

ABSTRAK

YAYU. 2024. Pengaruh *Green Accounting, Corporate Social Responsibility dan Media Exposure* Terhadap Profitabilitas Studi Kasus pada Perusahaan Tambang dan Energi Tahun 2020-2022. Skripsi. Jurusan Akuntansi Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh : Ramly dan Nurul Fuada.

Penelitian ini merupakan jenis penelitian bersifat kuantitatif dengan tujuan untuk mengetahui Pengaruh *Green Accounting, Corporate Social Responsibility dan Media Exposure* Terhadap Profitabilitas. Jenis data yang digunakan dalam penelitian ini adalah data kuantitatif yang diperoleh dari laporan tahunan Bursa Efek Indonesia www.idx.com dan Ipot News. Dalam penelitian ini sumber data yang digunakan adalah data sekunder. Berdasarkan hasil penelitian, data dengan menggunakan perhitungan statistik melalui aplikasi *Eviews* versi 12 mengenai Pengaruh *Green Accounting, Corporate Social Responsibility dan Media Exposure* Terhadap Profitabilitas pada Perusahaan Tambang dan Energi tahun 2020-2022 yang telah dibahas pada bab sebelumnya, maka peneliti menarik kesimpulan bahwa variabel *Green Accounting* dan *Corporate Social Responsibility* tidak berpengaruh terhadap profitabilitas, sedangkan variabel *Media Exposure* berpengaruh terhadap profitabilitas.

Kata Kunci : *Green Accounting, Corporate Social Responsibility, Media Exposure, Profitabilitas.*



ABSTRACT

YAYU. 2024. *The Effect of Green Accounting, Corporate Social Responsibility and Media Exposure on Profitability Case Study of Mining and Energy Companies in 2020-2022. Thesis. Department of Accountancy, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by: Ramly and Nurul Fuada.*

This research is a type of quantitative research with the aim of knowing the effect of Green Accounting, Corporate Social Responsibility and Media Exposure on Profitability. The type of data used in this study is quantitative data obtained from the financial statements and annual reports of the Indonesia Stock Exchange www.idx.co. In this study the data source used is secondary data. Based on the results of research, data using statistical calculations through the Eviews version 12 application regarding the Effect of Green Accounting, Corporate Social Responsibility and Media Exposure on Profitability in Mining and Energy Companies in 2020-2022 which have been discussed in the previous chapter, the researchers draw the conclusion that the Green Accounting and Corporate Social Responsibility variables have no effect on profitability, while the Media Exposure variable has a effect on profitability.

Keyword: *Green Accounting, Corporate Social Responsibility, Media Exposure, Profitability*

