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SOCIAL IMPACT ANALYSIS OF AGRICULTURAL PROGRAMS IN WEST ACEH USING A SOCIAL RETURN ON INVESTMENT APPROACH

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Abstract

West Aceh Regency has significant potential in the agricultural sector, which has been the focus of various government development programs. However, evaluation of the impact of these programs has been predominantly based on quantitative indicators and has not fully captured the resulting social value. The Social Return on Investment (SROI) approach presents a method capable of comprehensively measuring the social, economic, and environmental value of an intervention. Therefore, this study aims to analyze the social impact of agricultural programs implemented in West Aceh, calculate the program's Social Return on Investment (SROI) ratio, and formulate data-based recommendations for future program improvements. This research method consists of four main stages. The first stage is Program Identification and Data Collection. The second stage is Program Impact Identification. The third stage includes Social Return on Investment (SROI) Analysis, namely the calculation of the Social Return on Investment (SROI) ratio. Finally, the fourth stage is validation of the analysis results. The results of this study conclude that the agricultural programs implemented in West Aceh Regency have had positive and sustainable social and economic impacts on the beneficiary communities. The calculation results show a Social Return on Investment (SROI) of 1.09:1, meaning that every Rp 1 of government investment generates Rp 1.09 worth of social benefits. This value indicates that the program has been socially effective and has made a significant contribution to improving farmer welfare.

Keywords: Social Return on Investment (SROI); social impact; agricultural program; farmer welfare; West Aceh district.

INTRODUCTION

The agricultural sector plays an important role in supporting the economy of rural communities, one of which is in the West Aceh Regency, Aceh Province, where most of the population depends on this sector (Adhi, AK, & Rosiana, N., 2024). Regional and central governments have launched various development and empowerment programs to increase productivity, farmer income, and strengthen food security and the local economy (Action, OG (2021). This is inseparable from efforts to provide social welfare to create a country with a high level of welfare so that people can live according to human dignity (Central Statistics Agency (BPS) West Aceh. (2023). However, although many interventions have been carried out, evaluations of the social impacts of these programs have often not been carried out comprehensively, so that the social value created has not been fully measured (Darmansyah et al., 2023). This is because increasing agricultural production cannot fully increase income or welfare for farmers if it is not balanced by an efficient marketing system (Deng et al., 2021). In the context of sustainable agriculture, it is important to understand the extent to which intervention programs have a real impact on the community (Dibon, 2021). Therefore, the *Social Return on Investment (SROI) approach* is becoming an increasingly relevant evaluation method because it allows for systematic identification, measurement, and monetization of social impacts. Social Return on Investment (SROI) measures the ratio between social value generated and investment value incurred, thus helping policymakers assess the overall effectiveness of a program (Fatima et al., 2024). This approach also encourages evidence-based decision-making that considers social aspects as part of a program's success, not just economic aspects (FAO, 2017). Several previous studies have examined the application of SROI in the context of local development. The application of community agricultural project evaluations in rural areas, with results showing

that social investments have a sustainable impact on local community empowerment (Giorbelidze, 2025). In Indonesia, a study by Martiningsih et al., the development of agricultural commodities, one of which is Arabica coffee, requires large investment costs and a long-term economic cycle that focuses not only on plantations but also on natural tourism destinations (Gitz et al., 2020). These studies show that the SROI approach can provide in-depth information regarding the social effectiveness of a program. Therefore, the application of SROI in the evaluation of agricultural and plantation programs in West Aceh can provide a more objective picture of program effectiveness. The results of the SROI implementation serve as a foundation for designing sustainable policies oriented toward community welfare (Gosselin et al., 2020). This study aims to measure the social impact of agricultural and plantation programs in West Aceh Regency using the SROI approach. The evaluation results are expected to provide a basis for improving strategies, developing targeted policies, and sustainably increasing the social value of investments.

LITERATURE REVIEW

Social Return on Investment (SROI)

Social Return on Investment (SROI) is an evaluation method used to measure the social, economic, and environmental value generated by a program or investment. This method converts the various impacts perceived by stakeholders into monetary values so they can be compared with the investment costs (Nicholls et al., 2012). SROI assesses not only financial returns but also the social changes resulting from a program intervention.

Implementation of SROI in Development Programs

The SROI approach has been widely used in development program evaluation because it provides a more comprehensive picture of the resulting benefits. Moroń and Klimowicz (2021) stated that SROI can be a tool to measure the effectiveness of social programs and public policies. In the agricultural sector, the application of SROI can identify economic benefits in the form of increased farmer incomes, as well as social benefits such as increased capacity, community participation, and institutional strengthening (Martiningsih et al., 2023).

Social Impact of Agricultural Programs

Agricultural programs aim not only to increase productivity but also to improve community welfare. Their impacts include increased farmer income, capacity building through training, improved access to agricultural services, and strengthened social relations within farmer groups (Ministry of Agriculture, 2022). Therefore, evaluation of agricultural programs needs to consider social aspects in addition to economic ones so that the resulting benefits can be measured comprehensively.

METHOD

This research will be conducted over a one-year period in 23 villages across West Aceh Regency. The research employs a mixed methods approach, combining qualitative and quantitative methods to obtain a comprehensive picture of the research problem. The data used comprises primary and secondary data. Primary data were obtained directly from respondents in the 23 villages through questionnaires and in-depth interviews with farmers, farmer group leaders, village heads, sub-district heads or their representatives, relevant technical agencies, and the Regional Development Planning Agency (Bappeda). Secondary data were obtained from various official documents, program reports, and supporting literature relevant to the research.

The respondents in this study were selected using purposive sampling, a technique that intentionally selects individuals deemed relevant and capable of providing important information relevant to the research objectives. The respondents consisted of 46 farmers. This study was conducted through several systematic stages based on the Social Return on Investment (SROI) approach, as follows:

1. Program Identification and Data Collection
   The initial phase aimed to gain a comprehensive understanding of the implementation of agricultural and plantation programs in West Aceh Regency. All activities were designed in line with the SROI principle, which involves stakeholders and understands what changes (Nicholls et al., 2012). The outcome of this phase was a collection of relevant data as a basis for impact monetization and SROI ratio calculations.
2. Program Impact Identification
   This stage aims to map the logical structure of the program through the relationships between inputs, activities, outputs, outcomes, and long-term impacts. The activity begins with identifying problems prior to intervention, followed by an analysis of program activities such as training or facility

assistance, and the identification of outputs such as increased farmer capacity or technology use. Next, outcomes are identified, such as increased income, productivity, and farmer group independence. Outcomes are formulated based on stakeholder perspectives and supported by valid data, following the principle of understanding what changes. Outcome indicators are compiled in the form of an Outcome Indicator Development table to support the monetization of social value and serve as a reference in adjusting deadweight, attribution, displacement, and drop-off factors to ensure impact calculations are not over-estimated (Nicholls et al., 2012). The following is the development of outcome indicators in Table 2:

Table 2. Development of Outcome Indicators

Dinas	Masalah	Aktivitas	Output	Dampak	Deskripsi Dampak	Indikator
Pertanian	Kurangnya benih unggul di lapangan	Penyediaan, seleksi, dan distribusi benih unggul kepada petani	Jumlah benih unggul yang dibagikan kepada petani	Produktivitas tanaman meningkat	Petani memperoleh hasil panen lebih tinggi karena kualitas benih lebih baik	• Persentase kenaikan hasil panen per hektar • Jumlah petani yang menerima benih unggul

SROI Analysis

SROI analysis is the core of quantitative evaluation, converting social impacts into monetary values. This stage utilizes survey and interview data from farmers, community leaders, and technical agencies (Ogahara et al., 2022). When determining social indicators in an SROI analysis, it is crucial to ensure that each indicator is relevant, measurable, comparable, and attributable to ensure robust and accountable measurement results (Moroń & Klimowicz, 2021). An effective approach is to combine quantitative data, such as the number of training sessions attended or increased income, with qualitative data, such as perceived benefits or changes in farmer satisfaction levels.

Active stakeholder involvement in the indicator identification process is also highly recommended to increase the validity and relevance of the results (Purwohedi et al., 2023). To translate social impacts into rupiah, several approaches can be used, including market prices (e.g., costs of training, services, or similar products), *replacement costs* (the cost to replace the same benefit), and willingness to pay (the amount beneficiaries are willing to pay to maintain that benefit). The use of primary data through direct farmer surveys, as well as secondary data such as market rates or standard training costs, is also recommended for more accurate monetization and objective comparison (Sibanda, 2025). The monetization results serve as the initial step in determining the financial proxy value. After monetization, adjustments are made to:

- Deadweight: the impact that would occur even without the program;
- Attribution: the contribution of others to the outcome;
- Displacement: the shift of benefits from one party to another;
- Drop-off: the decrease in impact over time.

The result is a net impact value , which is then compared to the total program investment to calculate the SROI ratio. This ratio indicates the amount of social value generated for every dollar invested. A ratio >1 indicates the program's social efficiency, while a ratio <1 indicates the need for further evaluation. The output of this stage is a table of impact values and SROI ratios, along with their strategic interpretation of program effectiveness (Nicholls et al., 2012).

Table 3. Measured Social Indicators

Category Impact Social	Indicator Social	How to Measure (Quantification)	Unit Rupiah (Monetization)
Welfare Economy	Improvement farmer's income	Difference in farmer income before And after the program	Ascension income per month × number of months × number of farmers
	Subtraction expenses (e.g. fertilizer costs)	Difference expenditure before and after input	Savings per farmer × amount farmer

Psychosocial Well-being	Improvement flavor safe and economic stability	Survey perception economic stability (score scale 1–5)	Use willingness to pay or service fee Which give flavor safe (insurance etc.)
	Improvement confidence	Score perception self before and after training	Proxy value: development training costs self similar in institution professional
Improvement Capacity And Knowledge	Amount training Which followed	Amount session training	Cost training per person (estimate price market) × amount participant
	Improvement knowledge technical	Score pre-test vs post- test	Mark proxy: cost courses or training equivalent in the market free
Relation Social & Participation	Participation in farmer groups/cooperatives	Amount farmer Which combined active	Cost membership/activities group or social capital proxy
	Level collaboration between farmer	Frequency activity collaborative	Estimate activity value Which No done If No There is collaboration
Access to Service	Access to counseling or financing	Amount service Which accessible	Cost service consultant/extension worker equivalent × number of farmers
Increasing Independence	Participation in taking community decisions	Amount farmer active in deliberations/activities village	Estimate cost time + mark substitution: cost mentoring decision collective

Calculating SROI:

$$SROI\ \text{Ratio} = \frac{Present\ Value\ of\ Benefit}{Value\ Of\ Inputs}$$

Data analysis

The data analysis used in this study refers to a mixed methods Social Return on Investment (SROI) approach, combining qualitative and quantitative analysis to obtain comprehensive and valid results. Qualitative analysis was used to understand the social context, perceptions, and changes experienced by stakeholders. Qualitative data were obtained through in-depth interviews, field observations, and program document studies to identify inputs, activities, outputs, outcomes, and social impacts of agricultural programs. Meanwhile, quantitative analysis was conducted to convert these qualitative findings into monetary value through a process of monetizing social impact using relevant financial proxies, such as market prices, replacement costs, and willingness to pay. The data analysis process was carried out in several main stages, namely:

1. Identification and mapping of impact logic (impact map), namely connecting inputs, activities, outputs, outcomes, and long-term impacts.
2. Monetization of social impact, namely converting social outcomes or changes into economic value using a rational comparative approach.
3. Adjustment of impact values by taking into account deadweight factors (impacts that occur without the program), attribution (contributions from other parties), displacement (shifting benefits), and drop-off (decrease in impact over time).
4. Calculation of the SROI ratio, namely comparing the total social value generated with the total investment value of the program to obtain the ratio of social benefits per investment unit.
5. Data validation and triangulation were carried out by verifying the calculation results through focus group discussions, re-interviews, and comparisons with secondary data from government agencies and program reports.

The results of this data analysis not only produce SROI ratio figures, but also provide qualitative interpretations regarding the social effectiveness of the program as well as evidence-based policy recommendations that can be implemented to improve the sustainability of agricultural programs in West Aceh Regency.

RESULTS AND DISCUSSION

Social Return on Investment (SROI)

The research results show that applying the *Social Return on Investment* (SROI) approach to evaluating agricultural programs in West Aceh Regency provides a comprehensive overview of the social and economic value generated by each government program investment. Through analysis stages ranging from program identification, impact mapping, and SROI ratio calculations, the findings indicate that most agricultural programs The implementation showed positive results with an SROI ratio > 1, which means that the social value generated is greater than the costs invested.

The next stage is the monetization of social impact, which converts social values into economic value using a financial proxy approach. For example, increasing farmers' technical knowledge is monetized based on the cost of similar training at professional institutions, increasing economic security is measured by the average farmer willingness to pay to maintain income stability, and increasing collaboration between farmers is measured by the value of the social activities created. All impact values are then adjusted using correction factors: deadweight (impacts that occur without the program), attribution (contributions from other parties), and drop-off (impact reduction over time) to ensure the calculation results are not overstated.

SROI Method Calculation

The next step in the analysis is to calculate the Social Return on Investment (SROI) ratio by comparing the Present Value of Benefit (total social benefit value) with the Value of Inputs (total program investment value). The calculation results in an SROI ratio >1, meaning that every rupiah of program investment generates more social benefits than the costs incurred. This ratio indicates high social effectiveness and the program's success in creating sustainable social and economic value.

If the resulting ratio is less than one (SROI Ratio <1), this indicates that the social value generated is not optimal compared to the investment value. However, research results in West Aceh Regency generally show a ratio value above one, indicating the program's success in providing positive social returns. These findings also show that the largest contribution to the SROI value comes from increasing farmer income, strengthening capacity, and expanding access to agricultural extension services and financing. The process of calculating *the Social Return on Investment (SROI)* is carried out through systematic stages in accordance with the guidelines of The SROI Network (Nicholls et al., 2012), which include:

1. Identification of Program Investment Value (Input)
   According to the agricultural program implementation document in West Aceh Regency, the total investment calculated includes the costs of production facilities, training, farmer group mentoring, and program operations. The total investment value is estimated at IDR 4.5 billion for the 23 program villages over one fiscal year.
2. Present Value *of* Benefits
   The social benefit value is obtained through monetization of the impacts experienced by beneficiaries (farmers, farmer groups, and village communities). Based on the results of the survey and field measurements, the social benefit value was obtained as follows:

Table 5. Present *Value of* Benefits

Impact Category	Key Indicators	Social Benefit Value (Rp)
Economic welfare	Increased revenue and production cost efficiency	Rp. 5,200,000,000
Capacity and knowledge	Skills enhancement, training participation	Rp. 1,050,000,000
Psychosocial well-being	Sense of security, life satisfaction, self-confidence	Rp. 720,000,000
Social relations & participation	Collaboration between farmers, group activities	Rp. 480,000,000
Access to services & independence	Counseling, joint decision making	Rp. 350,000,000
Total Social Benefit Value		**Rp. 7,800,000,000**

3. Net *Impact* Adjustment

To obtain the net impact value , adjustments are made to four main correction factors:

Table 6. Results of *Social Return on Investment (SROI) Calculation*

Impact Category	Key Indicators	Gross Benefit Value (Rp)	Deadweight (%)	Attribution (%)	Displacement (%)	Drop-off (%)	Net Benefit Value (Rp)	Contribution to Total Impact (%)
Economic Welfare	Increased income, production cost efficiency, market access	5,200,000,000	10	20	5	10	3,744,000,000	55.0
Capacity and Knowledge Building	Number of training, technical skills improvement	1,050,000,000	15	20	5	10	637,875,000	9.4
Psychosocial Well-being	Sense of economic security, self-confidence, life satisfaction	720,000,000	20	20	5	10	388,800,000	5.7
Social Relations and Participation	Collaboration between farmers, participation in farmer groups	480,000,000	15	15	5	10	306,000,000	4.5
Access to Services and Independence	Access to counseling, participation in decision making	350,000,000	20	15	5	10	202,125,000	3.0
Total Value Social Bene (Gross Bene		**7,800,000,000**					**4,900,800,000**	**100**

The SROI value of 1.09:1 indicates that every Rp 1 of government investment generates social benefits worth Rp 1.09 for the program recipients. This result confirms that the agricultural program in West Aceh Regency, the social benefits outweighed the costs, making it both socially and economically effective. The largest impact category came from a 55% increase in economic well-being, which included increased farmer income, production

cost efficiency, and improved market access for agricultural products. In addition to economic benefits, the program also had significant non-economic social impacts, such as increased farmer capacity, strengthened social relations, and a growing sense of economic security, which play a crucial role in supporting social sustainability at the community level.

The largest correction factor in the calculation comes from attribution, at 20%, indicating that some social benefits are also the result of contributions from other parties, such as supporting institutions, technical services, and community organizations. This underscores the importance of inter-agency collaboration and institutional synergy in maintaining the effectiveness of community-based development programs. With an SROI value above one, it can be concluded that the program is socially and economically successful and worthy of replication in other regions with similar socio-agrarian characteristics to sustainably strengthen farmer welfare and independence.

Table 7. Summary of Input Values, Benefits, and SROI Ratios

Analysis Components	Value (Rp)	Information
Total Program Investment (Value of Inputs)	4,500,000,000	Public funds for facilities, training and mentoring
Total Net Benefit Value (Present Value of Benefits)	4,900,800,000	After adjusting for the correction factor
SROI (Benefit ÷ Investment) Ratio	1.09 : 1	Every Rp. 1 investment generates social benefits of Rp. 1.09
Program Status	Successful (Effective)	Because SROI > 1, it indicates that the social benefits are greater than the investment costs.

The Social Return on Investment (SROI) calculation results show that the agricultural program in West Aceh Regency provides a greater social benefit value compared to the investment value incurred. Based on the analysis results, the total investment used for the program implementation for one year in 23 villages studied reached approximately IDR 4.5 billion, which includes the procurement of production facilities, training and extension activities, and the cost of mentoring farmer groups. The value of social benefits obtained from the results of the impact mapping and the monetization process reached IDR 7.8 billion, including increased economic welfare, capacity building, improved social relations, increased sense of economic security, and increased farmer independence.

After adjustments to correction factors such as deadweight (15%), attribution (20%), displacement (5%), and *drop-off* (10%), the net benefit value generated was Rp 4.9 billion. Thus, the SROI ratio obtained was 1.09: 1, which means that every Rp 1 invested by the government produces social benefits worth Rp 1.09 for the beneficiary community. This result indicates that the agricultural program in West Aceh is socially and economically effective, because the SROI ratio is greater than one (SROI > 1). The program has succeeded in providing social and economic added value through increased farmer incomes, production cost efficiency, improved technical skills, and expanded access to agricultural services and farmer group institutions.

Furthermore, the contribution analysis shows that the economic welfare category has the largest impact (55%) on the total value of social benefits. This is driven by increased land productivity, input cost efficiency, and strengthening farmers' bargaining position in local markets. Meanwhile, non-economic social impacts such as increased capacity, self-confidence, group collaboration, and participation in decision-making contributed 27% to the total social benefits. This value indicates that the program's benefits are not only in the form of increased income but also generate broader social change at the community level.

The application of the SROI method in this study also demonstrates its relevance as an evidence-based public policy evaluation tool. This approach balances quantitative and qualitative assessments, resulting in a more holistic evaluation of development program effectiveness. An SROI value >1 indicates efficient and accountable social investment management and serves as a basis for local governments to improve and replicate policies.

CONCLUSION

This study concludes that the agricultural program implemented in West Aceh Regency has had a positive and sustainable social and economic impact on the beneficiary community. The calculation results show a *Social Return on Investment (SROI)* of 1.09:1, meaning that every Rp 1 of government investment generates Rp 1.09 worth of social benefits. This value indicates that the program has been socially effective and has made a significant contribution to improving farmer welfare.

The largest impact category comes from increased economic welfare (55%), which includes increased farmer income, production cost efficiency, and improved market access for agricultural products. Meanwhile, non-economic impacts such as increased capacity, social relations, self-confidence, and a sense of economic security also play a significant role in strengthening the social sustainability of farming communities. The largest correction factor in the calculation comes from attribution at 20%, which demonstrates the importance of collaboration between local governments, supporting institutions, and communities in supporting the program's success. The research results demonstrate that the SROI approach can be a comprehensive evaluation tool for measuring the social, economic, and environmental effectiveness of development programs. With an SROI value above one, the agricultural and plantation programs in West Aceh can be categorized as socially and economically successful, and have the potential to become a model for evaluating social value-based development policies that can be applied in other sectors and regions with similar characteristics.

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