

# **Pengaruh *Media Exposure*, Profitabilitas dan Struktur Kepemilikan Terhadap Pengungkapan *Corporate Social Responsibility***

Oleh

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## **Abstrak**

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh *Media Exposure*, Profitabilitas dan Struktur Kepemilikan terhadap Pengungkapan *Corporate Social Responsibility* pada Perusahaan Manufaktur. Populasi dalam penelitian ini berjumlah 145 perusahaan Manufaktur yang terdaftar di Bursa Efek Indonesia (BEI) periode 2016. Data penelitian diperoleh dari laporan tahunan yang dipublikasi, memiliki laporan tanggungjawab sosial perusahaan dan memiliki saham publik dibawah 5%. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling*. Total sampel yang diperoleh dalam penelitian ini berjumlah 102 sampel dari 145 perusahaan selama periode pengamatan 1 tahun. Teknik analisis yang digunakan dalam penelitian ini adalah Regresi Linier Berganda dan uji asumsi klasik. Hasil penelitian ini menunjukkan bahwa secara parsial *Media Exposure* memiliki pengaruh signifikan terhadap Pengungkapan *Corporate Social Responsibility*, Profitabilitas memiliki pengaruh signifikan terhadap Pengungkapan *Corporate Social Responsibility* dan Struktur kepemilikan tidak berpengaruh signifikan terhadap Pengungkapan *Corporate Social Responsibility*.

Kata kunci: *Media Exposure*, Profitabilitas, Struktur Kepemilikan, Pengungkapan *Corporate Social Responsibility*

# **Influence of Media Exposure, Profitability and Ownership Structure on Corporate Social Responsibility Disclosure**

**By**

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## ***Abstract***

*This research represents a quantitative research which aims to know the influence of Media Exposure, Profitability, Ownership Structure on Corporate Social Responsibility Disclosure in Manufacturing companies. The populations in this research are 145 manufacturing companies which are listed on the Indonesia Stock Exchange in 2016. The data were obtained from annual reports of companies that have a corporate social responsibility report and public ownership less than 5%. The sampling technique used was purposive sampling. The total sample obtained in this research consisted of 102 samples from 145 manufacturing companies with 1 (one) year period observations. The analysis method in this research uses multiple regression analysis and classical assumption. The results of this research show that Media Exposure has a significant influence on Corporate Social Responsibility Disclosure, Profitability has a significant influence on Corporate Social Responsibility Disclosure, and Public Ownership does not have an influence on Corporate Social Responsibility Disclosure.*

*Keywords: Media Exposure, Profitability, Ownership Structure, Corporate Social Responsibility Disclosure.*