

ABSTRACT

This research aims to discover whether strategic CSR positively significance affecting the firms' value for the firms registered in Indonesia Stock Exchange. The theory used in this research is stakeholder's theory. The population is all of the firms from manufacturing sector which are registered in Indonesia Stock Exchange, while the samples are 117 firms that are chosen by purposive sampling method. The technique of analyzing used in this research is simple regression liner analysis and is using IBM SPSS Statistics 21 software. The result of this research shows that strategic CSR is positively significance affecting firms' value.

Keywords: strategic CSR, firms' value