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# The Influence of Green Accounting, Tax Aggressiveness and Media Exposure on Corporate Social Responsibility Disclosure

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A B S T R A C T

Environmental and Social Responsibility is a vital aspect that every company must address to create sustainable profits. Factors influencing corporate social responsibility disclosure include green accounting, tax aggressiveness, and media exposure. This quantitative study is designed to explore the impact of green accounting, tax aggressiveness, and media exposure on corporate social responsibility disclosure. Using secondary data from 80 LQ45 companies listed on the Indonesia Stock Exchange during the 2019-2022 period, this study applied purposive sampling and Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis using SmartPLS 3 software. The findings show that green accounting and tax aggressiveness have a positive influence on corporate social responsibility disclosure, while media exposure has no meaningful influence. This indicates that sustainable accounting practices and companies' strategies to reduce their tax burden aggressively contribute positively to their CSR transparency

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## INTRODUCTION

The increasingly rapid development of the business era in Indonesia encourages companies to continue to create various innovations and design strategies for the company's survival. However, companies are urged to contribute more in various fields in this era of globalization, especially in the economic and environmental fields (Hazki, 2023). In developing the country, as mandated in the preamble to the 1945 Constitution, the role of government is very important in building a just and prosperous society, which states that society and government must work together effectively so that national development can proceed according to plan and be successful (Journal et al., 2023). This can be seen from the many activities of companies in carrying out operational activities which are characterized by increasing competition between companies and are still dominated by the pursuit of profit which can sometimes cause environmental and socio-economic problems. Companies may be inspired to continue growing through this competition. The contribution of the business world and businesses from various industries to the country also influences economic growth. One industry that makes a significant contribution and has a strong influence is the LQ45 Index....

According to (Maharani & Handayani, 2021), comparing the potential targets for implementing corporate social responsibility which is very large, including environmental damage, is still not enough in Indonesia. Indonesia, with high levels of environmental pollution and company operations, is one of the countries that is still trying to overcome existing environmental problems. "Law concerning Limited Liability Companies Number 40 of 2007, Article 74 paragraph (1)," regulates that Companies must carry out social and environmental responsibility as part of their business activities, especially in areas related to the utilization and influence on natural resources, which supports the implementation of corporate social responsibility in Indonesia. The aim of this government regulation is to make all business actors aware of their social and environmental obligations. Companies will be subject to sanctions in accordance with regulations if they fail to fulfill their social responsibilities towards the environment and society (Mashuri & Ermaya, 2020). This shows how important it is to comply with applicable regulations in business activities, because violations of social responsibility can result in severe legal consequences, including fines, administrative sanctions, or revocation of business permits.

Regarding the phenomenon that is occurring, several companies in Indonesia. As a prominent example, PT Aneka Tambang Tbk (ANTM), a leading mining company in Indonesia, is suspected of having contaminated rivers and coastlines, as well as causing serious damage to the mangrove ecosystem in East Halmahera in 2021. The adverse impacts of these mining activities are not limited to damage to the aquatic environment, but also provoke protests from local residents. Fishermen and surrounding communities experience major losses due to extreme environmental changes and various other negative effects caused by mining operations. PT Adaro Energy Tbk (ADRO) as one of the second leading coal producers in Indonesia is also facing various accusations of environmental contamination which has an impact on the health of the people around the company due to waste from coal ash in mining areas which is a toxic and dangerous material.

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Based on the theory of legitimacy where company operations must be approved by society, so it is necessary to consider existing values and standards commonly used in that society. The integration of green accounting into a company's financial reports is a strategy or way to enable businesses to carry out operations consistent with relevant standards and principles. New studies show a positive relationship between the implementation of green accounting and disclosure of corporate social responsibility (Cyhintia & Sofyan, 2023), (Dhar et al., 2022), and (Rohayati & Mulyati, 2022), contrary to the results of previous research (Azzahra, 2020) states "green accounting does not have a significant impact on corporate social responsibility disclosure." This is due to the fact that businesses often neglect to include environmental costs in their social responsibilities in their financial statements, accounting and non-financial records.

Studies conducted by (Sarmento, 2022), (Zs & Astuti, 2020), and (Purnamasari, 2021) show that tax aggressiveness has a significant positive impact on CSR disclosure. These findings reveal that companies with higher tax aggressiveness tend to provide more comprehensive and detailed CSR information. This indicates that these companies are trying to balance their image by showing greater dedication to social responsibility, despite engaging in tax aggressive practices. However, this finding contradicts research by (Ramadhan & Amrin, 2019), (Wicaksono & Prabowo, 2021), and (Candra Kusuma et al., 2023), which found that corporate social responsibility disclosure was not significantly affected by tax aggressiveness. Studies show that companies engage in CSR activities, regardless of how aggressive they are when it comes to taxes. This is because companies have an obligation to maintain the sustainability of the surrounding ecosystem and avoid damage or risks that could be caused by their operations.

According to research by (Sparta & Rheadanti 2019), media exposure influences the level of corporate social responsibility disclosure. This is because media exposure makes company information clearer to the public, which can have an impact on public perceptions and responses to business practices and corporate social responsibility. The results are in line with research conducted by (Mashuri & Ermaya, 2020), and (Emilia Nur Hidayah & Saiful Anwar 2023), which shows that media exposure contributes positively and significantly to disclosure of corporate social responsibility. This condition allows stakeholders to more easily examine and access information about corporate social responsibility through the media. This finding, however, contradicts a study conducted by (Cyhintia & Sofyan, 2023), which stated that "media exposure has no impact on disclosure of corporate social responsibility." This is because entities with low levels of corporate social responsibility disclosure tend not to disclose their social responsibility. As a result, businesses with low corporate social responsibility often hide this fact, one way is by not publishing information related to corporate social responsibility on their websites.

Based on the explanation of the phenomenon and gap research above with the problem of disclosure of corporate social responsibility that takes place in a company, this research was conducted. One of the fundamental differences between this research and the research of (Mashuri & Ermaya, 2020) is the Green Accounting variable, where this variable is different from the previous variable which only used media exposure and tax aggressiveness variables on corporate social responsibility disclosure, research conducted by (Candra Kusuma et al ., 2023) only discusses the tax aggressiveness and green accounting variables without the media exposure variable. So, researchers chose to research further under the title "The Influence of Green Accounting, Tax Aggressiveness and Media Exposure, on Disclosure of Corporate Social Responsibility."

## LITERATURE REVIEW

### Legitimacy Theory

Legitimacy theory (Ningsih Atika Tri & Cheisviyanny Charoline, 2019) briefly explains whether or not the existence of a company is accepted by society, especially the company's environmental area. According to Gray et al (1996:46) in (Smith et al. 2023) in the context of managing company business operations, legitimacy is a system that focuses on government and community support, both as a group and individually. Conflict between the two will create a legitimacy gap which can ultimately endanger the company's ability to survive. CSR disclosure is a tool to help reduce problems that arise (Cyhintia & Sofyan, 2023).

According to legitimacy theory, businesses must comply with laws or social norms in their environment so that operations can run in a balanced and smooth manner. Through corporate social responsibility, the Company can improve the surrounding environment and social climate, so that the community does not feel the negative impacts of business operations. In addition, companies that have a tendency towards aggressive taxation will behave in line with legitimacy theory by providing more details about further CSR initiatives in an effort to win the favor of society and the government (Mashuri & Ermaya, 2020). A business will receive high marks if it is able to demonstrate strong legitimacy to the government and local community. In this way, legitimacy is very influential in measuring a company's ability to survive and continue its operational activities in the future.

**Stakeholder Theory**

(Viera Valencia & Garcia Giraldo 2019) The theory most widely used to base research on sustainability reports is stakeholder theory. Stakeholders are individuals or organizations that impact and are influenced by company actions. Stakeholder theory includes a series of regulations and implementation relating to stakeholders, values and loyalty to legal requirements, consideration of people in the environment, and corporate responsibility to encourage sustainable development (Wati et al. 2019). With the explanation of stakeholder theory, companies are expected to not only care about their own needs or interests, but also provide many benefits to other stakeholders.

Involvement in corporate social responsibility (CSR) activities indicates the company's active contribution to improving environmental conditions and social welfare in the surrounding area. Stakeholders' perceptions regarding corporate sustainability, especially in the aspects of social and environmental responsibility, can be greatly influenced by the extent of disclosure and transparency in CSR implementation. Effective CSR implementation not only shows a company's commitment to sustainability and business ethics, but also produces various significant benefits for the company, including improved reputation, strengthened relationships with local communities and government, increased customer loyalty, and greater trust and support from stakeholders. (Mashuri 2020).

**Corporate Social Responsibility**

This is an effort where the company communicates information about the actions it takes related to environmental and social aspects to interested stakeholders. This includes information about the company's efforts to protect the environment, support social activities, or improve social conditions in local communities. The purpose of CSR disclosure is to provide clarity to stakeholders regarding the company's contribution to environmental sustainability and social welfare. In addition, corporate social responsibility (CSR) disclosure is considered a key strategy implemented by management to communicate effectively with the public. With CSR disclosure, companies can inform about the various initiatives and steps they have taken so that their social and environmental responsibilities can be fulfilled (Zs & Astuti, 2020). Kotler and Lee (2005) in (Mashuri & Ermaya, 2020) Corporate social responsibility is defined as a company's voluntary engagement to promote social welfare, this is not a legal or regulatory requirement, such as having to pay taxes or comply with labor laws, for activities company. As a form of accountability towards the community and surrounding environment which are affected by the company's operations, corporate social responsibility should be taken seriously and put into practice.

CSR disclosure is a means used by companies to inform stakeholders about their social responsibility performance, including the benefits and positive impacts on the environment that the company has achieved. The high level of corporate CSR disclosure shows how much the company cares about society. Economic, social, and environmental performance reporting indicators and guidelines are defined by GRI standards, which organizations can use to monitor and communicate their company's progress. Currently, companies in Indonesia use the latest version of the GRI standard, known as G4, which consists of 91 items of corporate social responsibility disclosure indicators (Hanna & Rida Prihatni, 2023).

**Green Accounting**

According to (Syekha, 2021) the concept of Green Accounting is a cost that is applied as an accounting tool to preserve the environment. Research findings (Fauzan & Salira, 2022) show that there is a strong contribution between green accounting and corporate social responsibility. This situation is caused by green accounting which is one of the variables or components of implementing corporate social responsibility, where companies include green accounting as part of their social duties. However, research findings (Maharani & Handayani, 2021) reveal a different picture, green accounting has no influence on the implementation of corporate social responsibility because green accounting views environmental performance as a small component of a company's corporate social responsibility efforts.

Green accounting is the provision of environmental and social management data to support management in determining expenditures resulting from operations that impact the environment and from company efforts to achieve sustainable development. The explanation above leads us to the conclusion that green accounting refers to business attention to social and environmental issues. Green accounting is a way for businesses to demonstrate their concern for the environment, and as such, this must be reported and justified to stakeholders in the business.

**Tax Aggressiveness**

Aggressiveness in tax management is considered a management strategy that includes tax avoidance practices such as reducing profits subject to tax through tax planning (tax evasion and tax avoidance) (Septiawan, et al, 2021). Tax evasion is not considered an illegal act under existing tax laws. On the contrary, this is a legal practice where taxpayers try to evade and minimize their tax obligations by using loopholes or provisions that exist in tax law (Rini Tri Hastuti, 2019). (Gloria & Apriwenni, 2020), states that "ETR is a frequently used and effective proxy for measuring the level of corporate tax aggressiveness." ETR is applied in this research to describe the extent to which companies seek to reduce their tax burden through strategies and tactics that are legal within the tax law framework.

**Media Exposure**

One of the dangers or risks associated with media attacks is media exposure, which includes a company's media operations on several platforms and within a certain time period. Companies have an obligation to inform their stakeholders in every forum they participate in about the tasks they have completed (Ulfa & Ermaya, 2019). One of these platforms is the media, which provides the general public with the latest information about all topics currently being discussed by the public (Nurjanah & Herawaty, 2022).

There are regulations in Law Number 40 of 2007, which require companies to be involved in and report corporate social responsibility activities. Therefore, companies are urged to share initiatives regarding their corporate social responsibility in addition to the obligation to implement them. It is more accessible and publicly open and important to inform stakeholders about the company's CSR initiatives as proof of accountability. Company stakeholders can be reached with messages about corporate social responsibility through the use of mass media as a communication tool (Mashuri & Ermaya, 2020). However, as time goes by, the use of media to spread news becomes less effective. As a result, companies today publish reports and CSR on their websites in addition to using the media.

**Framework**

The development of the research framework will focus on three key dimensions that are relevant in the context of corporate social responsibility (CSR) disclosure, namely green accounting, tax aggressiveness, and media exposure. By measuring and analyzing these three aspects, it is hoped that it will be revealed how these practices impact the level of CSR disclosure by companies.

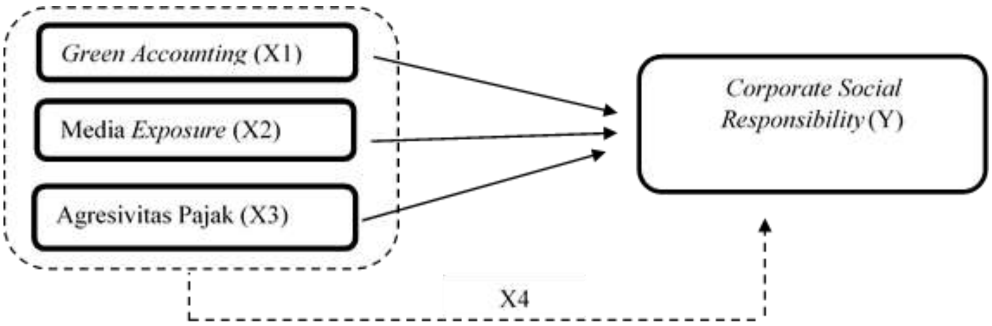


**Figure 1. Framework for Thinking**

**Based on the picture above, it can be concluded:**

H1: Green Accounting has a positive impact on disclosure of corporate social responsibility

H2: Tax aggressiveness has a positive influence on corporate social responsibility disclosure

H3: Media exposure has a positive influence on disclosure of corporate social responsibility

H4: Green Accounting, Media exposure, and Tax Aggressiveness together have a simultaneous influence on corporate social responsibility

## METHODOLOGY

Quantitative methods with a causal comparative approach, as used in this research (Septiawati & Puspitasari, 2023) refer to approaches that allow researchers to identify and analyze cause-and-effect relationships between the variables studied, as well as to compare the influence of each variable on the others. . By utilizing numerical data and statistical analysis, this research seeks to provide an objective and clear understanding. This method is also useful for evaluating differences and similarities between different groups in a research context. Therefore, this causal comparative approach facilitates researchers in exploring interactions and influences between variables in various situations and conditions.

This research looks at companies listed on the Indonesia Stock Exchange (BEI) from 2019 to 2022. The research focus on companies in the LQ45 index provides a representative view of the performance of leading companies in Indonesia during that period. The samples taken are 20 companies each year, so there is a total of 80 data. Data was collected by aggregating the results of analysis of financial reports and company sustainability reports. In this research, the data analysis technique applied is Structural Equation Modeling-Partial Least Square (SEM-PLS). SEM-PLS is a robust and adaptive statistical method, which facilitates researchers in analyzing the relationship between latent variables and manifest variables in a complex structural model. The research also includes outer model regression testing using discriminant validity, and hypothesis testing using path coefficients, with the help of SmartPLS version 3 software.

**Table 1. Calculation of Research Samples**

| No. | Information | Amount |
|---|---|---|
| 1. | All companies listed on the LQ45 index on the IDX | 45 |
| 2. | Unstable companies remain listed on the LQ45 index for the 2019-2022 period | (22) |
| 3. | Companies that publish financial reports in currencies other than rupiah | (3) |
| | Jumlah Perusahaan yang memenuhi kriteria | 20 |
| | Sampel akhir (20x4) | 80 |

## RESEARCH RESULT AND DISCUSSION

This research utilizes two types of models: external models and internal models. The external model aims to test convergent validity, discriminant validity and reliability. Convergent validity tests are run to verify that the selected indicators do measure the targeted construct, while discriminant validity ensures that the indicators do not measure other constructs. Reliability testing is implemented to evaluate the internal consistency of the measuring instrument. On the other hand, the internal model is applied to test the research hypothesis and calculate the adjusted R-squared. This analysis uses SmartPLS version 3.2.7 2018, a statistical software based on Partial Least Squares Structural Equation Modeling (PLS-SEM), ideal for analyzing data with a small sample size and non-normal distribution.

### Validity Test

**Table.2 Convergent Test**

| | AP | CSR | GA | ME |
|---|---|---|---|---|
| X1 AG | | | 1.000 | |
| X2 AP | 1.000 | | | |
| X3 ME | | | | 1.000 |
| Y CSR | | 1.000 | | |

Based on the discussion of the table above, it can be concluded that in the convergent validity test all variables obtained a value of more than 0.70 so that all variables have valid data and have fulfilled the convergent validity test.

### Discriminant Validity

**Table.3 Discriminant Test based on Heterotrait-Monotrait Ratio (HTMT)**

| | AP | CSR | GA | ME |
|---|---|---|---|---|
| AP | | | | |
| CSR | 0.199 | | | |
| GA | 0.145 | 0.241 | | |
| ME | 0.143 | 0.071 | 0.218 | |

Based on the data shown in the previous table, it can be concluded that the CSR □ AP value is 0.199, the GA □ AP value is 0.145 while the GA □ CSR value is 0.241, the ME □ AP value is 0.143 for the ME □ CSR value is 0.071 and the ME □ GA value is 0.218. All the values listed above produce values less than 0.90 and it can be said that all variable indices have good discriminant values and are considered valid.

**Realibility Test**

**Table.4 Reliability Test**

| | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|---|
| AP | 1.000 | 1.000 | 1.000 | 1.000 |
| CSR | 1.000 | 1.000 | 1.000 | 1.000 |
| GA | 1.000 | 1.000 | 1.000 | 1.000 |
| ME | 1.000 | 1.000 | 1.000 | 1.000 |

With both reliability measures, namely Cronbach's Alpha and Composite Reliability, both of which exceed the threshold value of 0.70, from the results of this research it can be concluded that each indicator structure applied has a high level of reliability. Thus, it indicates that the measurement instrument used can be relied upon to produce consistent and precise data, in accordance with predetermined reliability testing standards.

**R Square Test**

**Tabel.5 R *Square***

| | *R Square* | *R Square Adjusted* |
|---|---|---|
| CSR | 0.115 | 0.080 |

R Square test to test the influence of the independent variable on the dependent variable. From the discussion of the table above, it can be concluded that the R Square value is 0.115, while the Adjusted R Square value is 0.080, thus this value is grouped into the moderate (low) model, where 92% comes from influences outside the model studied.

**Hypothesis testing**

**Tabel.6 Uji P Values**

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|---|---|
| AP -> CSR | 0.244 | 0.242 | 0.076 | 3.226 | 0.001 |
| GA -> CSR | 0.282 | 0.283 | 0.098 | 2.871 | 0.004 |
| ME -> CSR | -0.025 | -0.024 | 0.123 | 0.206 | 0.837 |

Based on the discussions that have been carried out, the acceptable result is that corporate social responsibility (CSR) is not influenced by media exposure. This is proven by the P value which is greater than 0.05, namely 0.837. Meanwhile, the path coefficient value for tax aggressiveness in the Original Sample is 0.244 and the P Values value is 0.001, so the direction of the relationship between the two is positive. The path coefficient value of green accounting has an Original Sample value of 0.282 and has a P Value of 0.004, so the direction of the relationship between green accounting and corporate social responsibility is positive.

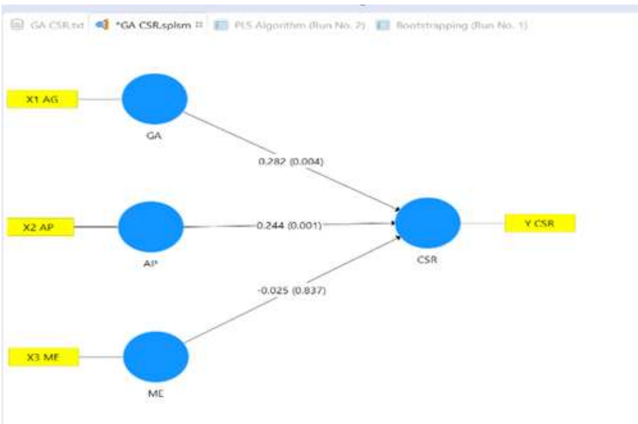


**Figure 2. SmartPLS Research Model Results**

**F Statistical Test**

It is known that the Adjusted R Square resulting from the previous calculation is 0.080 (8.0%), with the independent variable (k) being 3 (Green Accounting, Tax Aggressiveness, and Media Exposure), the total sample (n) tested is 80, and the level significance (a) is 5%. Next, the following formula produces the calculated F value:

$$fhit = \frac{R^2 (n - k - 1)}{k (1 - R^2)}$$

$$fhit = \frac{0.080 (80 - 3 - 1)}{3 (1 - 0.080)} = \frac{6.08}{2,76} = 2.20$$

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*F tabel* = *Fa* (*k*, *n* – *3* – *1*) = *F0,05* (*3*, *80* – *3* – *1* )
= *F0,05* (*3,76*) = *2,72* (didapatkan dari F Tabel)

The calculation produces an F value of 2.20 which is below the table F value of 2.72. This shows that Green Accounting, Tax Aggressiveness, and Media Exposure, when considered simultaneously, do not have a significant influence on Corporate Social Responsibility disclosure. This means that these variables do not influence the level of collective corporate social responsibility disclosure.

## DISCUSSION

### The Influence of Green Accounting on CSR Disclosure

Looking at the findings of the P values hypothesis testing research, it can be seen that the P values are 0.004<0.05. The values obtained provide an explanation regarding the positive influence of the green accounting variable on corporate social responsibility disclosure in the LQ45 company index between 2019 and 2022. Therefore, the hypothesis that proposes a significant correlation between green accounting and corporate social responsibility disclosure has been proven true, so that hypothesis H1 in this study is declared acceptable. This is in accordance with legitimacy theory which states that society will naturally accept a company if it is proven that the company is responsible for the environment and allocates funds in compliance with existing regulations.

Previous research (Cyhintia & Sofyan, 2023), (Dhar et al., 2022), and (Rohayati & Mulyati, 2022) shows the positive impact of green accounting on Corporate Social Responsibility disclosure. This research underscores the importance of green accounting in CSR, by showing that environmentally oriented recording and reporting practices increase companies' transparency and responsibility in their CSR activities. Green accounting involves recording environmental costs, measuring the impact of company operations on the environment, and reporting on managing and reducing negative impacts on the environment. Adopting green accounting allows companies to provide more detailed and accurate information regarding environmental conservation efforts, which increases stakeholder credibility and trust in the company's social commitment. This not only helps companies comply with environmental regulations, but also enhances their image and reputation as socially and environmentally responsible entities. However, this finding contrasts with research by (Azzahra, 2020), which did not find a significant impact of green accounting on CSR disclosure. Research conducted (Azzahra, 2020) argues that although green accounting can help companies manage and report environmental costs and impacts, this does not always lead to increased CSR disclosure. Other factors such as company culture, government regulations, or management priorities may have a massive influence on determining the level of CSR disclosure by a company. Inconsistencies between these findings may be due to differences in research context, methodology used, or other unexplained variables.

### The Effect of Tax Aggressiveness on CSR Disclosure

Disclosure of corporate social responsibility in the LQ45 index is increased by the tax aggressiveness variable from 2019 to 2022. The research results show that the P value, which is smaller than 0.05, is 0.001. The findings of this study confirm that the hypothesis stating the significant influence of tax aggressiveness on corporate social responsibility (CSR) disclosure is correct, so that H2 in this study is accepted. This shows that the practice of tax aggressiveness is positively correlated with the level of corporate CSR disclosure. This means that tax aggressiveness implemented in company strategy is related to increased CSR disclosure. Thus, these findings indicate that companies that are aggressive in tax management tend to be more proactive in disclosing their social responsibility activities as part of their business operations. Several reasons allow this to happen, such as company policy, stakeholder pressure, or the desire to improve the company's reputation. This relates to legitimacy theory, which posits that companies suspected of engaging in tax aggressive behavior will reveal more details about their corporate social responsibility (CSR) initiatives, in an effort to respond to criticism and show that the company has complied with its social duties and fulfilled its obligations to public. This finding is in accordance with stakeholder theory which states that companies must take into account the interests of all interested parties in their operations. This means that decisions taken by companies do not solely focus on shareholders, but also involve social, environmental and financial considerations that have an impact on all parties in the company's ecosystem.

The results of this research are in line with other research (Sarmento, 2022), (Abdelfattah & Aboud, 2020), and (Maharani & Handayani, 2021) which show that tax aggressiveness influences CSR disclosure because the level of tax aggressiveness increases along with the increasing level of corporate social responsibility. optimally to obtain benefits and good views from the community. However, this finding contradicts research (Fajariati, 2021) and (Wicaksono & Prabowo, 2021), which shows that businesses that are aggressive in tax management do not always show a higher level of social responsibility. This shows the existence of differences of opinion and shows the complexity of the relationship between tax aggressiveness and corporate social responsibility, which may be influenced by various contextual factors and research methods.

**The Influence of Media Exposure on CSR Disclosure**

The research results indicate that the P value of 0.837, which exceeds the significance threshold of 0.05, does not indicate a significant relationship between media exposure and disclosure of corporate social responsibility. This means that the intensity or frequency of media exposure has no effect on how much or often companies disclose their CSR activities. The P value is an indicator to measure the strength of the results observed in a study. In this context, a P value higher than 0.05 indicates that there is not enough evidence to conclude that media exposure has a significant effect on CSR disclosure. In short, the data do not show a substantial relationship between the frequency of companies' media appearances and their level of CSR disclosure. These results can be influenced by a number of variables. First, the media tends to focus on more interesting or controversial news rather than CSR reports which tend to be normative and less interesting to a wide audience. Second, the preferences and interests of corporate stakeholders may vary widely, and media exposure may not be the dominant factor influencing their views on corporate CSR. Finally, the way companies communicate and report their CSR activities may be determined more by internal strategies and policies than by how frequently they are exposed to the media.

From a statistical point of view, P Values higher than 0.05 indicate a lack of evidence to reject the third hypothesis (H3). In this research, hypothesis three assumes that there is no significant correlation between media exposure and CSR disclosure. These results confirm that media exposure does not have an important contribution to changes or variations in CSR disclosure by companies. Therefore, the alternative hypothesis (H3) which states that there is an influence of media exposure on CSR disclosure must be rejected. This means, based on existing data analysis, there is not enough evidence to support the influence of media exposure on the way companies express their social responsibility.

This study found that the level of Corporate Social Responsibility (CSR) disclosure on company websites is not influenced by whether such disclosure exists or not. This intersects with legitimacy theory which states that companies must use the media to inform various aspects related to positive behavior resulting from their CSR performance. Legitimacy theory also emphasizes that media exposure is very important to increase CSR disclosure. This theory says that companies need to use the media to show the public that they are serious about carrying out CSR. However, research results suggest that other factors, such as corporate culture and pressure from related parties, are more influential in determining the extent to which CSR is disclosed. However, even though CSR disclosure on a company's website does not directly influence the level of CSR carried out, this does not reduce the importance of media exposure and CSR information on the website as a means of communication between companies and their stakeholders and to strengthen their positive image in the eyes of the public.

Legitimacy theory reveals that organizations need to provide positive perceptions to external parties through the media to be considered successful in implementing social values through corporate social responsibility (CSR). Companies that wish to gain trust and legitimacy from the social community through Corporate Social Responsibility (CSR) activities need stakeholders and communicate with them must be met effectively through media exposure. To achieve this, companies must carry out CSR activities that are sensitive to social and environmental issues that are important to stakeholders, including customers, employees, local communities, suppliers, government and shareholders. These activities can include nature conservation initiatives, educational programs, health projects, and improving social welfare. This can be achieved by considering stakeholder preferences, concerns and expectations and integrating CSR messages into a strong communications strategy across various media platforms.

The results of this research are in line with previous researchers (Cyhintia & Sofyan, 2023), who stated that "companies with low levels of CSR disclosure tend to make CSR disclosures insignificant." Meanwhile, research by (Mashuri & Ermaya, 2020), and (Emilia Nur Hidayah & Saiful Anwar, 2023) suggests that "media exposure has a positive and significant impact on CSR disclosure," where these results are different from this research.

**The Influence of Green Accounting, Tax Aggressiveness and Media Exposure on CSR Disclosure**

The calculated f value is 2.20, lower than the ftable value of 2.72, according to the results of the statistical f test. Simultaneous testing shows that the variables Green Accounting, Tax Aggressiveness, and Media Exposure are not responsible for the influence of corporate social responsibility. This may be caused by a low square adjustment value, where for test results f count <f table. Therefore, the results of the hypothesis test reject H4, which means that corporate social responsibility disclosure is not influenced by green accounting, tax aggressiveness, and media exposure simultaneously.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis as well as findings from research as well as hypothesis testing and discussions carried out in companies included in the LQ45 Index from 2019 to 2022, it can be concluded that the existence of sustainable accounting practices (green accounting) and tax aggressiveness have a significant impact on how much Companies express corporate social responsibility, because local communities will automatically accept the company's existence if it is proven that a company cares about the environment and allocates funds while still paying attention to applicable regulations. Studies show that media exposure does not affect the level of corporate social responsibility disclosure. It can also be interpreted that there is no significant relationship between how often the media covers company activities and the amount of CSR information disclosed. This finding is in line with stakeholder theory which underlines the importance of companies paying attention to the interests of all interested parties, not just focusing on certain groups such as the media or the general public. In general, this study shows that corporate social responsibility disclosure is more influenced by the company's dedication to ethical and sustainable business practices and adherence to stakeholder theory. This indicates that aspects such as media exposure, green accounting, and tax aggressiveness do not directly influence CSR disclosure, so companies need to prioritize integrity and openness in implementing their CSR activities.

Based on the analysis that has been described, researchers feel that there are several limitations. So, it is recommended that further research can consider the use of different independent variables in disclosing corporate responsibility, such as economic performance or market existence which can more strongly support corporate social responsibility disclosure. Further research can also choose industries in other sectors to get further research results. more effective with larger samples.

## ADVANCED RESEARCH

Still conducting further research to find out more about The Influence of Green Accounting, Tax Aggressiveness and Media Exposure on Corporate Social Responsibility Disclosure

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