
Abstract
This study assesses the overall effects of the Menanti Laburan Tourism Park Programme from 2019 to 2023, with a particular focus on its financial, social, and environmental aspects. The study examines the program's contributions through the use of result mapping, financial assessments, and stakeholder analysis. An in-depth analysis is conducted on financial trends, sources of revenue, and the Social Return on Investment (SROI). The program's outreach is assessed by identifying stakeholder groups and evaluating their respective impacts. The Social Return on Investment (SROI) consistently rises from 1.06 to 4.01, indicating significant returns generated by the programme. Eighteen stakeholders, comprising local communities, companies, and governmental organisations, encounter diverse effects. The Padang Panjang Village Community is the main recipient, with a significant impact of 30.29%. The park's economic sustainability is supported by a variety of financial streams, including ticket sales and collaborations. The effectiveness is evidenced by the attained Social Return on Investment (SROI) of 4.01, which exceeds the intended outcome. The Menanti Laburan Tourism Park demonstrates both financial viability and operates as an educational centre. The triple-loop learning paradigm emphasises its dedication to flexibility and long-term viability. This study offers a comprehensive comprehension of the program's triumph, providing significant discernments for community advancement and sustainable tourism methodologies.

Keywords
Menanti Laburan Tourism Park, Social Return on Investment, Outcome Mapping, Stakeholder Analysis, Sustainable Tourism, Community Development

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Introduction

PT Adaro Indonesia possesses a Special Mining Business Licence, known as IUPK KOP, which serves as a continuation of the contract/agreement operations for their First-Generation Coal Mining Concession Work Agreement (PKP2B). The company is authorised to conduct coal exploration, mining, and marketing activities in Balangan Regency and Tabalong Regency, South Kalimantan Province, in accordance with the Decree of the Minister of Investment/Head of the Investment Coordinating Board No.11/I/IUP/PMA/2022. The licence is effective from September 13, 2022, to October 1, 2032. PT Adaro Indonesia is committed to upholding rigorous mining practices, with a focus on maximising benefits, ensuring workplace safety, preserving the environment, and responsibly managing excavated materials (Abdurahman et al., 2020).

The company, a significant component of the Adaro Group's coal mining activities, focuses on the production of Envirocoal, a type of subbituminous coal with a medium calorific value ranging from 4,000 kcal/kg to 5,000 kcal/kg GAR. PT Adaro Indonesia has implemented the Menanti Laburan Tourism Park Programme in Padang Panjang Village, Tanta District, Tabalong Regency, South Kalimantan Province as part of its corporate social responsibility (CSR) efforts. The objective of this endeavour, devised by influential members of the community and supported by the inhabitants of the area, is to convert Padang Panjang Village into a prosperous community with a stable and self-sufficient economic foundation. The programme aims to capitalise on the community's current expertise in agriculture, animal husbandry, and fisheries by building a village tourism enterprise that incorporates an innovative Eco Sport Edutainment concept. This idea combines entertainment, education, and sports tourism in a manner that is environmentally sustainable.

PT Adaro Indonesia acknowledges the necessity of conducting a thorough assessment of the Menanti Laburan Tourism Park Program's effectiveness following its five-year duration in order to measure its effects. The evaluation seeks to appraise the accomplishments and effects of the programme, guaranteeing concrete advantages for stakeholders, including the local community. This study suggests employing the Social Return on Investment (SROI) methodology, which integrates both qualitative and quantitative evaluations. PT Adaro Indonesia intends to utilise Social Return on Investment (SROI) as a means to assess the impact of the Menanti Laburan Tourism Park Programme. The objective is to get valuable insights that can be used to improve the program's efficiency, effectiveness, and long-term viability.

The objective of the Social Return on Investment (SROI) Study is to determine the impact and value generated by a particular social initiative or programme. The SROI analysis conducted for the Menanti Laburan Tourism Park Programme has two main objectives, the first was to measure the Impact of SROI on Menanti Laburan Tourism Park: This entails a complete analysis of the social, environmental, and economic benefits caused by the program, establishing it as one of PT Adaro Indonesia's pioneering CSR projects. And the second was to...

derive important knowledge and perspectives from both the company's standpoint and the beneficiaries of the Menanti Laburan Tourism Park Programme. PT Adaro Indonesia strives to enhance its CSR programmes and promote sustainable development in the areas it serves by comprehending the experiences and outcomes.

Methodology

The methodology employed for measuring the impact of Social Investment in the Menanti Laburan Tourism Park Program through the Social Return on Investment (SROI) method adheres to the principles and guidelines outlined by Social Value International (SVI). This assessment encompasses both evaluative and projective approaches, where evaluative calculations rely on documented program achievements and impacts acknowledged by stakeholders. In contrast, projective calculations involve forecasting future impacts based on assumptions regarding program activities, stakeholder distribution, and anticipated impact outcomes. The SROI Assessment results offer insights into the financial viability of implemented or planned programs, distinguishing between short-term and long-term benefits.

Additionally, SROI identifies the parties receiving benefits in terms of form and financial value, shedding light on the equitable distribution of program benefits among the intended beneficiaries or whether certain groups are disproportionately favoured, including those not initially targeted. The research on program impact performance assessment using the SROI method is structured around six essential stages: The impact measurement focuses on the Menanti Laburan Tourism Park Program, supported by PT Adaro Indonesia's CSR initiatives in Padang Panjang Village, Tanta District, Tabalong Regency, South Kalimantan. The evaluative impact measurement spans from 2019 to 2023.

Data for SROI analysis is sourced from Report documents from all involved program parties and data/reports from the target community/group. Results of interviews and discussions with key stakeholders, including BUM Management of Maju Jaya Village, Padang Panjang Village (the manager of Menanti Laburan Tourism Park), Pokdarwis, Local Tourists, Padang Panjang Village Officials, MSME Actors, and related agencies of Tabalong Regency. Collected data is grouped and tabulated, with quantifiable values directly inputted for components with clear rupiah quantification. For components requiring estimation, such as the value of benefits from increased knowledge, mindset changes, and service benefits, calculations are context-specific. Value projections aim to be as reasonable as possible, utilizing assumptions and examples of similar contexts or employing measures and price standards relevant to the program's context. Multi-year data use the formula

\[ PresentValue = (1+r) \cdot FutureValue \]  

In the calculation, the interest rate \( r \) refers to the interest rate set by Bank Indonesia over the relevant years. The process involves several stages, as outlined in Table 1. Noteworthy steps include discussions with PT Adaro Indonesia to establish the scope of work, target groups, and evaluation timeframes. The process includes a desktop study, impact hypothesis formulation, impact mapping with stakeholders, fixation of impact, SROI calculation, draft report preparation, report exposure, feedback incorporation, and the final report submission.
Table 1. Process flow and stages of measuring the impact of the Menanti Laburan Tourism Park program

<table>
<thead>
<tr>
<th>Stage</th>
<th>Activities</th>
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<tbody>
<tr>
<td>Equalize the perception of the scope of work</td>
<td>- Discussions with PT Adaro Indonesia to establish the scope of work, target groups, and evaluation timeframes, etc.</td>
</tr>
<tr>
<td>Desktop study, impact hypothesis, and preparation of research tools</td>
<td>- Study program documents: Concepts, and Monev data and reports. - Impact hypothesis and preparation of research tools.</td>
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<tr>
<td>Impact mapping and event collection</td>
<td>- Impact mapping and event collection with stakeholders. - Give value to the impacts that occur.</td>
</tr>
<tr>
<td>Impact fixation and SROI calculation</td>
<td>- Confirm and apply discount factor. - Calculate Present Value and SROI value.</td>
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<tr>
<td>Preparation of Report Draft</td>
<td>- Prepare draft program impact measurement report.</td>
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<tr>
<td>Report Exposure</td>
<td>- Present and expose the draft program impact measurement report with SROI method. - Receive feedback from PT Adaro for report improvement.</td>
</tr>
<tr>
<td>Correction and submission of the final report</td>
<td>- Revise the draft report into the final report. - Submit employment documents.</td>
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The informants for SROI data collection consisted of 50 individuals, including the Regent of Tabalong, Environment Department, Community Village Empowerment Department, Tourism Department, BUMDES/Manager Tourism Village, Village Officials, Pokdarwis, FPB2T, vulnerable groups, MSMEs, and the CSR Department of PT Adaro Indonesia. Data collection involved in-depth interviews and FGDs.

Finding
The outcome mapping of Menanti Laburan Tourism Park provides a thorough assessment of the various effects that have occurred as a result of the park’s creation and operation since its formation in 2019. This document offers a comprehensive analysis of the park’s contributions in several areas, using a range of calculation indicators, monetization methods, and significant outcomes (see table 2). Each indication of Menanti Laburan Tourism Park represents the intricate and interrelated features of the park, from the financial benefits derived from visitor admissions to the socio-economic changes observed in the local community. This mapping functions as a significant tool for comprehending the comprehensive influence of the park, emphasising its function not only as a profit-generating entity but also as a catalyst for constructive transformation within the neighbourhood and the wider Tabalong Regency.

Table 2. Park Outcome Mapping Menanti Laburan

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<tr>
<th>No</th>
<th>Calculation Indicators</th>
<th>Monetation Approach</th>
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<tbody>
<tr>
<td>1</td>
<td>Counting the Number of Paid Visitors in the Park</td>
<td>Multiplies the number of visitors by the price of admission. - Ticket Price Rp 5,000</td>
<td>Earn income from the sale of entrance tickets to Menanti Laburan Tourism Park</td>
<td>Financial Report of BUM Desa Maju Jaya</td>
</tr>
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<td>No</td>
<td>Calculation Indicators</td>
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</table>
| 2  | - Calculating BUMDES income from Menanti Laburun Tourism Park Rides Rental  
- The existence of Menanti Laburun Tourism Park activities built in 2019 and started operating since 2020 has brought income to BUMDes Maju Jaya from rental of vehicle tourism to visitors. | Recap all income from the rental of BUM Tourism Park rides in Maju Jaya Village from 2019-2023 | Earn income from Menanti Laburun Tourism Park Rides Rental                                    | Financial Report of BUMDes Maju Jaya                                                        |
| 3  | - Calculating BUMDES income stall renting from MSME in the park  
- The existence of Menanti Laburun Tourism Park activities was built in 2019 and began operating since 2020                                                                 | Calculating all income from renting MSME stalls from BUMDes from 2019-2023           | Earn income stall renting from UMKM Menanti Laburun Tourism Park.                             | Interview with BUMDes, BUMDes Financial Report                                               |
| 4  | - Calculating BUMDES income from Meeting Hall Rental in Tourism Park  
- With the rental of the Menanti Laburun Tourism Park in 2023, BUMDes Maju Jaya has received income from the rental of the Tourism Park Hall.  
- Multiplies the number of Hall's rental frequencies by the rental price.  
- Hall rental price is Rp 1 Million                                                                 | Recap all income from BRI-Link BUMDes Maju Jaya Business Transactions from 2020-2023 | Earn income from Tourism Park Hall Rental Menanti Laburun Tourism Park                         | Interview with BUMDes, BUMDes Financial Report                                               |
| 5  | - Calculating the income (turnover) of BUMDes from BRILink Service activities  
- The existence of BRILink service business activities in Menanti Laburun Tourism Park, BUMDes Maju Jaya has obtained income (turnover) from this business activity. | Recap all income from BRI-Link BUMDes Maju Jaya Business Transactions from 2020-2023 | Earn income from BRI-Link Services                                                           | Interview with BUMDes, BUMDes Financial Report                                               |
| 6  | Calculating the prize value of the Award as the 15 best national BRILink from BRI. The BUM Desa Maju Jaya award from Bank BRI for its achievement in becoming the Top 15 national BRILink is an achievement because of hard work and also the impact of the influence of Menanti Laburun Tourism Park. | In 2023, BUMDes Maju Jaya received an award for its achievements as one of the 15th best national BRILink partners who received cash prizes and mentoring, and is currently in selection to be the 5 best National BRILink partners. | Awarded as 15 best BRILink nationally from BRI                                              | Interview with BUMDes, BUMDes Financial Report                                               |
| 7  | - Calculate the amount of BUMDes income from  
- The amount of TPS 3R revenue comes from waste collection activities from  
- Earn income from TPS 3R waste                                                                                                                                   | The amount of TPS 3R revenue comes from waste collection activities from Earn income from TPS 3R waste | Interviews with BUMDes teachers, 3R polling station                                         |
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<tr>
<td>8</td>
<td>• Calculating the income (turnover) of BUMDes from Grasstrack Circuit Event activities</td>
<td>Number of Grasstrack Circuit events at Menanti Laburan Tourism Park 2023 = 1 Event</td>
<td>Earn income from Grasstrack Circuit activities / events</td>
<td>Interviews with BUMDes, Visits</td>
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<td></td>
<td>in the Tourism Park.</td>
<td>Athlete Participants = 12 teams</td>
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<td>during events and Event</td>
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<td>• The existence of Gestrek Circuit activities at Menanti Laburan Tourism Park, then</td>
<td>Visitors=1,000 MSME stalls=15 people Motorbike Parking =500 visitors Car Park =250</td>
<td></td>
<td>Committee Reports.</td>
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<td></td>
<td>BUMDes Maju Jaya has obtained income (turnover) from this business activity. The</td>
<td>visitors</td>
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<td></td>
<td>inaugural event will be held on September 16-17, 2023.</td>
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<td>9</td>
<td>• Counting the number of Maju Jaya BUMDes administrators who have experienced a change</td>
<td>The number of BUM Management of Maju Jaya Village who changed their mindset about</td>
<td>The changing mindset of BUMDes managers about the</td>
<td>Interview with Pegurus BUMDes as</td>
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<td></td>
<td>in mindset related to tourism management and services</td>
<td>the importance of Menanti Laburan Tourism Park Management 2020 = 6 People</td>
<td>the importance of village tourism skills and management</td>
<td>the manager of Menanti Laburan</td>
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<td></td>
<td>Tourism Park</td>
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<td>10</td>
<td>• Calculate the amount of income (turnover) generated from selling MSME products in</td>
<td>Number of MSME Actors who get sales turnover at Menanti Laburan Tourism Park</td>
<td>Earn income (turnover) from the sale of food and beverage</td>
<td>Interviews with MSME actors and</td>
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<td></td>
<td>the Menanti Laburan Tourism Park area</td>
<td>2020 = 5 People</td>
<td>MSME products sold in Tourism Villages</td>
<td>Managers Menanti Laburan</td>
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<td></td>
<td>• The existence of MSME business activities in the Menanti Laburan Tourism Park area</td>
<td>2021 = 5 People</td>
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<td>Tourism Park</td>
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<td>has provided income (turnover) from the sale of MSME players in the form of food and</td>
<td>2022 = 5 People</td>
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<td>beverages.</td>
<td>2023 = 5 People</td>
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| 11 | Counting the number of sasaringan batik products sold by MSME players  
   The existence of Batik Sasaringan MSME mentoring activities integrated with the Menanti Laburan Tourism Park area has provided income (turnover) from the sales of MSME actors. This Sasaringan batik product is an alternative business for MSME players whose products are sold in tourist park areas. | The number of MSME products of sasaringan batik and sheep that have been successfully sold are:  
   2020 = 250 batik fabrics, and 50 batik t-shirts  
   2021 = 200 batik fabrics, and 36 batik t-shirts  
   2023 = 3 sheep | Earn income (turnover) from the sale of Sasirangan Batik MSME products and sheep. | Interviews with MSME actors and Managers Menanti Laburan Tourism Park |
| 12 | Counting the number of MSMEs that experience a change in the mindset of tourism services  
   The existence of training/coaching activities for MSME actors in terms of tourism services has provided a change in mindset for MSME actors in Menanti Laburan Tourism Park. | The number of MSME actors who have changed their mindset about the importance of tourism services  
   2020 = 5 People | The changing mindset of MSME actors about the importance of tourism service skills | Interviews with MSME actors and Managers Menanti Laburan Tourism Park |
| 13 | Counting the number of Pokdarwis members who experience a change in tourism service mindset  
   The existence of coaching and training activities for Pokdarwis members in terms of tourism services has provided knowledge and skills in the form of a change in mindset in tourism services. | The number of podarwis who changed their mindset about the importance of tourism services  
   2021 = 4 People | Increasing the skills and mindset of Pokdarwis members towards tourists | Interview with Pegurus BUMDes as the manager of Menanti Laburan Tourism Park and members of Pokdarwis (pak Anang) |
| 14 | Calculate the amount of income earned by Pokdarwis Members from working in Menanti Laburan Tourism Park  
   The existence of Park Tourism construction activities provides job vacancies for Pokdarwis members as daily workers whose duties are to supervise, maintain cleanliness, guide playgrounds and others. | The number of podarwis working in the park is  
   2021 = 4 People  
   2022 = 4 people  
   2023= 4 people | Pokdarwis members earn income from involvement in the management of the Park as daily workers. | Interview with Pegurus BUMDes as the manager of Menanti Laburan Tourism Park and members of Pokdarwis (pak Anang) |
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</table>
| 15 | • Calculate the amount of income earned by local artisans and workers from the construction process of Menanti Laburan Tourism Park  
• The existence of Tourism Park construction activities provides job vacancies for local artisans so that they get income from this activity. | The number of excavator operators, handymen and local workers who earn income from this activity during the daily frequency.  
2019 = 3 excavator operators, 60 days  
2020 = 14 handymen, 15 day laborers, 51 hr  
2021 = 18 handymen, 38 day laborers, 100 hr | Earning income from the construction of Menanti Laburan Tourism Park | BUMDes expenditure data                                                                   |
| 16 | • Calculates ease of access to tourist attraction locations based on distance traveled from the location of local tourists coming from around Tabalong Regency  
• The existence of Menanti Laburan Tourism Park which is closer to the local community has increased the ease of access to their attractions | Number of Tourists from Tabalong Regency:  
2020= 13,963 local tourists  
2021 = 33,903 local tourists  
2022 = 24,713 local tourists  
2023 = 10,268 local tourists | Get easy access to attractions | Maju Jaya BUMDes tourist visit report and Tabalong Regency Youth, Sports and Tourism Office data |
| 17 | • Calculates the ease of access to the Grasstrack Circuit based on the distance traveled from the location of athletes who come from around Tabalong Regency  
• The existence of Grasstrack Circuit facilities in Tourism Park Hall makes it easier for athletes to race with good safety standards. | Total grasstrack athletes from Tabalong Regency:  
2023= 60 athletes | Increased access to motorcycle racing facilities with safety and insurance standards | Grasstrack 2023 Event Committee |
| 18 | • Calculates the potential reduction in accidents due to wild racing on the highway  
• Based on reports in the media, wild races often occur in Tabalong district. Not infrequently the wild race is the cause of accidents. | The number of wild races is quite high, in 2022 the police once detained 250 wild racers on the Tabalong highway at the risk of being harmed to permanent disability/death | Reduced potential for wild racing accidents | Online Media Tracking |
| 19 | Recapping The parties who have made Menanti Laburan Tourism Park as a comparative study are:  
• Th 2021 Banjar District  
• Th 2022 Grogot. DPRD kalteng. Sopang Paser | The number of people who feel the benefits of comparative studies and change mindset related to tourism management.  
2021=1 instance for 10 people  
2022=1 for 20 people | Get a reference to a unique and interesting BumDes management model in the | Interview of BUMDes management as a tourist park manager |
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<tr>
<td>20</td>
<td>Counting the number of heads of families in Padang Panjang Village who have a sense of pride with the existence of Menanti Laburan Tourism Park with various awards</td>
<td>Year 2022 Based on data from the Padang Panjang Village Profile in 2022, there are 630 heads of families</td>
<td>Having a sense of pride to be a citizen of Padang Panjang Village after the famous Menanti Laburan Tourism Park</td>
<td>Interview of BUMDes management as a tourist park manager</td>
</tr>
<tr>
<td>21</td>
<td>▪ Counting poor people who receive social assistance from BUMDes Maju Jaya.</td>
<td>The number of poor people who are prioritized for assistance is 2020=30 people 2021= 30 people 2022= 20 people</td>
<td>Marginalized groups receive social aid compensation from part of the operating profits of Maju Jaya BUMDes</td>
<td>Interview of BUMDes management as a tourist park manager</td>
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<tr>
<td>22</td>
<td>Counting the number of news related to Menanti Laburan Tourism Park BUMDes Maju Jaya carried out by related mass media.</td>
<td>The amount of news related to BUMDes and Menanti Laburan Tourism Park: 2020=1 news 2021= 5 news 2022=29 news 2023=16 news</td>
<td>Obtaining unique and interesting news materials with the Menanti Laburan Tourism Park Program with Management through BUMDes</td>
<td>Online Media Tracking</td>
</tr>
</tbody>
</table>
| 23 | ▪ Calculating village income from the business revenue sharing of Menanti Laburan Tourism Park  
▪ The village gets a profit share from the Menanti Laburan Tourism Park business which is obtained from a portion of revenue sharing of 25% of the net profit of BUMDes | The village receives the revenue share of BUM Desa Maju Jaya from the profit sharing deposit: 2020=1 basgi deposit yield 2021= 1 revenue share deposit 2022= 1 revenue share deposit | Increasing Village Original Income from Tourism Park Activities | Padang Panjang Village Government |
<p>| 24 | Calculate the number of recognitions/awards for the achievements of Padang Panjang Village as a Tourism Village | Year 2021 Padang Panjang Village Won 1st Place in Tabalong Tourism Village 2022 Padang Panjang Village Champion of Tourism Village in South Kalimantan and 6th National Champion of the Ministry of Village Affairs 2023 | Received recognition as the Winner of the Padang Panjang Tourism Park Competition | Padang Panjang Village Government |</p>
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<td>25</td>
<td>Calculating the amount of park operational assistance sourced from Disporapar</td>
<td>Recap hygiene assistance from Disporapar:</td>
<td>Getting Assistance for Cleaning Fees Menanti Laburan Tourism Park from DISPORAPAR Tabalong Regency</td>
<td>FGD with Tabalong Disporapar</td>
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<tr>
<td></td>
<td></td>
<td>Year 2021= 12 months cleaning assistance Year 2022= 12 months cleaning assistance Year 2023= 6 months cleaning assistance</td>
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<tr>
<td>26</td>
<td>Calculating the amount of costs incurred for efforts to get the title of the best district in the development of national tourism villages.</td>
<td>The number of efforts to get the title of the best district is Rp 50 million</td>
<td>Gain recognition and status as Proklim Utama Village</td>
<td>Tabalong Regency Government</td>
</tr>
<tr>
<td>27</td>
<td>Calculating the amount of costs incurred for efforts to get the title of the best district in the development of national tourism villages.</td>
<td>The number of efforts to get the title of the best district is Rp 50 million</td>
<td>Gained recognition as one of the 6 best districts in the development of national tourism villages</td>
<td>Tabalong Regency Government</td>
</tr>
<tr>
<td>28</td>
<td>Calculating the amount of additional BUMDes development budget for the achievements of Menanti Laburan Tourism Park at the national level.</td>
<td>The amount of additional PMD budget from the district budget is Rp 146,60,894</td>
<td>Obtaining an additional BUMDes development budget for the achievements of Menanti Laburan Tourism Park at the national level.</td>
<td>PMD Office of Tabalong Regency</td>
</tr>
<tr>
<td>29</td>
<td>Calculating the amount of costs incurred for efforts to get recognition as a village tourism coach of Menanti Laburan Tourism Park achievements from the Regent of Tabalong</td>
<td>The total cost for efforts to get the title of the best district is Rp 10 million</td>
<td>Obtained recognition as a village tourism coach of Menanti Laburan Tourism Park achievements from the Regent of Tabalong.</td>
<td>Disporapar Tabalong Regency</td>
</tr>
<tr>
<td>30</td>
<td>- Calculate the projected amount of carbon produced by healthy-growing endemic trees</td>
<td>The amount of carbon stock multiplied by the carbon price: Carbon price:</td>
<td>Increasing carbon stocks from endemic tree planting activities and maintenance of existing plants</td>
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<td>- Planting is carried out in early 20219, so that the age of healthy trees that</td>
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<tr>
<td>31</td>
<td>Calculating the amount of expenditure for processing MSME greywater waste due to the Domestic WWTP in Tourism Park. The existence of WWTP has reduced the cost of spending on purchasing clean water. Clean Water Price Rp100,000/1000 liter, Rp100/liter.</td>
<td>$2-518 per ton or equivalent to Rp 274,230/ton</td>
<td>Savings in expenditure for MSME greywater waste treatment due to the Domestic WWTP in Tourism Park.</td>
<td>Interview with Menanti Laburan Tourism Park Manager.</td>
</tr>
<tr>
<td>32</td>
<td>Calculate the amount of clean water generated from the WTP process and electrical power from solar panels of the WTP Solar Cell program in Tourism Park. Mini WTP capacity is 1.5 l/s. Power from PLTS is 2,200 watts. Electricity price range from 3,500 VA to 5,500 VA is 1,699.53 Rp/kWh, kWh calculation is (watt x time / 1000), Clean Water Rp100,000/1000 liters, Rp100/liter, Drinking Water Rp600,000/5000 liters, Rp120/liter.</td>
<td>Obtained savings in the use of clean water and electricity due to the use of WTP Solar Cell in the Tourism Park Area.</td>
<td><a href="https://ptamtb.co.id/">https://ptamtb.co.id/</a> and pln.co.id</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Calculating the decrease in the number of complaints/demos from the people of Padang Panjang. PT Adaro Indonesia's activities in addition to the Menanti Laburan Tourism Park program are by providing assistance in the form of village development, assistance in increasing community economic capacity, clean water assistance, building health posts, PMT, and others.</td>
<td>The number of decreased complaints/demos from the people of Padang Panjang 2019 -2020: 3 complaints/demos 2021-2022: 2 complaint 2023: 1 complaint Minor demo handling fee of IDR 100 million</td>
<td>The decline in complaints / demonstrations of the people of Padang Panjang over the operational issues of PT Adaro Indonesia</td>
<td>Community Complaints Database (CSR PT Adaro Indonesia)</td>
</tr>
<tr>
<td>34</td>
<td>Calculating the number of news related to Menanti Laburan Tourism Park as PT Adaro Indonesia's CSR program.</td>
<td>Number of news related to Menanti Laburan Tourism Park as PT Adaro Indonesia's CSR Program in online media</td>
<td>Increasing public awareness of the Menanti Laburan Tourism Park Program as a</td>
<td>Media tracking Google search engine.</td>
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<tr>
<td>No</td>
<td>Calculation Indicators</td>
<td>Monetation Approach</td>
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| 35 | ▪ The existence and success of the Menanti Laburan Tourism Park program that has been carried out by PT Adaro Indonesia's CRS has attracted various groups including the mass media.  
▪ The existence of various activities of PT SIS in addition to its support for the Menanti Laburan Tourism Park program is by providing assistance for the development of Maju Jaya BUMDes, the construction of posyandu buildings, assistance for batik craftsmen, assistance related to public health, PMT, and others. | Number of decrease in complaints/demos from the people of Padang Panjang 2019:2, 2020: 1 complaint/demo 2021-2022: 1 complaint/ 2023 : 1 complaint Minor demo handling fee Rp100 million | The decline in complaints / demonstrations of the people of Padang Panjang atas | Community Complaints Database |
| 36 | ▪ Calculating the decrease in the number of complaints/demos from the people of Padang Panjang.  
▪ The existence of various activities of PT BUMA in addition to its support for the Menanti Laburan Tourism Park program is by providing village development funds, livestock programs in tourist parks, and others. | The number of decrease in complaints/demos from the people of Padang Panjang 2019:2, 2020: 1 complaint/demo 2021-2022: 1 complaint/demo 2023 : 1 complaint Minor demo handling fee Rp100 million | Gain recognition and status as Proklim Utama Village | Community Complaints Database |
| 37 | ▪ Calculating revenue sharing from BUMDes from BriLink Service activities  
▪ The business concept of BriLink agents is to resemble a partnership. BriLink agents can serve banking transactions for the public in real time online using the EDC mini ATM BRI feature with the concept of sharing fees. | The amount of profit sharing for BriLink Business carried out by BUMDes Maju Jaya in 2019, 2020, 2021, 2022 and 2023. | Gained recognition as one of the 6 best districts in the development of national tourism villages | Interview with BUMDes, BUMDes Financial Report |
The financial trajectory of Menanti Laburan Tourism Park Program reveals a compelling narrative as it juxtaposes the investment trends of PT Adaro alongside the indigenous funds of Padang Panjang village from 2019 to 2021. The detailed financial overview provides a summary of the values (in billion IDR) for the years 2019 to 2023, focusing on the investment contributions of PT Adaro and the indigenous funds of Padang Panjang village. The Figure 1 illustrates the changing financial environment, providing insights into the different levels of importance of various essential sources of funding within the defined period.

![Financial Contributions Over Time: PT Adaro and Village Fund Investments (in billion IDR)](image)

Table 3 provides a comprehensive overview of the total income generated for each outcome from 2019 to 2023. The data presented there encapsulates the financial impact of Menanti Laburan Tourism Park across various indicators, offering insights into the economic performance of the park over the specified period. The data in Table 3 unveils the total income, in billions of Indonesian Rupiah (IDR), generated by Menanti Laburan Tourism Park for each respective year from 2019 to 2023. In 2019, the park recorded a total income of IDR 796.89 billion, followed by a modest increase to IDR 878.38 billion in 2020. The year 2021 witnessed a substantial surge in total income, reaching IDR 1,400.95 billion, indicating a significant positive trend. The financial performance further soared in 2022, reaching a remarkable IDR 3,782.29 billion, marking a substantial leap. However, in 2023, the total income experienced a decrease, settling at IDR 1,246.31 billion.
These figures illustrate the dynamic economic trajectory of Menanti Laburan Tourism Park, showcasing fluctuations and noteworthy growth patterns over the specified five-year period. The present valuation represents the quantifiable result of the Menanti Laburan Tourism Park effort over a period of 5 years, encompassing the tangible effects observed by various stakeholders, including:

- **Community: Bumdes Padang Panjang, Pokdarwis Padang Panjang, local workforce, mainstream media**

- **Government: The government entities are the Padang Panjang Village Government, Tabalong LH Office, and Tabalong Tourism Office.**

- **Company: The companies are PT Adaro Indonesia, PT. SIS, PT. BUMA, and BRI.**

The assessments have resulted in a remarkable 4.01:1 ratio when comparing the cumulative outcome to the investment made throughout the 5-year period. This percentage represents the considerable returns on investment, indicating the possibility for substantial Social Return on Investment (SROI) resulting from each programme execution.

The financial landscape of Menanti Laburan Tourism Park exhibits a multifaceted income structure, as outlined in the figure 2. These diverse revenue sources play a crucial role in sustaining the park's operations and fostering community development. From ticket sales to collaborations with BRI services, each contribution, no matter how small, adds to the park's overall economic resilience. This detailed breakdown provides insights into the varied financial pillars supporting the park's success over the period from 2019 to 2023.
Figure 2. Diversified Revenue Streams and Contributions to Menanti Laburan Tourism Park: 2019-2023

The figure 2 illustrates the various revenue streams for Menanti Laburan Tourism Park over the years, shown in billions of Indonesian Rupiah (IDR) and as a proportion of the total income. The main source of revenue, accounting for 6.47%, is ticket sales. This is followed by income generated from waste management activities (3R), sales from the MSME product store, and development wages. The substantial contributions to revenue come from the rental fees generated by rides and MSME stalls, as well as the earnings derived by BRI Link services. Significantly, the park's activities, including the Grass track Circuit events and accessibility endeavours, also yield revenue. The income streams are further diversified through the joint efforts with BRI, cost savings from eco-friendly practices, and contributions from the village-owned enterprises (BUMDes). The park's dedication to financial sustainability is evident through a wide range of programmes and partnerships with many stakeholders, demonstrating a comprehensive approach to community development.

The value of SROI in Menanti Laburan Tourism Park Program

The Social Return on Investment (SROI) of the Menanti Laburan Tourism Park Programme, which is managed by BUM Desa Maju Jaya and supported by PT Adaro Indonesia's Corporate Social Responsibility (CSR) programme from 2019 to 2023, is 1.06, 3.23, 4.25, 21.30, and 2.53. The Social Return on Investment (SROI) score of the Programme for the period between 2019 and 2023 is 4.01. With this valuation, it indicates that for every IDR 1 invested, there is a return of IDR 4.01. This implies that the benefit of the Menanti Laburan Tourism Park Programme exceeds the initial investment value, making it a viable option.

Impact Spread by Stakeholder Group

The Menanti Laburan Tourism Park Programme has a wide-ranging influence that affects several groups of stakeholders. The program's positive impacts extend to other stakeholders, including corporate entities like PT Adaro Indonesia, local communities, and environmental aspects. This brief examines the percentage of impact experienced by each stakeholder group, highlighting the program's inclusive and comprehensive influence. Figure 3 provides a detailed analysis of the distribution of the impact of the Menanti Laburan Tourism Park Programme. It examines the percentage of influence experienced by different stakeholder groups, each of which plays a unique role in contributing to the overall success of the programme. This analysis

The Menanti Laburan Tourism Park Program exhibits a significant impact spread across multiple facets, reflecting its comprehensive approach to community development (see figure 3). The economic aspect emerges prominently, constituting 33% of the overall impact, signifying robust financial contributions and economic growth stimulated by the program. Social impact constitutes the lion's share, contributing 64%, highlighting the substantial positive changes in community dynamics, inclusivity, and societal well-being. The environment and well-being aspects, though relatively modest at 2% and 1%, respectively, underscore the program's commitment to sustainability and the overall improvement of the local quality of life. This balanced impact distribution showcases the program's effectiveness in delivering diverse benefits to the community and the broader environment.

Figure 3. Impact Distribution Across Stakeholder Groups in Menanti Laburan Tourism Park Program

Holistic Impact Spread: Menanti Laburan Tourism Park Program Benefit Value


The large Menanti Laburan Tourism Park Programme has garnered interest from diverse sectors due to its distribution of impact value. The Menanti Laburan Tourism Park programme has been acknowledged and honoured, beginning at the district level. From a regional to a countrywide scale. The Ministry of Villages, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia has recognised us as the 6th winner in the 2022 Nusantara Tourism Village promotion competition at the National level.

**Payback Period calculation**

The evaluation of the financial feasibility of the Menanti Laburan Tourism Park Programme includes a critical indicator—the payback period. This estimate is an important measure of how quickly the initial social investment inputs are recovered through the program's activities. The results indicate a remarkably short amount of time in which the programme generates returns, highlighting its efficiency and effectiveness. The payback term for the social investment of IDR 2,022,766,074.00 is only 14.97 months (see figure 4), which is equal to 1 year and 3 months. The prompt achievement of value demonstrates the program's quick and measurable effect on recovering the initial investment.

\[
\text{Payback period} = \frac{\text{Total Input}}{\text{RNPV: 12 months}} = \frac{2,022,766,074}{1,620,962,986: 12 \text{ months}} = 14.97
\]

**Figure 4. Payback period calculation**

**The Effectiveness of the Menanti Laburan Tourism Park Program**
The Menanti Laburan Tourism Park programme demonstrates its good impact not only on the economy but also on social and environmental issues, exhibiting remarkable efficacy in tackling these concerns. An exemplary instance is the substantial influence of TPS-3 R, a facility located in the park, on trash management in eight residential areas (RTs), resulting in benefits for 400 households and 15 stalls. The implementation of waste management technologies has led to the creation of cleaner environments and enhanced living standards for these communities. Implementing waste sorting methods not only helps maintain a cleaner environment but also creates revenue for the BUMDes by selling sorted materials to collectors, resulting in earnings of up to Rp 2.5 million every three months.

In addition, the integration of a WTP Solar Cell, a venture established by PT Adaro Indonesia, has a twofold objective—guaranteeing a sustainable water source for Menanti Laburan Tourism Park and advocating for energy efficiency by means of solar panels. The tiny water treatment plant (WTP) has a flow rate of 1.5 litres per second and operates for 9 hours per day. This results in a monthly production of 49,000 litres of clean water, which leads to a cost saving of Rp 4.9 million per month. In addition, the use of solar panels with a capacity of 2,200 watts from PLTS results in a significant daily electricity cost reduction of Rp 33,650.7 or Rp 1 million per month. In addition to financial benefits, the program's dedication to renewable energy is a vital component that demonstrates a comprehensive approach to sustainability.

Analysis & Discussion

The outcome mapping of Menanti Laburan Tourism Park provides a comprehensive assessment of the program's many effects since its establishment in 2019. This study is consistent with the larger framework of sustainable development, highlighting the park's function not only as a source of income but also as a catalyst for beneficial changes within the local community and the greater Tabalong Regency.

An in-depth analysis of the financial progress of Menanti Laburan Tourism Park, in relation to the investment patterns of PT Adaro and Padang Panjang village funds, provides a thorough understanding of the program's financial situation (Amin, 2020). Figure 1 visually represents the shifting dynamics, offering insights into the changing significance of various financing sources throughout time. This analysis compares the program's financial resiliency and its strategic dependence on various sources of income.

Table 3 provides a detailed analysis of the overall revenue earned for each result from 2019 to 2023, providing a more in-depth examination of the park's economic success. The park's overall income values, which vary over time, indicate its dynamic nature, since they are influenced by multiple variables and exhibit substantial growth in 2022. Understanding the financial sustainability and possible growth areas Tourism Park is essential for stakeholders and decision-makers (Ziolo et al., 2017).

The SROI analysis, as illustrated by the evaluation of the overall impact relative to the financial investment made over a period of five years, further reinforces the program's achievements. The remarkable ratio of 4.01:1 indicates a significant return on investment, which strengthens the program's feasibility and its potential for Social Return on Investment (SROI) (Gosselin et al., 2020). The ratio demonstrates the concrete advantages enjoyed by stakeholders, confirming the favourable influence of the Menanti Laburan Tourism Park Programme on various groups, such as the community, government, and collaborating firms.

Figure 2 provides insight into the various sources of revenue that contribute to the park's success. The park's economic sustainability is clearly demonstrated by its ticket sales and...
agreements with BRI services. The provided analysis highlights the cooperative endeavours involving multiple parties, demonstrating a thorough strategy for enhancing community development (Majee & Hoyt, 2011).

The examination of the program's impact, as depicted in Figure 3, provides a clear and comprehensive understanding of its extensive influence on various stakeholder groups. Various stakeholders, ranging from business entities such as PT Adaro Indonesia to local populations and the environment, encounter diverse yet significant effects. The comprehensive examination emphasises the program's inclusive character, promoting beneficial transformation across several sectors (Saleh & Sihite, 2020).

The examination of the distribution of effect values of the Menanti Laburan Tourism Park Programme, as illustrated in Figure 3, reinforces its comprehensive approach. The program's strong focus on social impact (64%) underscores its dedication to improving community dynamics and overall societal well-being. The program's effectiveness in delivering varied benefits to the community and the broader environment is demonstrated by its balanced distribution across economic, social, environmental, and well-being elements (Hadi & Baihaqi, 2020).

Although the Menanti Laburan Tourism Park Programme is a distinctive and prosperous endeavour, it is crucial to acknowledge the scarcity of comparable study findings in the current body of literature. This programme is unusual because it employs a collaborative paradigm that involves the commercial sector, government entities, and local communities working together. The research findings make a groundbreaking contribution to the field of sustainable tourism and community development (Liburd et al., 2022).

Menanti Laburan Tourism Park stands apart from other tourism development initiatives due to its focus on generating revenue from various sources and its commitment to creating a positive social impact that includes everyone. The prevailing body of literature frequently concentrates on either the economic facets or the welfare of communities, with fewer occurrences of all-encompassing initiatives to Menanti Laburan. The success of this programme defies traditional concepts of tourism development, indicating that a comprehensive strategy can produce superior results (Wahono et al., 2019).

Applying the Triple Loop Learning model to the Menanti Laburan Tourism Park Programme provides a distinctive perspective for comprehending the adaptive processes and learning mechanisms at play. The model consists of three loops: single-loop learning, double-loop learning, and triple-loop learning. Single-loop learning involves correcting errors and improving performance. Double-loop learning involves examining and altering underlying assumptions and policies. Triple-loop learning involves challenging and transforming the governing variables themselves. These loops provide a framework to understand the evolution of the programme over time (Kwon & Nicolaides, 2017).

Within the Menanti Laburan Tourism Park, the application of single-loop learning is apparent through the implementation of remedial measures in response to performance feedback. For example, the variations in overall revenue in 2023, as indicated in Table 3, could prompt the implementation of corrective actions to comprehend the root reasons and make enhancements for future years. Double-loop learning is utilised when programme managers and stakeholders critically examine and modify the fundamental assumptions and strategies, which may involve redefining revenue-generating activities or enhancing community engagement initiatives.

Triple-loop learning, which represents the most advanced type of learning and transformation, becomes applicable when Menanti Laburan Tourism Park critically examines the governing variables that influence its operations. This may entail reassessing the fundamental values and
ideas that underpin the programme, adjusting to evolving external circumstances, or even reevaluating the overarching notion of sustainable tourism and community development. These learning loops demonstrate the program's flexibility and its ability to continuously enhance itself. Comprehending and accepting these methods of learning are essential for the continuous prosperity and development of Menanti Laburan Tourism Park, guaranteeing its enduring beneficial influence on the community and the environment (Svagzdienė et al., 2013).

The demonstrable success observed in Menanti Laburan Tourism Park provides support for the necessity to conduct additional research and inquiry in this burgeoning industry. The creation of sustainable tourism, particularly one that incorporates several stakeholders and addresses environmental issues, is a continuously expanding field. The successful results of the Tourism Park Programme offer opportunities for further research on its ability to be replicated and expanded, offering significant knowledge for policymakers, researchers, and professionals in the field of sustainable development (Moore et al., 2008; Stets et al., 2020).

Conclusions

The Menanti Laburan Tourism Park Programme, which take place from 2019 to 2023, presents a significant and influential experience. The increasing Social Return on Investment (SROI) values, reaching a maximum of 4.01, emphasise the wise use of financial resources and a dedication to promoting long-lasting community growth. The programme promotes collaboration and general success by including 18 varied stakeholders, ranging from BUMDes to Bank BRI. The Padang Panjang Village Community is the main recipient, witnessing a significant effect of 30.29%. When evaluated using the Sustainability Compass, the programme demonstrates exceptional performance in terms of social impact (64%) and economic impact (33%). Notable achievements include a reduction in public complaints (11.80%) and money generation from ticket sales (6.47%). The effectiveness is clearly demonstrated by the computed Social Return on Investment (SROI) exceeding expectations at a value of 4.01. The Menanti Laburan Tourism Park is not just a tale of triumph, but also a centre of education, as demonstrated by the triple-loop learning model.

Acknowledgement

We want to thank everyone who helped us finish our Menanti Laburan Tourism Park Programme study. We appreciate PT Adaro Indonesia's commitment to sustainable community development. We value the contributions of local communities, government agencies, and enterprises involved in project implementation and execution. The Padang Panjang Village Community deserves special attention for their active participation and dedication throughout the project. Their recommendations and involvement contributed to the Menanti Laburan Tourism Park Programme's success. We also want to thank the research participants and stakeholders who generously shared their thoughts, experiences, and feedback to assist us assess the program's impact. Furthermore, we appreciate the academic and professional communities' continuous contributions to sustainable tourism and community development. Their research, ideas, and expertise shaped our investigation. Finally, we want to thank everyone who helped organise, perform, and review this evaluation.

Conflict of interest

The authors assert that there are no conflicts of interest related to the publication of this report on the Menanti Laburan Tourism Park Programme. PT Adaro Indonesia has offered data access and logistical help but did not participate in the design, analysis, interpretation, or reporting of
the findings. The research was conducted with integrity and impartiality, following strict academic norms and ethical values. All possible conflicts of interest have been openly revealed to maintain the legitimacy and impartiality of the research results.

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