

INTISARI

Penelitian ini bertujuan untuk menganalisis Pengaruh Ukuran Perusahaan, Tipe Industri, *Growth* dan *Media Exposure* terhadap *Corporate Social Responsibility (CSR) Disclosure*. Variabel dependen dalam penelitian ini adalah *Corporate Social Responsibility (CSR) Disclosure*. Variabel independen dalam penelitian ini adalah ukuran perusahaan, tipe industri, *growth* dan *media exposure*. Dalam penelitian ini sampel berjumlah 330 perusahaan yang terdaftar di Bursa Efek Indonesia tahun 2014-2015 yang dipilih menggunakan metode *purposive sampling*.

Hasil penelitian menunjukkan bahwa ukuran perusahaan, tipe industri, *media exposure* berpengaruh positif dan signifikan terhadap *Corporate Social Responsibility (CSR) Disclosure*. *Growth* berpengaruh negatif terhadap *Corporate Social Responsibility (CSR) Disclosure*.

Kata kunci: *Corporate Social Responsibility Disclosure*, ukuran perusahaan, tipe industri, *growth*, *media exposure*

ABSTRACT

This research aimed to analyze the influence of size, profile, growth and media exposure on Corporate Social Responsibility (CSR) Disclosure. The dependent variables in this research were Corporate Social Responsibility (CSR) Disclosure. The independent variables in this research were of size, profile, growth and media exposure. The samples in this research were 330 companies listed in Indonesia Stock Exchange 2014-2015 selected through purposive sampling.

The result showed that size, profile and media exposure positively and significantly influenced Corporate Social Responsibility (CSR) Disclosure. Growth negatively influenced Corporate Social Responsibility (CSR) Disclosure.

Keywords: Corporate Social Responsibility Disclosure, size, profile, growth, media exposure