

INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh media *exposure*, sensitivitas industri, kepemilikan asing, kepemilikan publik dan profitabilitas terhadap *environmental disclosure* dan dampaknya terhadap nilai perusahaan. Subyek dalam penelitian ini yaitu perusahaan pertambangan, energi, kimia, farmasi, kosmetik, makanan dan minuman yang terdaftar di Bursa Efek Indonesia tahun 2016-2017. Sampel penelitian ditentukan menggunakan *purposive sampling*. Penelitian ini memiliki sampel 35 perusahaan dengan total data yang diolah sebanyak 70 data. Data diolah dengan menggunakan program IBM SPSS 22 dan dianalisis menggunakan regresi berganda untuk model penelitian kesatu dan regresi sederhana untuk model penelitian kedua.

Berdasarkan hasil analisis data yang dilakukan diketahui bahwa hanya variabel sensitivitas industri dan kepemilikan publik yang berpengaruh positif terhadap *environmental disclosure*. Sementara itu variabel media *exposure*, kepemilikan asing, profitabilitas tidak berpengaruh terhadap *environmental disclosure*, dan variabel *environmental disclosure* tidak berpengaruh terhadap nilai perusahaan.

Kata kunci : media *exposure*, sensitivitas industri, kepemilikan asing, kepemilikan publik, profitabilitas, *environmental disclosure*, dan nilai perusahaan.

ABSTRACT

This study aims to determine how the influence of media exposure, industry sensitivity, foreign ownership, public ownership and profitability on environmental disclosure and the impact on firm value. The subjects in this study were mining, energy, chemicals, pharmaceuticals, cosmetics, food and beverage companies listed on the Indonesian Stocks Exchange in 2016-2017. The research sample was determined using purposive sampling. This study has a sample of 35 companies with a total of 70 data processed. Data was processed using the IBM SPSS 22 statistical program and analyzed using multiple regression for the first research model and simple regression for the second research model.

Based on the results of data analysis, it is known that only industry sensitivity and public ownership variables have a positive effect on environmental disclosure. Meanwhile, media exposure, foreign ownership, profitability do not affect the environmental disclosure, and environmental disclosure variable do not affect the firm value.

Keywords: Media Exposure, industry sensitivity, foreign ownership, public ownership, profitability, environmental disclosure and firm value.