

ABSTRACT

THE INFLUENCE OF COMPANIES' CHARACTERISTICS TOWARDS LEVEL SOCIAL COMPANY'S EXPRESSION IN MINING INDUSTRIAL AT INDONESIA STOCK EXCHANGE

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The expression of social company's responsibility or *Corporate Social Responsibility* (CSR) is an item that looked at necessary by company. Regulations that regulate execution CSR even also begin to be published. Social responsibility begins assumed to company as image to promoted value companies *stakeholder*. Society begins critical towards matters which are done by company towards nature and environment, good environment company and also environment Insides Company.

This research try to study whether found connection between characteristics of company (company's size, profitability, liquidity, and *leverage*) with social companies' expression. Sample that used by company is registered mining at Indonesia stock exchange that report in the year 2003,2004,2005,2006 and 2007. Research method use descriptive co relational with processing and the analysis by using doubled regression, constructively SPSS.

Testing result demos that size companies influential towards social companies' expression, while profitability, liquidity, and leverage does not has influence towards social companies' expression. This research result is in line with research Sembiring that finds the size companies influential towards social companies' expression. Profitability and *leverage* does not have influential towards social expression and also with Sembiring's research (2005). Liquidity does not influential towards social expression in Marwata's research (2006).

Keyword: annual report, expressing, social expression, company's characteristics.