ABSTRACT

This study aims to analyze and provide empirical evidence of the influence of firm characteristics on the broad disclosure of corporate social responsibility. Firm characteristics were used in this study are size which proxied by total assets owned by the company, leverage, profitability which proxied with Return on Assets (ROA), and the ownership base. Ownership base distinguished by foreign and domestic ownership. While the Social Disclosure measured by Corporate Social Disclosure Index (CSDI).

This study is a quantitative model using multiple regression analysis to determine the direction and effect relationship dependent and independent variables. Multiple regression analysis performed on timeseries data for the period 2008-2009 in 41 manufacturing companies listed in Indonesia Stock Exchange (BEI). Thus, the total object of the study was 82.

The results showed that the only leverage and total assets can significantly affect the area of corporate social disclosure. Leverage indicates a negative direction where the smaller the level of leverage of an enterprise, the broader level of its social disclosure. Management with high level of leverage tend to reduce social responsibility disclosures they made to avoid the attention of the debtholders. While total assets showed a positive direction where the greater the total assets held by the companies, the broader social disclosure they made. The higher the asset held, the higher the impact that will result, including social and environmental impacts.

Key words: Size, Total Assets, Leverage, Profitability, Return on Assets, Ownership Base, Corporate Social Disclosure Index (CSDI)