	300,000
							1,300,000
							Media Partner
Improving the reputation of the organizing agency and the school	Media partner fees	200,000	19	0%	0%	0%	3,800,000
							3,800,000
TOTAL							645,584,338

From the index above, it shows that the *Outcome* aka *Present Value of Impact* is Rp645,584,338 (six hundred forty-five million five hundred eighty-four thousand

three hundred thirty-eight). On the contrary, *the value of input* alias expenditure for this program is:

Table 6. Expense

No	Kind	Vol	Qty	Unit Price	Amount of Fees	Total Cost	
Secretary							
1	Office stationery	1	parcel	IDR 38,000	IDR 38,000	IDR 38,000	
	Proposal Sponsorship	10	Pcs	IDR 10,000	IDR 100,000	IDR 100,000	
	Subtotals					IDR 138,000	
Event Division							
2	Fee MC	1	Org	IDR 400,000	IDR 400,000	IDR 400,000	
	Speaker Fee	1	Org	IDR 500,000	IDR 500,000	IDR 500,000	
	Goodie bag Invitation	12	Pcs	Free Sponsorship		IDR 1,020,000	
	Doorprise participants	3	Org	IDR 500,000	IDR 1,500,000	IDR 1,500,000	
	Goodie bag for school	20	Pcs	Free Sponsorship		IDR 600,000	
	Participant Rewards	10	Org	Free Sponsorship		IDR 500,000	
	Merchandise participants	70	Org	Free Sponsorship		IDR 555,000	
	Acrylic plaque	1	Pcs	IDR 550,000	IDR 550,000	IDR 550,000	
	Symbolic plaque	1	Pcs	IDR 81,000	IDR 81,000	IDR 81,000	
	GEN Unair+ Bracelet	75	Pcs	IDR 1,000	IDR 75,000	IDR 75,000	
	Balloon	1	parcel	IDR 600,000	IDR 600,000	IDR 600,000	
	School Assistance	1	parcel	IDR 5,000,000	IDR 5,000,000	IDR 5,000,000	
	Subtotals					IDR 11,381,000	
	Creative Media and Publication Division						
	3	ID Card	15	Pcs	IDR 12,000	IDR 180,000	IDR 180,000
Backdrop (6m x 3m)		1	Pcs	IDR 324,000	IDR 324,000	IDR 324,000	
Banner (3m x 1m)		1	Pcs	IDR 231,000	IDR 231,000	IDR 231,000	
Decoration services		1	parcel	IDR 700,000	IDR 700,000	IDR 700,000	
Committee t-shirt + invitation		20	Org	IDR 59,000	IDR 1,180,000	IDR 1,180,000	
Video Editing		1	parcel	Free Sponsorship		IDR 700,000	

	Publish Media Online	3	parcel	IDR 500,000	IDR 1,500,000	IDR 1,500,000
	Subtotals					IDR 4,815,000
	Consumption Division					
	Participant rice box	70	Pcs	IDR 15,000	IDR 1,050,000	IDR 1,050,000
	Rice box Invitation	30	Pcs	IDR 30,000	IDR 900,000	IDR 900,000
4	City snacks	100	Pcs	IDR 10,500	IDR 1,050,000	IDR 1,050,000
	Mineral water	5	Duz	IDR 40,000	IDR 200,000	IDR 200,000
	Market snacks	1	parcel	IDR 185,000	IDR 185,000	IDR 185,000
	Participant snack hampers	70	Pcs	Free Sponsorship		IDR 980,000
	Subtotals					IDR 4,365,000
	Logistics Division					
	Sound System Rental	1	parcel	Free Sponsorship		IDR 700,000
5	Rent LCD projector	1	parcel	Free Sponsorship		IDR 250,000
	Turbo Fan Rental	1	Pcs	Free Sponsorship		IDR 500,000
	Carpet rental	1	Pcs	Free Sponsorship		IDR 200,000
	Cleaning services	1	Pcs	IDR 400,000	IDR 400,000	IDR 400,000
	Subtotals					IDR 2,050,000
	Grand Total Expenditure					IDR 22,749,000

The function of strengthening requires direct and active involvement of stakeholders who are most affected by the impacts caused by the activities carried out. There are two goals of actively involving stakeholders in SROI analysis: first, understanding what is important and therefore including it in the SROI analysis (Nicholls et al., 2012), and second, consolidating relationships between stakeholders that are not usually part of SROI analysis. assessment process. A total of 68 applied papers were identified. There are deficiencies in the sectors that are largely investigated; however, health, environment, infrastructure and rural development are the main sectors of concern.

Finally, managerial and communicative functions raise awareness of the various dimensions of value and enable innovation of organizational communication strategies for the internal environment, connecting and motivating internal stakeholders towards achieving socially relevant goals, and the external environment, forming a more effective system. accountability for the involvement of the most important stakeholders (donors, funders, users, media partners). This function focuses on the communicative power of SROI regarding various dimensions of value created either through the organization or approach.

$$\text{SROI RATIO} = \frac{\text{(Present Value of Impact)}}{\text{(Value of Input)}}$$

$$\text{SROI RATIO} = \frac{\text{Rp 645.584.338}}{\text{Rp 22.749.000}}$$

$$\text{SROI RATIO} = 28,38$$

Based on the ratio calculation above, it can be concluded that every Rp1 invested in the Gen Unair+ program will generate a return of Rp28.38 rupiah. This ratio is quite high and promises high returns.

In the context of the challenges faced by underprivileged children and the public view of them, the role of economic empowerment is becoming crucial in achieving the Sustainable Development Goals. (SDGs). The public view that disabled children are an abnormality and that they should be the object of pity can lead to inequality and social exclusion.

However, the results of research indicating the high Social Return on Investment (SROI) in the UNAIR+ program that has meaning (GENeration Unify, Needed, Agile, Improve, and Responsible in positive way) provide real proof that investment in empowering the values of the spirit of previous generations with the current millennials can have a positive and significant social impact. The SROI of Rp28.38 per Rp1 invested reflects that the program is effective in achieving the SDGs goals. Some of the implications and benefits that can be highlighted are: 1) The importance of enriching the values of spirit in previous generations with the present millennial generation: Emphasizing the significance of providing equal access and opportunities in economic empowerment for disabled children. It is not only ethically relevant but also strategically relevant in achieving the goals of sustainable development. 2) Changing the Public Perspective: The involvement of underprivileged children in the economy is not only about giving them opportunities, but also about changing the stereotypes and public views of disabled children. 3) Contribution to the SDGs: This research shows that programmes such as UNAIR+ GEN have great potential in supporting several SDG targets namely number 1 (poverty reduction), number 4 (quality education) and number 10 (discrepancy reduction). Thus, the economic empowerment of underprivileged children is an important part of the global agenda for sustainable development. (4) Big Impact Investments: High SROI emphasizes that investments in economic empowerment of underage children are not only beneficial to the group but also to society as a whole. This is in line with the SDGs principles that emphasize the importance of positive social impact investment.

The development of Science, Technology, and Innovation has an important role to play in improving the effectiveness of programme like this GEN Unair +. Through the use of technology and innovation, this program can be more efficient in achieving results and maximizing its social impact. The development of IPTEK can make a significant contribution in the CSR program focused on the disabled children who have not yet had access to digital literacy, by organizing the spirit of wisdom of the elderly generation, later it will be channeled through the creation of a

documentary video challenge that will be followed by the academic civitas University of Airlangga and the millennial generation outside the University of Airlangga in relation to their prospects towards spirit of the older generation, which later the final of this activity will be selected the ternary video to be displayed at the summit activities of Digital Literacy with Wisdom for Alpha Generation in School/Madrasah. Using Science, Technology, and Innovation can also help in better measuring and tracking the impact of programme, thus enabling more accurate monitoring of SROIs, such as process digitization, timely and accurate data collection, data analysis, collaboration and communication, social media monitoring, application or software development and cost benefit analysis.

Research gaps that can be identified in this study include: (1) Context and variation of CSV programme. Further research can explore different contexts and types of CSV program focused on disabled children, what makes these programs so successful? Is there a particular pattern in program design or resource support that can be generalized to similar programs? how do these programs interact with different local environments? (3) Program continuity. Research can find out about the continuity rate of a successful CSV program with a high SROI. How long can these programs maintain positive results, and what factors affect their sustainability?. (3) Participation of underprivileged children in the implementation of the programme. Research can explore the extent to which CSV programs involve less capable children in their planning and design. This participation can affect the long-term success of the program and ensure that children's needs and preferences are less affordable to be taken into account. (4) More in-depth social impact measurement. Although SROI is an important indicator, further research can find ways to measure social impacts more deeply and comprehensively. This includes measuring more qualitative impacts, such as changes in the quality of life of disadvantaged children and their families, and changes in society's perception of disabled children. Thus, programmes like GEN UNAIR+ not only address the challenges faced by children with disabilities, but also play a role in realizing the vision of the SDGs to create a more just, inclusive, and sustainable world.

CONCLUSION

According to the SROI Network in, SROI is a framework based on generally accepted social accounting principles that can be used to help manage and understand the outcomes of social, economic and environmental change». SROI puts a monetary value on social benefits, and then compares the benefits received by the public and private against the costs incurred. In this methodology, the outcome of change is ideally determined through a process involving the interests that experience the results of the change itself.

Four main elements are needed to measure SROI, namely input, output, outcome and impact. The seven principles of SROI are engaging stakeholders, understanding change, assessing priorities, providing only important input, not overclaiming, being transparent and always double-checking. In calculating SROI,

stakeholders must be able to identify anyone and their relationship with the company or with the program held.

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