

ABSTRACT

This study aims to determine: (1) How to implement corporate social responsibility in the telecommunications company. (2) How does the firm value in telecommunication companies in Indonesia (3) The effect of corporate social responsibility to firm value (4) Effect of management ownership of the value perusahaan.

In Research using method of multiple regression analysis with the data analysis technique using an index CSR for a review of measuring instruments with using indicators to measure the level of disclosure of corporate social responsibility, the Company is a Corporate Social Responsibility disclosure index (CSRI) That amounts to 78 items and grouped hearts 7 categories : environment, energy, Health and Safety employment, labor etc, product, general community involvement.

The sample in this study is a telecommunications company listed on the Indonesia Stock Exchange (BEI) in the period 2011-2015. Data collected by the method of documentary and literature. Metode study is a research method sample in this study is a telecommunications company listed on the stock exchange Indonesia (BEI) in the period 2011-2015. Data collected by the method of documentation and literature. In this study using multiple regression analysis. The results showed that: (1) The disclosure of CSR achieved by the telecommunications firm showed the entire firm is consistently doing CSR (2) The value of companies in the period 2011-2015 showed a decrease of value of the company even though in 2015 the telecommunications company experienced a slight increase (3) CSR no significant effect on the value of firm in the telecommunications company (4) Ownership of management does not have a significant effect on the value of firm in the telecommunications company.

Keyword: *corporate social responsibility, firm value, ownership management*