THE EFFECT OF MEDIA EXPOSURE AND SLACK RESOURCES ON CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE

Atikah Hafizah Najla*, Dian Yuni Anggraeni
*Universitas Andalas, atikahhafizahnajla@gmail.com
Universitas Andalas

Abstract

This study aims to examine the effect of media exposure and slack resources on corporate social responsibility disclosure. This research analysis was carried out using multiple linear regression analysis methods with unbalanced panel data involving 137 high-profile companies listed on the Indonesia Stock Exchange and publishing sustainability reports in 2019-2020. The results of this study indicate that media exposure and slack resources simultaneously influence corporate social responsibility disclosure. Partially, media exposure positively affected the disclosure of corporate social responsibility. Meanwhile, slack resources do not affect the disclosure of corporate social responsibility. This result indicates that media exposure can lead to a greater commitment to CSR.

Keywords: CSR, media exposure, slack resources, high profile.

INTRODUCTION

Corporate social responsibility (CSR) is one of the obligations carried out by the company, it can be interpreted as a form of responsibility and a caring attitude from the company towards the environment and society. Waldman et al in Lin et al. (2019) stated that CSR is a group of activities carried out by companies that can meet the needs of the company or meet all the demands of stakeholders. The company also states that CSR must be a voluntary behavior that includes activities outside the company's legal requirements. Disclosure of CSR or corporate social responsibility is used by companies to create sustainable economic development which will have an impact on improving the quality of life of the company and also all stakeholders in the company. In addition, CSR disclosure also functions in reporting on various issues, such as economic, social, and environmental. This reporting activity is useful for maintaining relationships or relationships between the company and stakeholders in terms of concerns from stakeholders regarding the company's sustainability in the future.

CSR personification, which demands corporate social and environmental obligations in the global corporate sector, including Indonesia. Currently, the government requests that businesses realize that corporate social responsibility (CSR) disclosure plays an important role in company operations. This is evidenced by the existence of regulations issued by the government regarding social responsibility contained in Law no. 40 of 2007 concerning Limited Liability Companies (PT) Article 74 and Article 66 paragraph (2) part C which explains that the annual report must contain several things, one of which is a report on the implementation of social and environmental responsibility. Regulations related to CSR are also contained in PP No. 47 of 2012 which generally regulates how companies implement CSR for business operations related to natural resources

based on laws that can be implemented inside or outside the company environment. The implementation of CSR is structured and takes into account two things, namely the decency and fairness of the company which is categorized as company policy in implementing CSR according to financial potential and capabilities (Disemadi and Paramitra, 2020). The existence of these rules or regulations shows that the government requires companies to play a role in social and environmental management.

In recent years, news about the issue of disclosing corporate social responsibility (CSR) has been quite popular, one of which is in Indonesia. However, the installation or implementation of the company is still quite low. CNN Indonesia in 2016 stated that the Research Center for Governance, Institutions, and Organizations National University of Singapore (NUS) Business School explained the company's low understanding of CSR practices, causing the low quality of operating the agenda. The research conducted a study of 100 companies in four countries, namely Indonesia, Malaysia, Singapore, and Thailand. Where the results of the research said that Indonesia was ranked third with a value of 48,4.
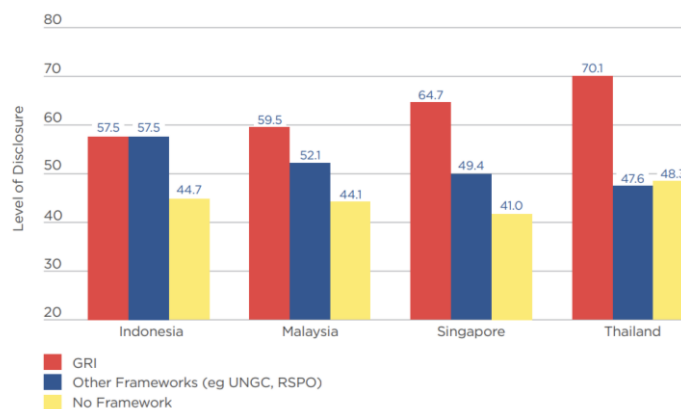

Figure 1. Disclosure Levels by Framework

Based on Figure 1, the Global Reporting Initiative (GRI) framework is found in many companies providing more information than companies that use other frameworks or none at all. All countries, except Indonesia, have the same result. Companies that adopt the GRI framework in Indonesia have the same level of disclosure as companies that adopt other frameworks. Thus, from the 100 companies sampled from the four countries, it can be concluded that Indonesia ranks last in the category of the level of CSR disclosure based on the GRI framework, namely 57.5%.

Submission of information in disclosing corporate social responsibility to the public can be done by using media exposure. Media exposure is a useful tool so that the public can obtain various information about current events quickly and on time. In CSR disclosure, the community is a stakeholder who has the power to put pressure on the company. The existence of the media is very useful in the midst of society, this is because the community can pay attention to every activity that takes place in a company whether the company is carrying out activities that contribute to protecting the environment or destroying the environment (Sarra and Sustari, 2020). According to the results of previous studies regarding media exposure to CSR disclosure,

several different opinions were expressed. Tan et al. (2016) explained that media exposure has a significant effect on corporate social responsibility (CSR) disclosure. Solikhah and Arga (2016) presented results of research that were different from previous studies, where media exposure had no effect on the quality of environmental disclosure. According to Sarra and Sustari (2020), media exposure does not have a significant effect on CSR disclosure.

The resources factor has an impact on corporate social responsibility disclosure. This is due to the fact that companies and organizations always need resources to carry out their duties. According to Toms in Anggraeni and Chaerul (2017), corporate social responsibility disclosure is a place that has an important role in developing strong interactions between companies and stakeholders. Slack resources can function in companies in adjusting to changing conditions both internally and externally with more resources (Bourgeois in Anggraeni and Chaerul, 2017). The existence of slack resources within the company can make the quality of disclosure of corporate social responsibility or CSR better.

Research on the disclosure of corporate social responsibility or CSR has been carried out by many previous researchers. However, it is relatively slight in Indonesia when it is associated with media exposure and slack resources. This is likely to occur because there is still a lack of understanding regarding CSR practices in companies and there are still substantial gaps in terms of consistent implementation and guidelines for implementing CSR (Setiawan et al., 2018). Based on this explanation, this study aims to examine how media exposure and slack resources influence the disclosure of corporate social responsibility or CSR. The research sample is a high-profile company that publishes a Sustainability report and is registered on the IDX in 2019-2020. The reason the researchers took this sample was that a high-profile company is a company that has a high level of sensitivity to the environment, a high level of political risk, or a tight level of competition. In addition, the reason the researchers took the 2019-2020 sample year was that in that year there was the Covid-19 pandemic which caused media exposure to have an important role in the continuity and growth of the company.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Corporate Social Responsibility

As a result of the formation of the company and anxiety over sustainability issues, there is the idea of corporate social responsibility. Companies that separate social and environmental welfare objectives and only concentrate on increasing profits will fail to maintain them (Campbell in Anggraeni and Chaerul, 2017). Roberts in Anggraeni and Chaerul (2017), states that CSR or corporate social responsibility is a policy or activity that distinguishes the company as a socially conscious institution. Based on these factors, social responsibility can be defined as a set of tools, programs, and other activities aimed at providing social and environmental security and not failing to achieve the main objectives of the entity.

Companies have a moral obligation to act in good faith, uphold the law, maintain unity, and comply with all other laws, as described by CSR. Companies can take advantage of CSR efforts in explaining many things to stockholders, employees, suppliers, consumers, regulators, and the general public who are closely related to company operations. The interests of the company cannot be separated from social and environmental situations. The entity must be able to

accommodate the interests around it, it is intended that the interests of the entity itself can be realized as much as possible. Based on this statement, it can be said that CSR function as a tool for balancing interests between companies and stakeholders (Anggraeni and Chaerul, 2018).

Legitimacy Theory

According to Ghozali & Chariri in Husaini and Meily (2020), states that legitimacy theory is a condition that arises due to an alignment between the company's value system and the social value system. In the legitimacy system, companies will always try to operate within the norms and rules of practice in society. The legitimacy of a company can be observed as what the community distributes to the company (O'Donovan in Husaini and Meily, 2020). Meanwhile, Deegan et al. in Husaini and Meily (2020) state that legitimacy is the existence of an existing value system and does not interfere with the existing value system in society or the environment.

Lindawati and Puspita in Suryanto (2019), state that the legitimacy gap can be influenced by three things, namely, first, the company's operations have changed, but the community's expectations for the company's operations have not changed. Second, the operations of the company have not changed, while the community has changed its expectations of the company's operations. Third, company operations and societal expectations change in different directions, or at different times but in the same direction. Therefore, from the previous explanation it can be stated that changes to legitimacy can cause problems for the company so appropriate actions are needed to avoid and minimize these problems.

According to legitimacy theory, it can be concluded that companies have contracts or responsibilities to adapt to society or the environment. These adjustments are made through implementing company operations that are in line with societal standards and values, as well as efforts to meet community needs or improve the welfare and quality of life where the company works. The CSR program is one type of adjustment activity that is often used by companies. This type of activity prioritizes community welfare and social welfare as the main objective.

Resource-Based Theory

According to Hodgson in Anggraeni and Chaerul (2017), states that a company is a collection of various types of resources from a resource point of view. Company resources are unique, valuable, difficult to duplicate, and irreplaceable (Branco and Rodrigues in Anggraeni and Chaerul, 2017). Slack resources are defined as more resources that companies can use to adapt to changing environmental conditions, both internal and external pressures. Given the nature of these resources, the existence of slack resources will have an impact on company policy. The availability of spare resources has three advantages, namely, reducing conflicts of interest, reducing the required information processing, and facilitating certain strategic actions (Bourgeois in Anggraeni and Chaerul, 2017).

According to Sayekti in Anggraeni and Chaerul (2017), the company's strategy in publicizing CSR efforts is influenced by the limited resources it has. The more slack resources a company has, the more choices a company has to decide how to use these slack resources, one of which is implementing CSR. Companies can also collect slack resources for future use if environmental changes occur (Bourgeois in Lin et al., 2019). In addition, slack resources can help companies

implement strategies to increase efficiency, profitability, and long-term prosperity (Tan dan Peng, Adams dan Lamont, Bogetoft dan Hougaard dalam Lin et al., 2019).

Media Exposure

Companies use media exposure to provide information about their environmental and social actions. The existence of the media is considered to have an impact on the company's existence and reputation, it has become an important aspect of the environment and social life (Yekini et al. in Li et al., 2018). This is because media exposure can have an impact on the company's public image. After all, the public will be able to observe how the company carries out its duties more easily. When society perceives a company as a company that is good at carrying out environmental and social activities, and when concerns related to environmental and social issues are adequately communicated through media exposure, the public's perception of the company's image will also be positive. This happens because the public is directed by media reports that provide good information. Public opinion on the company's image will have a negative impact if the media coverage is bad in transmitting information about the company's poor performance.

For the sake of the company's long-term survival, the company will carry out CSR disclosures more deeply. Positive media coverage of the company is a form of recognition or gratitude for the company's CSR activities. Companies will be encouraged to make more CSR disclosures in annual reports which can be used as a result of positive media exposure. Meanwhile, negative coverage may be a better indicator of media exposure because it reflects public pressure or media scrutiny of CSR efforts (Widiastuti et al., 2018).

Hypothesis Development
Media Exposure and Corporate Social Responsibility Disclosure

In this study, media exposure refers to company operations that have social and environmental consequences which will be reported or published by the media. Through media exposure, companies are faced with public pressure and a kind of praise from society. In other words, the media is a tool that depends on what it conveys and can influence public opinion in a good or bad way (Sarra and Sustari, 2020). This is in accordance with the theory of media exposure, namely the existence of media is considered to have an impact on the existence and reputation of companies, it has become an important aspect of the environment and social life because media exposure can have an impact on the company's public image because the public will be able to observe how companies carry out their duties more easily. Beside that, media exposure is also used in order to attach legitimate from the stakeholders. Environmental and social concerns covered by the media are a means of monitoring the community and this can also put pressure on companies to be more diligent, concerned, and careful about environmental and social issues (Widiastuti et al, 2018).

The results of research conducted by Lubis and Luh (2020) are that media exposure affects corporate social responsibility (CSR) disclosure. Media exposure is an important aspect of a company's growth process, this is because the media can help build acceptable CSR practices among the public. The media is playing a more active role in gathering company information to make it more useful. Based on the explanation above, the researcher proposes a hypothesis, namely:

H1: Media exposure has a positive effect on corporate social responsibility (CSR) disclosure

Slack Resources and Corporate Social Responsibility Disclosure

According to Toms in Anggraeni and Chaerul (2017) regarding the resource-based view, which states that disclosure of social responsibility is a means for companies to maintain good relations with their stakeholders. This is because in CSR disclosure there are activities regarding the provision of information to guarantee stakeholders that the company's resources have been used properly and optimally by applicable regulations.

The resource theory also states that companies with high slack resources tend to have higher quality CSR disclosures because these companies will make investments that are more socially responsible than companies with fewer slack resources. This is also supported by research over a three-year period, from 2012-2014, by Anggraeni and Chaerul (2017) who examined the impact of slack resources on CSR disclosure for 114 observations listed on the IDX and published a sustainability report. Anggraeni and Chaerul (2017) stated that based on resource theory by linking to CSR disclosure, companies with high slack resources will improve the quality of CSR disclosure, this is due to the high probability that companies allocate high slack resources to support corporate social responsibility policies so as to produce high-quality information to be provided to their stakeholders. Based on the explanation above, the researcher proposes a hypothesis, namely:

H2: Slack Resources has a positive effect on corporate social responsibility (CSR) disclosure

RESEARCH METHOD

Population and Sample

The population consists of all sizes, items, or groups of people studied. The population used in this study are all high-profile companies listed on the Indonesia Stock Exchange in 2019-2020. While the elements of the population which are the topic or object of research are referred to as samples. Sampling in this study uses a purposive sampling method, namely the method of determining the sample based on certain factors or criteria determined by the researcher. The sample criteria in this study are as follows:

1. High-profile companies that have been listed on the Indonesia Stock Exchange in a row during 2019-2020.
2. Create and publish a 2019-2020 Sustainability Report which can be downloaded from the company's official website.
3. High-profile companies with complete financial and non-financial data are needed for research.

Table 1. Sample Selection

Characteristics	Companies
High-profile companies listed on the IDX during the 2019-2020 period.	
a. 2019	363

b. 2020	412
High-profile companies that publish sustainability reports.	
a. 2019	62
b. 2020	90
The number of samples that meet the criteria	152
Number of samples with outlier data	(15)
The number of samples to be used in research	137

Source: Data processed by researchers, 2022

Based on table 1 regarding sample selection, it was found that in 2019 there were 363 high-profile companies listed on the IDX. As for high-profile companies listed on the IDX in 2020, there are 412 companies. The second criterion in selecting the sample was high-profile companies that published sustainability reports, out of 363 companies in 2019 it was found that 62 companies published sustainability reports. Whereas in 2020, for the second criterion in the selection of research samples, 90 companies have published sustainability reports. Thus, the total sample in the study was 152 companies. However, because there were some data outliers in the sample, winsorizing was carried out so that the total sample used in the study was 137.

Types and Sources of Data

Quantitative research is used in this study, including data in the form of numbers or qualitative numerical data which are used as a tool for analyzing research studies, especially those relating to data that have been previously reviewed. The data used in this research is secondary data. The data referred to are Annual Reports and/or Sustainability Reports of high-profile companies listed on the Indonesia Stock Exchange (IDX) from 2019-2020 and can be downloaded from the IDX website (www.idx.co.id), each company's website, and the NCSR website (www.ncsr-id.org). Other supporting data were obtained from online newspapers and media exposure related to the companies to be studied, such as Detik.com, Kompas, CNN Indonesia, Tribunnews, and TVonenews.com.

Research Model

$$CSRDit = \alpha + \beta_1 ME_{it} + + \beta_2 SLACK_{it} + \beta_3 SIZE_{it} + \beta_4 PROFIT_{it} + e$$

Information:
1.   CSRDit   : Corporate Social Responsibility Disclosure;
2. α : Constant;
3. β_{12} : Regression coefficient X_{12}
4. ME_{it} : Media exposure
5. $SLACK_{it}$: Slack resources
6. $SIZE_{it}$: Firm Size
7. $PROFIT_{it}$: Profitability
8. e : error

Measurement Variables
Dependent Variable

The dependent variable in this study is the disclosure of corporate social responsibility or CSR. The value of the information index in the sustainability report is measured by the three main components of CSR, namely economic, environmental, and social which serve as a proxy for CSR disclosure. GRI-based sustainability reporting reveals a company's positive and negative contributions to long-term sustainability. GRI is one of the pioneers of the sustainability reporting framework and has been utilized by companies around the world, CSR information refers to the fourth generation of The Global Reporting Initiative (GRI) indicator (G4). The fourth generation GRI includes 17 indicators from the economic category, 32 from the environmental category, and 40 from the social category to evaluate the effectiveness of corporate CSR disclosure, this study uses 89 indicators.

The content analysis method, which is a means to codify text or writing into different groups or categories based on predetermined criteria, is used to measure the variable disclosure of corporate social responsibility. In addition, the elements contained in the disclosure of the annual report for corporate social responsibility can also be seen using content analysis. If the requirements are shown, a score of 1 is given, and if not, a score of 0 is given. The formula for calculating corporate social responsibility disclosure is:

$$CSRDIj = \frac{\sum x_{ij}}{nj}$$

Information:
1. CSRDIj   : Corporate Social Responsibility Company Index
2. Xij   : Point for indications that have been implemented
(1 = If criteria are disclosed; 0 = If criteria are not disclosed)
3. nj   : Total CSR disclosure criteria for company j, $nj \leq 89$

Independent Variable
Media Exposure

In social mobilization movements, such as companies that care about various issues, the media plays an important role (Reverter in Widiastuti et al., 2018). The media can also be interpreted as a tool for disseminating information about events that occur in a timely manner, both in print and electronic form (Aulia in Sarra and Sustari, 2020). The company also emphasizes paying more attention to environmental and social issues as a result of media exposure. The number of company stories published by five Indonesian newspapers, such as Detik.com, Kompas, CNN Indonesia, Tribunnews., and TVonenews between 1 January 2019 and 31 December 2020, will be used to measure media exposure. Measurements were made using the search function facility on the newspaper's website.

The name of the associated company will be used as the keyword in the search. Articles that do not have a direct link to corporate social responsibility issues are filtered out of the search results. Thus, a value of one will be given for each media exposure that mentions corporate social responsibility activities in a given year. If there is no news of the company's involvement in a certain year, it will get a zero value. Disclosure of media exposure as previously explained is done by using a dummy variable.

Slack Resources

According to Arora in Anggraeni and Chaerul (2017), the best proxy for researching CSR is high-discretion slack, this is because even though CSR activities are required, this level of effort is determined by company rules. At the discretion of managers, high-discretion slack is an additional resource that is very easy to use. As a result, significant discretionary slack is used as a proxy for the existence of slack resources in this study, which is evaluated by the value of the company's cash and cash equivalents modified to be the natural logarithm of cash and cash equivalents to avoid outlier data or observation points that are far from observation. other.

$$Slack\ Resources = Ln\ (Cash\ and\ cash\ equivalents)$$

Control Variables
Firm Size

Firm size is a scale for categorizing companies based on their size, which can be determined by their total assets. Large companies have more stakeholders than small companies, so their policies will affect the public interest more than small companies (Widyaningsih, Dewi, 2018). The natural log is used to calculate the firm size in this study because the number of assets with a value of hundreds of billions or even trillions will be simplified without affecting the scale of the actual number of assets.

$$Firm\ Size = Ln\ (Total\ Assets)$$

Profitability

One of the financial measures used by companies to manage funds in operations and generate profits during the accounting period is profitability. The Return on Assets (ROA) is used in this study to measure profitability. According to Rohmah in Zulhaimi and Neng (2019), companies with a high level of profitability will release more comprehensive CSR data because this is seen as a long-term strategic step that will benefit the business.

$$ROA = \frac{Net\ profit\ after\ tax}{Total\ assets}$$

RESULTS AND DISCUSSION

Descriptive Analysis

The following is a descriptive analysis of the data obtained

Table 2. Descriptive Statistics

Variabel	N	Mean	Minimum	Maximum	Std. Dev.
CSR	137	0,282457	0,044944	0,651685	0,140768
ME	137	0,562044	0,0000000	1,000000	0,497956
SLACK	137	27,62737	20,88097	32,02775	2,336357

SIZE	137	30,34745	22,73428	34,37107	2,006520
PROFIT	137	0,016309	-0,450858	0,159713	0,065285

Source: Eviews 12 Output

Regression Analysis
Winsorizing

Before testing the hypothesis, it is necessary to adjust the regression model with the winsorizing stage. In this study, winsorizing is used to minimize the presence of outlier data which allows the analysis of the data to be biased. Outlier data is data that stands out from other data that has unique characteristics and appears in the form of extreme values. Then, winsorize is useful for dealing with data types that are too high. This study using winsorize 95% on corporate social responsibility, slack resources, firm size, and profitability variables for the sample data category that has the highest value through the SPSS 25.0 application. These value limits tend to produce better normality.

Regression Model Selection

Data were analyzed to find the best estimation model after winsorizing 95% of all research variables. Chow test, Hausman test, and Breusch-Pagan Lagrange Multiplier test are several test stages used to identify the model. Based on table 3, shows that in this study the results obtained were that the selected model was the Random Effect Model (REM).

Table 3. Regression Model Selection Test Results

Model Selection Test	CEM	FEM	REM
Chow test	X	✓	■
Hausman test	■	X	✓
LM test	X	■	✓
Selected models			✓

Source: Data processed by researchers, 2023

Classic assumption test
Normality test

Normal data distribution is a sign of a good and proper regression model. Thus the normality test will be tested again to get the normality level after eliminating outliers through winsorizing. Following are the results of the normality test using the Jarque-Bera test after winsorizing:

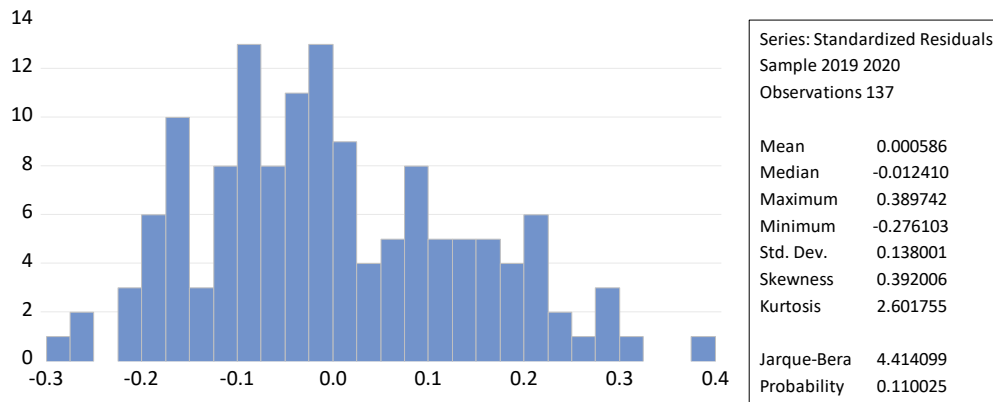|	
Series: Standardized Residuals	
Sample 2019 2020	
Observations 137	
Mean	0.000586
Median	-0.012410
Maximum	0.389742
Minimum	-0.276103
Std. Dev.	0.138001
Skewness	0.392006
Kurtosis	2.601755
Jarque-Bera	4.414099
Probability	0.110025

Figure 2. Normality Test Results After Winsorizing

In Figure 2 it can be seen that the Jarque-bera value is 4.414099 with a probability value of 0.110025. So it can be concluded that the model in this study is normally distributed because the probability value of 0.110025 is greater than 0.05.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. In this study, multicollinearity testing uses the value of the correlation coefficient. According to Hamid et al. (2020), if the correlation coefficient value exceeds 0.90, multicollinearity is detected. The results of the multicollinearity test are presented in the following table:

Table 4. Multicollinearity Test Results After Winsorizing

	ME	SLACK	SIZE	PROFIT
ME	1.000000	0.183198	0.211654	-0.013504
SLACK	0.183198	1.000000	0.842189	0.142030
SIZE	0.211654	0.842189	1.000000	-0.057355
PROFIT	-0.013504	0.142030	-0.057355	1.000000

Source: Eviews 12 Output

It is known that the coefficient value between variables is less than 0.90 based on the test results shown in table 4. This fulfills the test requirements that the results of the multicollinearity test have a correlation coefficient between variables of less than 0.90. So, it can be concluded that there is no multicollinearity problem in the data.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is an unequal variance between the residuals of one observation and another in a regression model. If the variance from one observation to another is the same, it is called homoscedasticity. However, if the variance is different, it is called heteroscedasticity. A good regression model has homoscedasticity or does not have heteroscedasticity. The following are the results of the heteroscedasticity test:

Table 5. Heteroscedasticity Test Results After Winsorizing

Dependent Variable: RESAB
Method: Panel EGLS (Cross-section random effects)
Date: 02/20/23   Time: 23:27
Sample: 2019 2020
Periods included: 2
Cross-sections included: 86
Total panel (unbalanced) observations: 137
Swamy and Arora estimator of component variances

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.118511	0.127300	0.930959	0.3536
ME	0.006904	0.013559	0.509187	0.6115
SLACK	0.010081	0.006648	1.516313	0.1318
SIZE	-0.009545	0.007799	-1.223833	0.2232
PROFIT	0.070026	0.103014	0.679766	0.4978

Source: Eviews 12 Output

In table 5 it is known that the probability for each variable has a value greater than 0.05. Thus, the decision taken is that there are no symptoms of heteroscedasticity.

Autocorrelation Test

The autocorrelation test was carried out to determine whether there is a correlation between one confounding factor and another (non-autocorrelation). To test whether there is autocorrelation, the Durbin-Watson test can be used. The Durbin-Watson value of the multiple regression model is fulfilled if du < dcount < d4-du. The following table presents the results of the autocorrelation test:

Table 6. Autocorrelation Test Results After Winsorizing

Dependent Variable: CSR
Method: Panel EGLS (Cross-section random effects)
Date: 02/23/23   Time: 23:29
Sample: 2019 2020
Periods included: 2
Cross-sections included: 86
Total panel (unbalanced) observations: 137
Swamy and Arora estimator of component variances

R-squared	0.075377	Durbin-Watson stat	1.993018
Adjusted R-squared	0.047358		

Source: Eviews 12 Output

Based on table 6, Durbin Watson is 1.993018. This value will be compared with the DW table with a sample size of 137, the number of independent variables is 4 and the confidence level is 5%, the lower limit value (dl) = 1.6613, and the upper limit (du) = 1.7813. Because the DW value of 1.993018 is between the upper limit (du) = 1.7813 and (4-du) = 2.2187, it can be concluded that there is no autocorrelation.

Hypothesis Testing
Test of the Coefficient of Determination

Table 7. Determination Coefficient Test

Dependent Variable: CSR
Method: Panel EGLS (Cross-section random effects)
Date: 02/23/23   Time: 23:29
Sample: 2019 2020
Periods included: 2
Cross-sections included: 86
Total panel (unbalanced) observations: 137
Swamy and Arora estimator of component variances

R-squared	0.075377
Adjusted R-squared	0.047358
F-statistic	2.690226
Prob(F-statistic)	0.033884

Source: Eviews 12 Output

Based on the research results presented in table 7, shows that the adjusted R square is 0.047358. This means that 4.7% of corporate social responsibility can be explained by media exposure, slack resources, firm size, and profitability, while the remaining 95.3% is explained by other variables not included in the research model.

F Test (Simultaneous Test)

Based on table 7 shows that the regression model in the study has an F-statistic value of 2.690226 and a probability value of 0.033884 <0.05 (α) which means media exposure, slack resources, firm size, and profitability have a significant effect on CSR.

Partial Test with T-Test

Table 8. T-test results

Dependent Variable: CSR
Method: Panel EGLS (Cross-section random effects)
Date: 02/21/23   Time: 00:43
Sample: 2019 2020
Periods included: 2
Cross-sections included: 86
Total panel (unbalanced) observations: 137
Swamy and Arora estimator of component variances

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.092109	0.228845	0.402495	0.6880
ME	0.057539	0.020220	2.845650	0.0051
SLACK	0.004105	0.011402	0.360056	0.7194
SIZE	0.001360	0.013541	0.100459	0.9201
PROFIT	0.166757	0.148961	1.119470	0.2650

Source: Eviews 12 Output

Based on table 8 it can be concluded that:

a. The significance value of the media exposure variable (X1) is 0.0051 which is smaller than 0.05 and the t-statistic value is 2.845650. This shows that media exposure has a positive and significant effect on CSR.

b. The significance value of slack resources (X2) is 0.7194 which is greater than 0.05 and the t-statistic value is 0.360056. This shows that slack resources have no significant effect on CSR.

c. The significance value of firm size (X3) as a control variable is 0.9201 which is greater than 0.05 and the t-statistic value is 0.100459. This shows that firm size has no significant effect on CSR.

d. The significance value of profitability as a control variable is 0.2650 which is greater than 0.05 and the t-statistic value is 1.119470. This shows that profitability has no significant effect on CSR.

Media Exposure and CSR Disclosure (H_1)

The first objective of this research is to test the effect of media exposure on CSR in high-profile companies listed on the IDX 2019-2020. Based on the t-test that has been done, shows that media exposure has a significant effect on CSR disclosure. The impact of media exposure on corporate social responsibility shows the importance of media exposure to companies. This is because companies covered by the media are able to attract the attention of the public and interested parties. Media coverage of a company will pressure the company to pay more attention to social and environmental issues that often arise around the company's location. These results are in line with the concept of media exposure, namely the presence of media is considered to have an impact on the existence and reputation of the company, it has become an important aspect of the environment and social life (Yekini et al. in Li et al., 2018). This is because media exposure can have an impact on the company's public image because the public will be able to observe how the company carries out its duties more easily.

Media coverage will also encourage companies to provide more information about corporate disclosures. Although media coverage will increase companies to provide more information about their CSR efforts, it does not mean that companies will spend more funds on CSR initiatives. Companies will choose to provide funds for other initiatives that will increase revenue or profits for the company. This research is in line with research conducted by Mashuri and Husnah (2020) and Lubis and Luh (2020).

This research is different from the research conducted by Widiastuti et al. (2018) which states that media exposure has no effect on CSR disclosure. This insignificant research result is due to the small number of media publications regarding the company's CSR activities and does not distinguish negative and positive news.

Slack Resources and CSR Disclosure (H_2)

The second objective of this study is to analyze the effect of slack resources on CSR disclosure in high-profile companies listed on the IDX 2019-2020. Based on the t-test that has been carried out, it shows that slack resources do not affect CSR disclosure, meaning that these results reject

hypothesis 2. The results show that the existence of slack resources cannot be a determinant of company policy regarding CSR disclosure and is not by the resource theory which suggests that the more spare resources (slack resources) owned by a company, the more choices a company has to decide how to use these slack resources, one of which is implementing CSR.

The results of this study are in line with the results of research conducted by Yuanita and Muhamad (2019) which says that the reason for slack resources not having an effect is because the Limited Liability Company Law does not specifically state how much funds companies must spend on CSR initiatives, regardless of the amount. cash and equivalents owned by the company, so if a company has a high amount of cash and equivalents it will not guarantee that the company will disclose large CSR funds. Instead, the company will decide how much funds to disclose based on shareholder approval. This research yielded findings that differed from research conducted by Anggraeni and Chaerul (2017) and Shoimah and Y Anni (2019) who said that slack resources affected CSR.

Analysis of Control Variables and Disclosure of CSR

This study included two control variables in the test, namely firm size, and profitability. Based on the research that has been done, firm size does not affect CSR, which means that the size of a company does not affect the level of CSR disclosure, which is when a company is categorized as a small company, it does not guarantee that the company will disclose information about CSR activities in a narrow scope. Conversely, if a company has large in size, it also does not guarantee that the company will disclose CSR with a wide scope. The results of this study do not support the research conducted by Widiastuti et al. (2018), Putri (2017), Ruroh and Sri (2018), Shoimah and Y Anni (2019), and Yovana and Abdul (2020) which state that firm size has an effect on CSR, on the other hand, this research supports the research conducted by Pradnyani and Eka (2015) who argued that firm size has no effect on CSR disclosure.

Profitability also has no effect on CSR disclosure in this study. The findings of this study indicate that the level of company profitability ratios indicates that companies are able to generate a lot of funds so that they have enough funds to carry out social and environmental responsibility. However, companies do not always allocate these funds to carry out social and environmental responsibilities. The results of this study are in contrast to the results of research conducted by Putri (2017), Ruroh and Sri (2018), and Anggraeni and Chaerul (2017) which state that profitability has a significant effect on CSR disclosure. However, this research is in line with the results of research conducted by Yovana and Abdul (2020) which suggest that profitability does not affect CSR disclosure.

CONCLUSION

Based on the research objective, namely, to examine the effect of media exposure and slack resources on disclosure of corporate social responsibility in high-profile companies listed on the IDX 2019-2020, it can be concluded that media exposure has an effect on disclosure of corporate social responsibility, this is because media exposure is an aspect important part of the growth process of a company, this is because the media can help build acceptable CSR practices among the community. Environmental and social concerns covered by the media are a means of

monitoring the community and this can also put pressure on companies to be more diligent, concerned, and careful about environmental and social issues. Slack resources have no effect on disclosure of corporate social responsibility, this is because the Limited Liability Company Law does not specifically state how much funds a company must spend on CSR initiatives, regardless of the amount of cash and equivalents owned by the company, so that if a company has a total high cash and equivalents will not guarantee that the company will disclose funds for large CSR.

This study has several limitations, namely: (1) this study uses two independent variables, namely media exposure and slack resources in explaining the dependent variable with an ability of 4.7%. While the remaining 95.3% is influenced by other variables not examined in this study; (2) the sample used is still low because it only uses high-profile companies that publish sustainability reports for 2019-2020. So that it is possible that the observed CSR disclosure does not explain the actual conditions; (3) this study uses 1 measurement of slack resources using cash and cash equivalents. Based on these limitations, the researcher suggests adding or using other independent variables such as company performance, liquidity, managerial ownership, and other variables that may affect CSR disclosure so as to obtain more varied research results, extend the research period so as to produce more samples and additional measurement of slack resources aimed at improving the quality of CSR disclosure, among other slack resources measurements, is to use relative cash flow.

REFERENCE

Anggraeni, Dian Yuni, & Chaerul D. Djakman. (2017). Slack Resources, Feminisme Dewan, dan Kualitas Slack Resources, Feminisme Dewan, dan Kualitas Pengungkapan Tanggung Jawab Sosial Perusahaan Pengungkapan Tanggung Jawab Sosial Perusahaan. *Jurnal Akuntansi dan Keuangan,* 14(01), 94-118. https://doi.org/10.21002/jaki.2017.06

Disemadi, Hari Sutra, & Paramita Praningtyas. (2020). Kebijakan Corporate Social Responsibility (CSR) sebagai Strategi Hukum dalam Pemberdayaan Masyarakat di Indonesia. *Jurnal Wawasan Yuridika*, 4(01*).* http://dx.doi.org/10.25072/jwy.v4i1.328

Hamid, Rahmad Solling, Samsul Bachri, Salju, dan Muhammad Ikbal. (2020). "Panduan Praktis Ekonometrika Konsep Dasar dan Penerapan Menggunakan Eviews 10". Banten: CV. AA. Rizky.

Husaini, & Melia Trinesia. (2020). Determinan Pengungkapan Tanggung Jawab Sosial Perusahaan di Indonesia. *Jurnal Akuntansi,* 10(01), 93-104. https://doi.org/10.33369/j.akuntansi.10.1.93-104

Li, Zhongtian, Shamima Haque, & Ellie Chapple. (2018). Legitimising Corporate Reputation in Times of Employee Distress through Disclosure: Media Exposure in the Electronic Manufacturing Services Industry in China. *Accounting Research Journal*, 31(1), 22-45. https://doi.org/10.1108/ARJ-12-2016-0158

Lin, Woon Leong, Jo Ann Ho, Siew Imm Ng, & Chin Lee. (2019). Does Corporate Social Responsibility Lead to Improved Firm Performance? The Hidden Role of Financial Slack. *Social Responsibility Journal.* 0.1108/SRJ-10-2018-0259

Lubis, Wira Yulia Br, dan Luh Gede Krisna Dewi. (2020). The Effect of Profitability, Industrial Type, and Media Exposure on Corporate Social Responsibility Disclosure. *American Journal of*

Humanities and Social Sciences Research, 4 (01), 279-285. ZM2041279285.pdf (ajhssr.com)

Mashuri, Ayunita Ajengtiyas Saputri, dan Husnah Nur Laela Ermaya. (2020). The Effect of Tax Aggressiveness and Media Exposure on Corporate Social Responsibility Disclosure with Profitability as Moderated Variables. *Advances in Economics, Business and Management Research*, 124. 10.2991/aebmr.k.200305.047

Peraturan Pemerintah RI No. 47 Tahun 2012 tentang Tanggung Jawab Sosial Perusahaan.

Pradnyani, I Gusti Agung Arista, & Eka Ardhani Sisdyani. (2015). Pengaruh Ukuran Perusahaan, Profitabilitas, Leverage, dan Ukuran Dewan Komisaris pada Pengungkapan Tanggung Jawab Sosial Perusahaan. *E-Jurnal Akuntansi Universitas Udayana,* 11 (02), 384-397. https://ojs.unud.ac.id/index.php/akuntansi/article/view/10703

Ruroh, Ivon Nurmas, & Sri Wahjuni Latifah. (2018). Pengaruh Profitabilitas, Leverage, Ukuran Perusahaan dan Risk Minimization terhadap Pengungkapan Corporate Social Responsibility (CSR). *Jurnal Akademi Akuntansi,* 1 (11). https://doi.org/10.22219/jaa.v1i1.6952

Sarra, Hustna Dara, & Sustari Alamsyah. (2020). Pengaruh Kinerja Lingkungan, Citra Perusahaan dan Media Exposure Terhadap Pengungkapan CSR. *Prosiding Simposium Nasional Multidisiplin*. http://jurnal.umt.ac.id/index.php/senamu/index

Setiawan, Doddy, Ratna Tri Hapsari, & Anas Wibawa. (2018). Dampak Karakteristik Dewan Direksi terhadap Pengungkapan Corporate Social Responsibility pada Perusahaan Pertambangan di Indonesia. *Mix: Jurnal Ilmiah Manajemen,* 8 (01). http://dx.doi.org/10.22441/mix.2018.v8i1.001

Shoimah, Irma Lailatus, & Y Anni Aryani. (2019). Slack Resources, Family Ownership, dan Pengungkapan Corporate Social Responsibility. *Jurnal Reviu Akuntansi dan Keuangan,* 9 (02), 192-199. 10.22219/jrak.v9i2.8629

Solikhah, Badingatus, & Arga Mustika Winarsih. (2016). Pengaruh Liputan Media, Kepekaan Industri, dan Struktur Tata Kelola Perusahaan Terhadap Kualitas Pengungkapan Lingkungan. *Jurnal Akuntansi dan Keuangan Indonesia,* 13(01), 1-22. 10.21002/jaki.2016.01

Suryanto, Dadang Agus. (2019). Pertumbuhan Kredit di Indonesia: Sebuah Analisis Kepatuhan Bank terhadap Implementasi Basel Accord I – III. *Jurnal ASET (Akuntansi Riset),* 11(02). https://doi.org/10.17509/jaset.v11i2.18721

Undang –Undang No. 40 tahun 2007 tentang Perseroan Terbatas (PT).

Widyaningsih, Dewi. (2018). Kepemilikan Manajerial, Kepemilikan Institusional, Komisaris Independen, Serta Komite Audit Pada Nilai Perusahaan dengan Pengungkapan CSR sebagai Variabel Moderating dan Firm Size sebagai Variabel Kontrol. *Jurnal Akuntansi dan Pajak,* 19 (01), 38-52. http://dx.doi.org/10.29040/jap.v19i1.196

Widiastuti, Harjanti, Evy Rahman Utami, & Ridi Handoko. (2018). Pengaruh Ukuran Perusahaan, Tipe Industri, Growth, dan Media Exposure terhadap Pengungkapan Tanggung Jawab Sosial Perusahaan. *Riset Akuntansi dan Keuangan Indonesia,* 3(02). https://doi.org/10.23917/reaksi.v3i2.6745

Yovana, Dina Gledis, & Abdul Kadir. (2020). Pengaruh Ukuran Perusahaan, Pertumbuhan Perusahaan, Profitabilitas, dan Leverage terhadap Pengungkapan Corporate Social Responsibility (CSR). *Jurnal Manajemen dan Akuntansi,* 21 (01).

Yuanita, Rani, & Muhammad Muslih. (2019). Pengaruh Profitabilitas, Leverage dan Slack Resources terhadap Pengungkapan Corporate Social Responsibility (CSR). *E-Proceeding of Management,* 06 (03).

Zulhaimi, Hanifa, & Neng Riyanti Nuraprianti. (2019). Pengaruh Profitabilitas, Ukuran Dewan Komisaris, dan Ukuran Perusahaan terhadap Corporate Social Responsibility Disclosure. *Jurnal Riset Akuntansi dan Keuangan,* 7 (3), 555-566. https://doi.org/10.17509/jrak.v7i3.17729