

# Measuring the Impact Value of Cultural Preservation CSR Using Evaluative SROI: The Case of PT TIMAH Tbk

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## Abstract:

PT TIMAH Tbk is implementing a community empowerment program called “Pelestarian Kebudayaan Kampung Adat Gebong Memarong”, which has been running since 2021 in Air Abik Hamlet, Gunung Muda Village, Belinyu District, Bangka Regency, Bangka Belitung Islands. The implementation of this program is a form of corporate social responsibility (CSR) of PT TIMAH Tbk in the field of cultural preservation and community empowerment, carried out in collaboration with Lembaga Adat Mapoor (LAM). This program aims to preserve the traditional culture of Mapoor while developing traditional tourism villages through tourism education, cultural festivals, the provision of traditional houses as homestays, and training in creative economic skills for the local community. This study uses the evaluative type of Social Return on Investment (SROI) method, referring to the 2012 Guide to Social Return on Investment. The results of the Gebong Memarong Traditional Village Cultural Preservation Program study show an SROI value of 1.17, which means that every Rp1 invested in the program generates socio-economic benefits equivalent to Rp1.17. The main benefits include increased income from tourism education and cultural attractions, strengthening the capacity of LAM, and maintaining the sustainability of Mapoor cultural practices as a tourist attraction based on local wisdom. The SROI study results show that this CSR program is worth maintaining by strengthening promotional strategies, developing cultural tourism products, and establishing partnerships with local governments and tourism stakeholders.

**Keywords — Social Return on Investment, Cultural Preservation, Traditional Tourism Village, CSR, PT TIMAH Tbk.**

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## I. INTRODUCTION

Currently, the implementation of CSR is the only way for companies to contribute to sustainable development [1]. CSR can increase competitiveness, ensure long-term sustainability, and create a positive image for the company [2,3]. One of the objectives

of implementing social responsibility by companies, both in Indonesia and abroad, is to obtain financial benefits [4,5]. In addition to financial benefits, companies also need to consider the benefits/impacts of their activities on the surrounding communities [6]. In practice, some people believe that CSR activities only provide financial benefits to the

company, which can lead to negative perceptions and affect the community's willingness to participate in the activities [7].

The implementation of CSR programs is often understood as a social investment by companies [8]. Therefore, CSR programs must be measurable and demonstrate the benefits they generate, both directly and indirectly for the recipients. One way to measure this is by using the SROI method [9]. The use of the SROI method is considered to assist social reporting because it can measure the financial value of a program's impact more comprehensively. One of the challenges in measuring the social impact of CSR programs is linking social achievements with inputs/costs so that the value of the program can be proven to exceed financial performance [10].

The Gebong Memarong Traditional Village Cultural Preservation Program is a community empowerment program carried out by PT TIMAH Tbk in Air Baik Hamlet, Gunung Muda Village, Belinyu District, Bangka Regency. The Gebong Memarong Traditional Village Cultural Preservation Program has been running since 2021 and is still ongoing today. This program involves a community group, namely the Mapur Customary Institution (LAM), which manages and participates in preserving the Mapur customary culture in Air Abik Hamlet. This hamlet has a wealth of natural tourism and local wisdom, such as customary forest management, rice field cultivation, knowledge of medicinal plants, and customary rituals.

Seeing the abundance of potential, PT TIMAH Tbk developed the Air Abik Hamlet area into the Gunung Muda Tourism Village by building 7 replicas of Gebong Memarong, the traditional house of the Lom tribe. Other activities include an educational program on traditional Gebong Memarong (buluh perindu & bubung tujuh), a traditional Mapoor-style seven-straw farming festival, traditional Mapoor cultural performances, and others.

In this study, these programs will be measured using an evaluative SROI method to calculate their impact value as a form of evaluation for future program improvement and quality enhancement. This method produces transparent results, optimizes resources, and provides an overview of social value for long-term sustainability [11].

## II. METHODOLOGY

The impact measurement study in this research was conducted using the SROI method, which refers to A Guide to Social Return on Investment from The SROI Network Accounting for Value in 2012, carried out from August to November 2025 at PT TIMAH Tbk. And at the empowerment location of the Gebong Memarong Traditional Village Cultural Preservation Program, located in Air Abik Hamlet, Gunung Muda Village, Belinyu District, Bangka Regency, Bangka Belitung Islands Province.

SROI is a method commonly used to measure the social, environmental, and economic impacts of a program or investment in terms of financial value [12]. The following are the stages of impact measurement using the SROI method [13]:

- a. Determining the scope and identifying stakeholders. Setting the boundaries of the study, which include the objectives, geographical coverage, activities, time frame, and type of SROI used in measuring impact. Then, identifying the stakeholders involved in or affected by the program and ensuring that they meet the materiality criteria (relevant to the program and significant).
- b. Mapping the outcomes of each stakeholder. Examining the relationship between inputs, outputs, and outcomes based on an analysis of the theory of change in the program. Outcome mapping is carried out using the principle of materiality.
- c. Establish indicators and values for each outcome. In addition to establishing indicators, a financial approach is also determined for the following:
  1. Market price
  2. Standard or reference price (Price Catalog)
  3. Separation, which uses the costs of activities that can produce the same outcome
  4. Ratio, which uses the costs incurred if the outcome does not occur, and probability, which uses the probability approach that arises as a result of the outcome occurring.
  5. Outcomes that are difficult to measure use Value Game indicators. Impact fixation. At this stage, each stakeholder's outcome is rechecked by considering several factors such as Deadweight, Attribution, and Displacement. The outcome calculation after

TABLE I  
STAKEHOLDER IDENTIFICATION

No	Name and Category of Stakeholder	Stakeholder Identification								
		Perspective on the Program			Influence in the Program			Impact Received in the Program		
		+	+	-	H	M	T	H	M	T
1	PT TIMAH Tbk	✓			✓				✓	
2	Lembaga Adat Mamerong (LAM)	✓			✓			✓		

Description:

H = High

M= Medium

T = Tall

The table above shows the results of the identification of stakeholders involved in the Gebong Memarong Traditional Village Cultural Preservation Community Empowerment Program. After data collection, a materiality screening was carried out, whereby stakeholders had to be relevant to the program and significant.

Next are the results of the assessment of inputs or investments contained in the Gebong Memarong Traditional Village Cultural Preservation Community Empowerment Program, which consist of budget (money) and time. PT TIMAH Tbk provided budgetary input, while time input was provided by PT TIMAH Tbk, LAM, and the Bangka Regency Tourism Office. The implementation of these inputs resulted in outputs in the form of benefits obtained by the surrounding community from the program implemented by PT TIMAH Tbk. Then, outcome mapping was carried out to see the relationship between inputs, outputs, and outcomes based on an analysis of the theory of change in the program.

Next, impact fixation was carried out, which involved rechecking the outcome calculations of each stakeholder by considering the following factors:

- Deadweight or the absence of a change program will still occur. A comparison is made between similar conditions or groups of people who are similar to the program beneficiaries. Thus, it is possible to see a picture of the conditions of the

impact fixation is done by subtracting the Outcome value before fixation by % Deadweight, % Attribution, and % Displacement multiplied by Outcome Before Fixation [14,15].

- SROI calculation. The SROI calculation takes currency fluctuations into account. Therefore, the total fixed outcome value and total investment are converted into present value using a compound rate. A compound rate is chosen because the SROI used in this study is evaluative. To calculate the present value using a compound rate on the total fixed outcome value and total investment, the following formula is used:

- Present Value of Investment =

$$[Value\ of\ Invest\ in\ Year\ n \times (1 + r)^n] + [Value\ of\ Invest\ in\ Year\ n + 1 \times (1 + r)^{(n + 1)}]$$

- Present Value of Outcome =

$$[Value\ of\ Impact\ in\ Year\ n \times (1 + r)^n] + [Value\ of\ Impact\ in\ Year\ n + 1 \times (1 + r)^{(n + 1)}]$$

- SROI Reporting. The report was prepared in accordance with the SROI stages and referred to previous similar reports.

Data collection in this SROI study is divided into two parts, namely secondary data collection and primary data collection. Review of documents and relevant studies used to collect secondary data [16,17]. Interviews and focus group discussions with identified stakeholders were conducted to obtain primary data [18,19]. The collected data is then processed according to the predetermined approach and analyzed descriptively.

### III. RESULT AND DISCUSSION

This evaluative study of impact performance measurement using the SROI method was conducted to calculate the impact value of all activities carried out by PT TIMAH Tbk from the Gebong Memarong Traditional Village Cultural Preservation Community Empowerment Program as a form of evaluation for future program improvement and quality enhancement. The scope of the study area is Air Abik Hamlet, Gunung Muda Village, Bangka Regency, Bangka Belitung Islands Province. The outcomes calculated in this study cover the period from 2022 to 2025.

The following are the results of stakeholder identification presented in the table below:

program beneficiaries if they receive program intervention.

- b. Attribution, or the role of other parties in achieving outcomes. The attribution value is obtained by analyzing the role or contribution of other parties in the program. The attribution value can be determined based on the percentage of budget contribution to the program, the percentage of time contribution, and the percentage of other input contributions.
- c. Displacement is an assessment of how much one outcome replaces another. If there is a possibility that one outcome will replace another, that is the displacement value. For example, companies need to ensure that negative conditions that are reduced or eliminated do not shift to other areas that are not targeted by the program. The displacement value can be determined by the extent of the shift that occurs.

The interest rates used in the calculations in this study follow the provisions issued by Bank Indonesia for 2022 to 2025.

After calculating using the formula with the interest rates, the Present Value of the Investment after Fixation is IDR 619.025.255,00 and the Present Value of the Outcome after Fixation is IDR 725.514.619. From these two values, the SROI value obtained using the following formula can be determined:

$$SROI = \frac{\text{Present Value Outcome}}{\text{Present Value Investasi}}$$

$$SROI = \frac{IDR 725.514.619}{IDR 619.025.255}$$

$$SROI = 1.17$$

From the above calculations, the SROI value obtained is 1.17 for the Gebong Memarong Traditional Village Cultural Preservation Community Empowerment Program, which means that every IDR 1.00 invested has a benefit/impact value of IDR 1.17. This value indicates that the program is feasible. The results of the study also show that the SROI value continues to increase from year to year. This is in line with the increasing value of benefits felt by both direct and indirect recipients. There has been an increase in the productivity of traditional cultural preservation managed by LAM

through an increase in tourists in the Gebong Memarong Traditional Village. The increase in SROI value can also be maintained even though the investment value is fluctuating due to the gradual reduction of company intervention to encourage the independence of the target community group.

An SROI result of more than 1 for the Gebong Memarong Traditional Village Cultural Preservation Community Empowerment Program indicates that the program is positive and worthy of continuation and development in the community because it is considered appropriate to the needs, can address community issues, and provides economic and social benefits. The SROI study results also show that the greatest benefits are derived from the economic sector. This is due to the existence of a tourism education program for visitors or tourists who want to learn about the culture, customs, and traditions of the Gebong Mamerong Traditional Village. In addition, the provision of training for the community as local guides also contributes significantly to income. Additional income is also obtained from cultural preservation activities, which attract people from outside the village who want to learn about the culture and customs of the Gebong Memarong Traditional Village.

From a social perspective, the Gebong Memarong Traditional Village Cultural Preservation Community Empowerment Program provides benefits related to increasing the capacity and cohesiveness of members of the target community group. This increase in capacity can be seen from the increase in the knowledge and skills of group members and the local community after the program was implemented because PT TIMAH Tbk provided training and assistance in line with their core competencies. This enables group members and the local community to implement the program sustainably and effectively. Meanwhile, increased cohesiveness is demonstrated by a heightened awareness of cultural preservation in the Gebong Memarong Traditional Village.

Another benefit of the Gebong Memarong Traditional Village Cultural Preservation Community Empowerment Program is that more and more people are accepting and interested in the activities carried out by LAM in the Gebong Memarong Traditional Village. As a result, the



culture, customs, traditions, and traditional activities that had begun to be abandoned can be preserved and become more widely known by many people (the general public). This program also strengthens the Mapor Customary Institution as a group that initiates and introduces the mapor customary culture. The Mapor Customary Institution has legal status as the target group of the program and also as the party responsible for preserving the mapor customary culture. The legality of the Mapor Customary Institution was established in the Decree of the Minister of Law and Human Rights Number AHU.914.AH.0201 of 2010 concerning the Mapor Customary Institution Association and the Decree of the Minister of Law and Human Rights of the Republic of Indonesia Number AHU-0010906.AH.01.04 of 2023 concerning the Gebong Memarong Foundation, which serves as the basis and legal status for carrying out various activities, particularly those related to the preservation of culture in the Gebong Memarong Traditional Village.

#### IV. CONCLUSIONS

Based on the results of the study, it was found that the Gebong Memarong Traditional Village Cultural Preservation Program implemented by PT TIMAH Tbk had an SROI value of 1.17. This shows that every Rp. 1.00 invested has a benefit or impact value of Rp. 1.17. In addition, the study results also show that the annual SROI trendline from 2022 to 2025 continues to increase. This is due to increased productivity in the preservation of the Gebong Memarong traditional village culture through several activities and traditional festivals that attract visitors or tourists. The increase in SROI value can also be maintained despite a decline in program investment value due to the gradual reduction of company intervention to encourage the independence of the target community groups. Therefore, the Gebong Memarong Traditional Village Cultural Preservation Program is expected to continue, taking into account constructive input and recommendations to increase the program's benefits for the community. One way to maximize the program's effectiveness is through broader publicity via social media management and collaboration with local governments.

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