

ANALISIS SROI EFEKTIFITAS PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* (CSR) RS PKU MUHAMMADIYAH SAMPANGAN SURAKARTA DI KELURAHAN SEMANGGI KOTA SURAKARTA

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ABSTRAK

Penelitian ini menganalisis efektivitas program *Corporate Social Responsibility* (CSR) RS PKU Muhammadiyah Sampangan Surakarta dalam pemberdayaan masyarakat Kelurahan Semanggi, Kota Surakarta, melalui pendekatan *Social Return on Investment* (SROI) dan perspektif komunikasi organisasi. Penelitian ini menggunakan metode *mixed methods* dengan desain *explanatory sequential*, diawali analisis kuantitatif SROI dan dilanjutkan pendalaman kualitatif untuk menjelaskan konteks, mekanisme, dan faktor yang memengaruhi capaian program. Objek penelitian meliputi Program Khitan Gratis dan Program Cek Kesehatan Safari. Hasil penelitian menunjukkan rasio SROI Program Khitan Gratis sebesar 1,75:1, Program Cek Kesehatan Safari sebesar 15,65:1, dan rasio gabungan sebesar 5,08:1. Temuan kualitatif menunjukkan bahwa efektivitas program dipengaruhi oleh partisipasi masyarakat, kepercayaan publik, serta komunikasi berbasis komunitas melalui kader kesehatan, PKK, dan RT/RW. Program CSR juga memberikan dampak terhadap lingkungan sosial masyarakat, seperti meningkatnya kesadaran kesehatan, perubahan perilaku sosial, dan tumbuhnya budaya hidup sehat. Selain itu, komunikasi *stakeholder* yang partisipatif mampu memperkuat keterlibatan masyarakat dan hubungan sosial antara rumah sakit dan publik. Penelitian ini menegaskan bahwa integrasi SROI dan komunikasi organisasi dapat digunakan untuk mengevaluasi efektivitas CSR secara lebih komprehensif.

Kata Kunci: CSR kesehatan; SROI; efektivitas program; pemberdayaan masyarakat.

SROI Analysis of the Effectiveness of the Corporate Social Responsibility (CSR) Program of RS PKU Muhammadiyah Sampangan Surakarta in Semanggi Sub-District, Surakarta City

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ABSTRACT

This study analyzes the effectiveness of the Corporate Social Responsibility (CSR) program implemented by RS PKU Muhammadiyah Sampangan Surakarta in empowering the community of Semanggi Village, Surakarta City, through the Social Return on Investment (SROI) approach and the perspective of organizational communication. The study employed a mixed methods approach with an explanatory sequential design, beginning with quantitative SROI analysis followed by qualitative exploration to explain the context, mechanisms, and factors influencing program outcomes. The research objects included the Free Circumcision Program and the Mobile Health Check Program.

The findings revealed that the SROI ratio of the Free Circumcision Program was 1.75:1, the Mobile Health Check Program was 15.65:1, and the combined ratio was 5.08:1. Qualitative findings indicated that program effectiveness was influenced by community participation, public trust, and community-based communication through health cadres, PKK, and neighborhood associations (RT/RW). The CSR program also contributed to the social environment by increasing health awareness, encouraging social behavioral change, and promoting a healthy lifestyle culture. In addition, participatory stakeholder communication strengthened community engagement and social relations between the hospital and the public. This study confirms that the integration of SROI and organizational communication can be used to evaluate CSR effectiveness more comprehensively.

Keywords: *health CSR; SROI; program effectiveness; community empowerment.*