Keunis
Vol. 14, No. 1, Jan 2026, Page. 105-115

P-ISSN: 2302-9315
E-ISSN: 2714-7274
https://jurnal.polines.ac.id/index.php/keunis

THE ROLE OF MEDIA EXPOSURE IN MODERATING THE EFFECT OF GREEN INVESTMENT, ENVIRONMENTAL PERFORMANCE, AND FINANCIAL SLACK ON CARBON EMISSION DISCLOSURE

TRI UTAMI*
DILA ANGRAINI
DEA ANNISA

Universitas Pamulang
Jl. Surya Kencana No.1, Tangerang Selatan, Banten, Indonesia

Article History:
Received : 2025-07-15
Revised : 2025-10-06
Accepted : 2025-12-12
Published : 2026-01-02

Corresponding author:
dosen00882@unpam.ac.id

Cite this article:
Utami, T., Angraini, D, & Annisa, D. (2026). The Role of Media Exposure in Moderating the Effect of Green Investment, Environmental Performance, and Financial Slack on Carbon Emission Disclosure. *Keunis*, 14(1), 105-115.

DOI:
10.32497/keunis.v14i1.6676

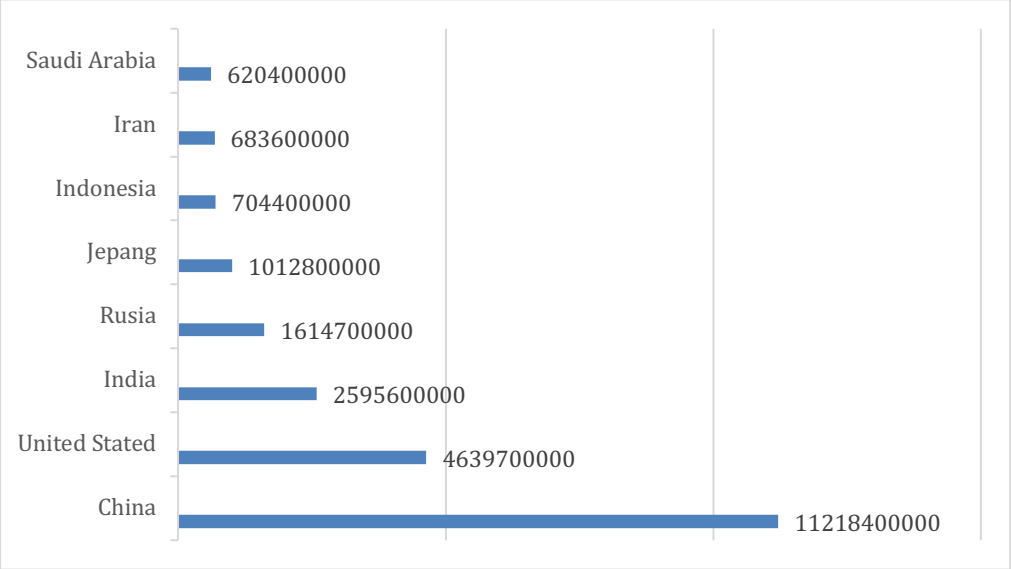
Abstract:
Purpose*: The purpose of this study is to investigate and gather empirical data about how media exposure influences the disclosure of carbon emissions in relation to green investment, environmental performance, and financial slack. Companies in the energy and basic minerals sectors that are listed on the Indonesia Stock Exchange were the subject of this study. This study utilized purposive sampling, and there were a total of 17 companies included in the sample.*
Methodology*: Multiple linear regression and moderated regression analyses were employed in this study, while Eviews version 12 was utilized for data processing.*
Results*: According to this study, environmental performance and financial slack have a favorable impact on carbon emission disclosure, whereas green investment shows a marginal effect. Besides, the impact of financial slack, environmental performance, and green investment on carbon emission disclosure was not mitigated by media exposure.*
Novelty*: The moderating variable for carbon emission disclosure in this study was media exposure. Since the media has a significant influence on public perception and legitimacy demands on businesses, media exposure was selected as a moderating variable. The association between internal corporate parameters and carbon emissions is strengthened when firms with strong environmental performance, green investment, and financial capability are encouraged by high media exposure to disclose carbon emissions more transparently.*
Keywords: Green Investment, Environmental Performance, Financial Slack, Carbon Emission Disclosure, Media exposure

INTRODUCTION

The Indonesian government has introduced several policies. One of them is carbon trading, which was set to begin in June 2023 (Ministry of Environment and Forestry, 2023). According to information from the Indonesia Environment & Energy Center (IEC), as a developing country with the largest economy in Southeast Asia, Indonesia makes a substantial contribution to greenhouse gas (GHG) emissions worldwide. The industrial sector is a significant source of emissions. Activities in the energy sector such as coal-based power generation and fossil fuel processing, as well as industrial processes such as cement, steel, and chemical production, significantly contribute to the country's carbon footprint. Additionally, the textile and agricultural sectors also increase emissions through various production processes and fuel use.

Efforts to reduce national GHG emissions, as outlined in the Enhanced Nationally Determined Contribution (ENDC), require measurement, reporting, and verification through the implementation of carbon accounting at the national, industry, and enterprise levels. National GHG emission reporting is conducted through a bottom-up

process, where businesses report emissions from their operations, with the sum reflecting total national emissions. This bottom-up approach needs standardized carbon accounting implementation. Such standardization allows business entities' emission reports to be comparable and aggregable into national GHG emissions. Under these conditions, businesses must measure and report emissions from their operational activities in order to contribute to the ENDC's emission reduction targets (Mahardika, 2024).



Source: Statistical Review of World Energy 2024

Figure 1. Countries with the Largest Carbon Emissions in the World

The Company Performance Rating Assessment Program (PROPER) was created by the Ministry of Environment and Forestry to motivate businesses to disclose carbon emissions, enhance waste reduction efficiency, and put in place sound environmental management systems. Consequently, one aspect that might affect the disclosure of carbon emissions is the PROPER rating. Additionally, the type of industry may have an impact on the disclosure of carbon emissions. In this regard, there are two categories of industrial types: high-profile and low-profile. Companies that produce lower carbon emissions are considered low-profile, while those with higher emissions are high-profile. Hence, high-profile companies are more susceptible to pressure to disclose their carbon footprint or carbon emission disclosure (Suminar & Yuliandhari, 2023). The fact that Indonesia is the sixth-largest contributor to carbon emissions is the reason this study was carried out. Based on the figures from the Statistical Review of World Energy 2024, Indonesia was responsible for 704,400,000 carbon emissions.

By outlining how businesses handle carbon emissions from their operations and manufacturing activities through annual and sustainability reports, the notion of carbon emission disclosure is intended as an accounting solution for environmental issues. Carbon emission disclosure is a voluntary environmental declaration in Indonesia. Companies tend to incur significant costs to issue voluntary carbon emission disclosure, including direct costs, effort, and time. Furthermore, they also consider the potential benefits of disclosing after incurring considerable costs (Ulupui et al., 2020).

This study explores the variables that might affect carbon emission disclosure since a number of factors could either help or hinder the degree of disclosure. The objective of this study is that in the future, companies can consider environmental aspects related to community and stakeholder assessments of them and can motivate themselves to carry out voluntary carbon emission disclosure. Prior studies have examined the variables that affect businesses' voluntary disclosure of carbon emissions. The researchers employed a number of influencing factors in their studies, including media exposure as a moderating variable and green investment and environmental performance as independent variables. The rationale for using these independent variables is due to inconsistencies in previous research findings on the independent variables, and a moderating variable is added since it has not been widely used in previous research.

Carbon emission disclosure is influenced by environmental performance; businesses that perform well are more likely to report their carbon emissions. By doing so, their image in the public eye will improve, and their activities will continue to receive public recognition (Dani & Harto, 2016). Apart from green investment and

environmental performance, financial slack also affects emission carbon. Companies with high financial slack will increase their value by allocating financial resources to maintain environmental sustainability and making voluntary disclosures. Research by Allam and Diyanty (2020) showed that financial slack has a positive and significant effect on carbon emission disclosure. Similarly, Suryani et al. (2019) revealed that financial slack has a positive effect on carbon emission disclosure by companies. Media exposure is used as a moderating variable to determine whether the role of the media can influence companies in disclosing carbon emissions in their reports. A study conducted by Li et al. (2016) examined and analyzed the influence of environmental legitimacy as an external informal mechanism as seen from media exposure on carbon emission disclosure in 500 companies listed on CDP China 100. The results indicated that media coverage of environmental activities has a significant but negative influence on the extent of carbon emission disclosure carried out by companies. This is in line with the findings of a study carried out by Wang et al. (2020).

The Indonesian context has characteristics that differ from those of developed countries, in terms of both regulation and media power. Carbon emission disclosure in Indonesia remains voluntary, so the legitimacy pressure from regulators is not as strong as mandatory reporting that exists in developed countries. Furthermore, the Indonesian media does not yet act as a strong environmental watchdog. This means external pressure from media is relatively low. Another unique feature is the existence of PROPER, an environmental performance assessment system which is not found in other countries. Because of these different characteristics, research on the role of media exposure and environmental variables in Indonesia becomes crucial, as the results are likely to differ from those in developed countries.

THEORETICAL FRAMEWORK AND HYPOTHESES

A popular hypothesis to explain organizational legitimacy and environmental scope is Legitimacy Theory. Dowling and Pfeffer (1975) introduced a basic concept of organizational legitimacy that later developed into Legitimacy Theory. Legitimacy Theory states that companies operate within society through a “social contract” that binds them to it. They agree to comply with social values or norms in society (Guthrie & Parker, 1989). Environmental disclosures are frequently explained by Legitimacy Theory. This hypothesis is based on Dowling & Pfeffer's (1975) concept of organizational legitimacy. “Legitimacy Theory posits that companies operate within society through a "social contract" that binds them to societal norms and values” (Guthrie & Parker, 1989).

Stakeholder Theory is another hypothesis that backs up this study. It states that the support of stakeholders is essential to the success of a company. According to Freeman (1994), “stakeholders are groups or individuals who can affect or be affected by the achievement of a company’s objectives.” First developed by Freeman in 1984, this theory focuses on corporate behavior and social performance by integrating corporate social responsibility with the interests of a company’s stakeholders (Maharani & Dewi, 2024). The core idea is that companies have far-reaching impacts on society and, therefore, must be accountable not only to internal stakeholders but also to a broader community (Amira et al., 2024)

Carbon emission disclosure is one aspect of communication between companies and stakeholders. As discussions about corporate action on carbon emissions continue, stakeholders demand that businesses take responsibility for environmental pollution. Carbon emission refers to the combustion of fossil fuels that release carbon into the atmosphere, directly correlating with the release of carbon dioxide that contributes to global warming (Hapsoro, 2018). The rise in carbon emissions has encouraged governments around the world, including Indonesia, to implement regulations requiring companies to report their emissions in sustainability reports (Irwhantoko & Basuki, 2016).

Green investment is an investment concept or capital allocation activity that emphasizes companies actively committed to preserving natural resources, reducing pollution, or implementing environmentally conscious business practices (Ramadhani & Astuti, 2023a). Many businesses set aside a portion of their income for eco-friendly initiatives such as waste management, renewable energy, green technology, and environmental monitoring. Hieu (2022) stated that “green investment has also become a competitive strategy as companies respond to pressure from early adopters of environmentally sustainable practices aimed at reducing CO2 emissions and ensuring environmental sustainability.”

Environmental performance is one of the key factors used to assess how responsibly a company manages environmental concerns. This responsibility extends beyond the company’s immediate surroundings and encompasses a broader area. Strong environmental performance increases a company's likelihood of disclosing carbon emissions. According to Legitimacy Theory, the social relationship between a company and the general

public requires that it comply with the prevailing norms and regulations in society. This should be done to maintain public trust and obtain positive feedback and support, as the public will feel reassured about future environmental conditions.

Companies are encouraged by the Ministry of Environment and Forestry to exercise environmental responsibility and care. This Ministry established PROPER (Company Performance Rating Program in Environmental Management), a rating system based on an organization's environmental performance, aiming to preserve environmental sustainability. Through the PROPER program, stakeholders are expected to actively respond to such information and encourage companies to continuously improve their environmental management.

Financial slack is the phenomenon of a company's financial resources exceeding its needs, which are then used to finance other organizational activities (Suryani et al., 2019). Financial slack is the amount of money left over after a business has satisfied all of its fundamental requirements. Companies utilize financial slack to conduct environmental disclosures. A study done by Florencia and Handoko (2021) highlighted that "the media plays a role in facilitating stakeholders' access to information about environmental conditions and performance, including information on a company's carbon emissions, and enabling them to respond to the news."

Green Investment and Carbon Emission Disclosure

Green investment is a business activity that aims to minimize pollution and protect the environment by devoting capital to achieve good environmental performance. Many companies still view environmental costs as a burden that only reduces income and profit, even though such costs are a long-term investment. In the long run, environmental expenditures positively influence their image and sustainability. Research by Syabilla et al. (2021) found that "green investment has an effect on carbon emission disclosure." Similarly, Mulyati and Darmawati (2023) also showed a positive influence. In contrast, Ramadhani and Astuti (2023) argued that "green investment does not influence carbon emission disclosure." The following hypothesis is then put out in light of these findings:

H1: "Green investment influences carbon emission disclosure."

Environmental Performance and Carbon Emission Disclosure

Companies that care about the environment tend to produce better environmental performance and are more likely to disclose environmental responsibility (Yusuf, 2020). These businesses work to lessen the negative environmental consequences of their activities. This improves their reputation and validates their business practices. Carbon emission disclosure illustrates how companies contribute to environmental changes such as global warming. This disclosure is usually found in their annual and sustainability reports. Hence, this practice is a response to environmental concerns by showing their approach to emissions in their operations (Maryono & Ermawati, 2024). Studies by Dani & Harto (2022) and Yesiani et al. (2023) confirmed that "environmental performance influences carbon emission disclosure." Therefore, the following hypothesis is put forth:

H2: "Environmental performance influences carbon emission disclosure."

Financial Slack and Carbon Emission Disclosure

With growing environmental and sustainability concerns, companies with greater financial slack are expected to allocate more financial resources to address environmental issues, including carbon disclosure (Kock et al., 2012). Climate change is now a critical strategic issue for stakeholders. Chithambo and Tauringana (2017) argued that financial slack allows companies to cover the administrative costs of voluntary disclosures such as carbon-related disclosures. According to their research, financial slack and GHG disclosure levels are positively correlated. Similarly,Aini et al. (2022) found that "financial slack affects carbon emission disclosure." Hence, the following hypothesis is put forward:

H3: "Financial slack influences carbon emission disclosure."

Media Exposure, Green Investment, and Carbon Emission Disclosure

Media exposure is a tool that can shape public opinion, whether positive or negative, depending on the information disseminated (Afni et al., 2018). Positive media exposure arises when companies share favorable environmental and social information, particularly about carbon emission disclosure, which may attract investors. Media coverage can strengthen the influence of green investment on carbon emission disclosure (Syabilla et al., 2021). A study done by Florencia and Handoko (2021) indicated that media exposure affects carbon emission disclosure. As social media usage increased during the COVID-19 epidemic, businesses communicated environmental concerns more often, which helped them acquire credibility. This aligns with Legitimacy Theory. Wulandari and Sasongko (2024) and Sandi et al. (2021) also highlighted that media

exposure affects corporate disclosure.Afni et al. (2018) underscored that media exposure strengthens the link between green investment and disclosure of carbon emissions. Then, the hypothesis is as follows:
H4: "Media exposure moderates the effect of green investment on carbon emission disclosure."

Media Exposure, Environmental Performance, and Carbon Emission Disclosure

Environmental issues related to industrial operations often cause pollution. In today's digital age, such issues quickly spread through the media, making it crucial for companies to act responsibly. It is extremely delicate to have a company's environmental performance and carbon disclosure actively covered by the media. Environmental performance involves how companies interact with the environment in terms of natural resource use, environmental impact, product and service implications, and compliance with environmental regulations (Yesiani et al., 2023). Research by (Maryono & Ermawati, 2024) showed that environmental performance affects disclosing carbon emissions. Consequently, the following hypothesis is proposed:
H5: "Media exposure moderates the effect of environmental performance on carbon emission disclosure."

Media Exposure, Financial Slack, and Coarbon Emission Disclosure

Financial slack is the amount of money that businesses have left over after meeting their operating requirements. This money can be used for social obligations or future emergencies. Financial slack raises awareness among internal stakeholders to use it for socially responsible purposes, aligning with Stakeholder Theory. A company's careful actions influence stakeholder perception and public response. Media plays a key role in delivering such information, positively influencing public perception regarding its involvement in environmental issues. As for the hypothesis, the following is put forward:
H6: "Media exposure moderates the effect of financial slack on carbon emission disclosure."

RESEARCH METHODOLOGY

The secondary data used in this study were obtained from a variety of intermediaries or accessible sources. The researchers gathered the data from the annual financial reports of energy companies listed on the Indonesia Stock Exchange (IDX) between 2019 and 2023. The official websites of the individual firms or the official IDX website (www.idx.co.id) were used to collect the data. Since the Indonesia Stock Exchange has the majority of the required data, this source was selected to guarantee thorough coverage of financial data. Data collection was conducted through documentation, by examining any written or recorded documents. The researchers also referred to **journals and literature** to enrich the theoretical grounds and gain broader insights.

Table 1. Operational Table of Research Variables

No	Variable	Measurement	Scale
1	Carbon Emission Disclosure (Y)	$CED = \frac{Total\ Company\ Score}{Skor\ Maksimum}\ x\ 100\%$ (Bae Choi et al., 2013)	Rasio
2	Green Investment (X1)	$Green\ Investment = \frac{Total\ Expenditure\ for\ Environment}{Total\ Asset}$ (Chen & Ma, 2021)	Rasio
3	Environmental Performance (X2)	PROPER Rating (Score 0-5): Gold: 5, Green: 4, Blue: 3, Red: 2, Black: 1 (Pratiwi & Sari, 2016)	Ordinal
4	Financial slack (X3)	$Financial\ Slack = \frac{Cash\ and\ Cash\ Equivalents}{Total\ Sales}$ (Aini et al., 2022)	Rasio
5	Media exposure (Z)	Perusahaan yang mengungkapkan informasi emisi karbon di website resmi diberi skor 1 (satu), sedangkan yang tidak memberikan informasi tersebut diberi skor 0 (nol). (Florencia & Handoko, 2021b)	Nominal

RESULTS AND DISCUSSION

The population of this study encompassed a total of 87 energy companies and 107 basic materials companies. Energy and basic materials sectors were chosen because companies in these sectors actively produce emissions and pollution. Based on the sample criteria, out of 194 companies, only 17 companies were taken as the sample since the other companies did not publish complete financial and sustainability reports and also did not have a PROPER rating. A list of businesses that fit the sampling requirements is provided below. However, there were challenges in the testing procedure due to traditional assumption concerns, i.e., the data were not normally distributed. As a result, one firm was eliminated using outlier data, making the total observation data 80.

Table 2. Descriptive Statistical Analysis

Variable	Mean	Std. Dev	Min	Max
Carbon	0.831938	0.067318	0.667000	0.944000
Green Investment	0.180984	0.964198	0.000229	1.150703
Environmental Performance	4.212500	0.741086	3.000000	5.000000
Financial Slack	0.273900	0.185624	0.024000	0.667000

Source: Data processed, 2024

With a mean score of 0.831938, businesses in the energy and basic materials industries disclosed an average of 83.19% of their carbon emissions between 2019 and 2023. The distribution of carbon emission disclosure data varied or was high, as indicated by the Std. Dev value of 0.067318, which was lower than the average value. In 2019, PT Adaro Energy Indonesia Tbk. obtained the lowest value of 0.667, while in 2023, PT Semen Indonesia (Persero) Tbk. had the highest value of 0.944. In this study, all the companies made green investments totaling 7.5% between 2019 and 2023. PT Adaro Energy Indonesia Tbk. saw the highest value in 2020, while PT Chanda Asri Pacific Tbk. did the lowest in 2019. These companies engaged in the PROPER program on average during the research period, as indicated by the average environmental performance value of 421.2%. The distribution of environmental performance data was either high or variable, as shown by the standard deviation value of 0.741086, which was less than the average value. The availability of financial resources (cash and cash equivalents) in relation to total sales was insufficient to satisfy the demands of the businesses, as shown by the average financial slack value of 27.39%. This means that the distribution of financial slack data varied or was high because the standard deviation of 0.185624 was less than the average value.

The panel data models—Common Effect Model, Fixed Effect Model, and Random Effect Model—were then estimated. A number of tests were performed for each model in order to choose the best panel data regression model of the three. The Langrange Multiplier (LM) test was not necessary because the estimation using two models yielded identical results.

The goal of the traditional assumption tests was to make sure that the data could be examined using the regression analysis approach. Normality, multicollinearity, heteroscedasticity, and autocorrelation tests were conducted in this regard.

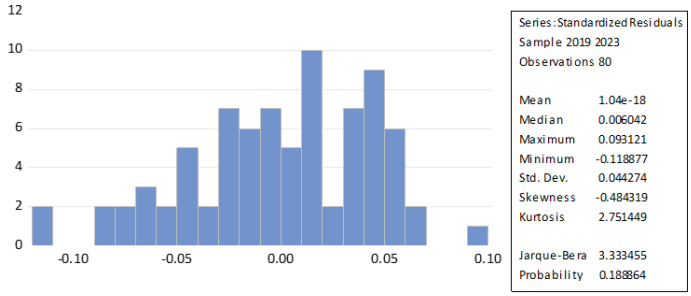


Figure 2. Normality Test

Table 3. Multicolinearity Test Results

	GI	EP	FS
GI	1.000000	0.164591	0.174399
EP	0.164591	1.000000	0.128245
FS	0.174399	0.128245	1.000000

Source: Data processed, 2024

Table 4. Heteroscedastisity Test Results

Heteroskedasticity Test: Glejser			
F-statistic	1.960580	Prob. F(3,76)	0.1270
Obs*R-squared	5.746569	Prob. Chi-Square(3)	0.1246
Scaled explained SS	4.641376	Prob. Chi-Square(3)	0.2000

Source: Data processed, 2024

Table 5. Autocorrelation Test Results

Variabel/Indikator	Nilai	Variabel/Indikator	Nilai
Obs*R-squared	17.67013	Prob. Chi-Square(2)	0.0001
R-squared	0.220877	Mean dependent var	1.10E-16
Adjusted R-squared	0.038270	S.D. dependent var	0.044649
S.E. of regression	0.043786	Akaike info criterion	-3.242133
Sum squared resid	0.122704	Schwarz criterion	-2.765728
Log likelihood	145.6853	Hannan-Quinn criter.	-3.051129
F-statistic	1.209574	Durbin-Watson stat	1.936780
Prob(F-statistic)	0.288213		

Source: Data processed, 2024

To ascertain that the independent factors have a combined or simultaneous impact on the dependent variable, the F test was employed. Measuring the significance value of f on the output of the hypothesis test results serves as the basis for decision-making in this test. If the significance value obtained is less than 0.05 (α = 5%), it can be used to predict the dependent variable, indicating that all independent variables simultaneously affect the dependent variable.

Table 6. F Test Results

Indikator	Nilai	Indikator	Nilai
Root MSE	0.043996	R-squared	0.567457
Mean dependent var	0.831938	Adjusted R-squared	0.439822
S.D. dependent var	0.067318	S.E. of regression	0.050384
Akaike info criterion	-2.934422	Sum squared resid	0.154854
Schwarz criterion	-2.368691	Log likelihood	136.3769
Hannan-Quinn criter.	-2.707604	F-statistic	4.445920
Durbin-Watson stat	1.096834	Prob(F-statistic)	0.000006

Source: Data processed, 2024

As seen from Table 6, every independent variable affected the dependent variable at the same time. With a probability value (F-Statistics) of 0.000006 < 0.05, it can be interpreted that financial slack, environmental performance, and green investment all affected carbon emission disclosure simultaneously.

Table 7. t Test Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.691785	0.045015	15.36792	0.0000
GI	-0.003361	0.006795	-0.494671	0.6226
EP	0.021113	0.010490	2.012585	0.0486
FS	0.189208	0.074921	2.525441	0.0142

Source: Data processed, 2024

Given that green investment had a probability value of 0.6226 > 0.05, it can be said that disclosure of carbon emissions was unaffected by green investment. The financial slack variable had a probability value of 0.0142 < 0.05, indicating that financial slack influenced carbon emission disclosure. Meanwhile environmental performance had a probability value of 0.0486 < 0.05, suggesting that environmental performance affected carbon emission disclosure. The results of the moderation regression analyses in this study, namely the role of media exposure in moderating the impact of green investment, environmental performance, and financial slack on carbon emission disclosure, are shown as follows:

Table 8. Moderation Model 1

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.793377	0.009687	81.89979	0.0000
GI	0.044202	0.050571	0.874044	0.3855
ME	0.058542	0.011700	5.003700	0.0000
GI*ME	-0.046185	0.050280	-0.918562	0.3619

Source: Data processed, 2024

Table 9. Moderation Model 2

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.656208	0.060940	10.76808	0.0000
EP	0.034135	0.014614	2.335772	0.0228
ME	0.141915	0.067629	2.098442	0.0400
EP*ME	-0.021679	0.016029	-1.352504	0.1812

Source: Data processed, 2024

Table 10. Moderation Model 3

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.765495	0.022870	33.47091	0.0000
FS	0.126137	0.083940	1.502692	0.1381
ME	0.041520	0.019733	2.104156	0.0395
FS*ME	0.030463	0.063097	0.482795	0.6310

Source: Data processed, 2024

According to the statistics in the tables above, the influence of green investment, environmental performance, and financial slack on carbon emissions cannot be moderated by media exposure given a probability value > 0.05.

The Effect of Green Investment on Carbon Emission Disclosure

Previously, the COVID-19 epidemic affected Indonesia and even the entire world. This condition made companies focus on stabilizing their performance, and if there were a number of costs incurred, they would focus more on the use of social funds intended for the environment and communities affected by the pandemic, causing expenditures related to green investment to be diverted. The findings of this study are consistent with those of a study carried out by Dani and Harto (2022), which demonstrated that carbon emission disclosure is unaffected by green investment. Since carbon emission disclosure is not the only legitimacy weapon available to businesses, and green investment is not one of the elements that might boost carbon emission disclosure, these findings contradict Legitimacy Theory.

The Effect of Environmental Performance on Carbon Emission Disclosure

Disclosure of carbon emissions will rise when environmental performance characterizes improved conditions. This shows that companies actively support environmental conservation initiatives by upholding operating procedures in compliance with laws that do not harm the environment. This study is in line with a study by Yesiani et al. (2023), demonstrating that environmental performance has an effect on carbon emission disclosure and research. Dani and Harto (2022) also stated that good environmental performance is the basis for companies to convey carbon emission disclosure information. Businesses that operate within social standards and boundaries will have full support from the community, which can enhance their positive reputation.

The Effect of Financial Slack on Carbon Emission Disclosure

Businesses with strong financial resources can engage in more environmental initiatives, which can increase the amount of information disclosed about carbon emissions. This will allow their financial leeway to influence the implementation of carbon emission disclosure. This finding is consistent with that from a previous study by Aini et al. (2022), which found that financial slack has an effect on carbon emission disclosure.

Media exposure Does Not Moderate the Effect of Green Investment on Carbon Emission Disclosure

Whether or not there is media coverage, information about green investment activities and carbon emission disclosure reported by the media has no effect on the public's trust in a company's business operations. Indonesian media does not yet have the same level of media pressure as those in developed countries. Media in developed countries are generally more independent, more active in disclosing environmental issues, and serve

as a powerful tool of external legitimacy. Meanwhile, in Indonesia, environmental coverage remains relatively infrequent, sporadic, and often dependent on political agendas. As a result, media exposure does not necessarily moderate the relationship between environmental performance or green investment and carbon emission disclosure, as is the case in developed countries.

Media Exposure Does Not Moderate the Effect of Environmental Performance on Carbon Emission Disclosure

The public's trust in a company's business operations is unaffected by information about green investment activities and carbon emission disclosure that is covered by the media. This stems from excessive concern about corporate environmental oversight when publicly disclosed in the media. This tends to create a negative public stigma against the company if environmental controls are discovered to be not operating optimally. In the Indonesian context, carbon disclosure motivation is influenced more by regulatory compliance (e.g., PROPER), specific investor demands, and government relations. In other words, media is not a primary factor. Therefore, in this study, media exposure cannot moderate the relationship between environmental performance and carbon emission disclosure. Media exposure does not act as a reinforcement.

Media Exposure Does Not Moderate the Effect of Financial Slack on Carbon Emission Disclosure

Since businesses are concerned about media coverage of their financial and non-financial operations, including public disclosure of carbon emissions, media exposure in this study does not moderate the effect of financial slack on carbon emission disclosure. Issues related to environmental damage are highly sensitive to the public, so this makes them hold back or limit matters pertaining to carbon emission disclosure.

CONCLUSION

Based on the findings of this study, it can be concluded that environmental performance and financial slack have a positive effect on carbon emission disclosure, while green investment has no significant effect. These findings suggest that companies in Indonesia are more motivated to disclose carbon emissions when they have good environmental performance and adequate financial capacity, while green investment has not yet been positioned as a legitimizing tool that encourages transparency. Furthermore, media exposure is not proven to moderate the relationship between the three independent variables and carbon emission disclosure. These results confirm that the role of media in Indonesia has not yet functioned as a strong external pressure in encouraging environmental information disclosure. Overall, this study strengthens the understanding that the voluntary nature of Indonesian regulations and assessment mechanisms such as PROPER influence companies' behavior in disclosing carbon emission information.

The findings of this study also support Stakeholder Theory and Legitimacy Theory, indicating that businesses with strong environmental records and sufficient financial flexibility often disclose carbon emissions more responsibly. This implies that stakeholder demands and societal legitimacy continue to be important forces behind environmental transparency. Companies in the energy and basic materials sectors may not yet fully view green investment as a legitimacy instrument, as evidenced by the marginal impact of green investment on carbon emission disclosure. This offers fresh evidence that the correlation between green investment and carbon disclosure might be weakened by economic considerations. These results provide a new theoretical contribution, suggesting that media exposure has not yet effectively served as an external pressure mechanism in the Indonesian context. This implies that the media has not yet become a strong channel of legitimacy as in developed countries, as described in Legitimacy Theory. This study has not considered other external factors such as government regulations, international market pressures, or organizational culture that also have the potential to influence carbon emission disclosure. Future research should examine how media and stakeholder pressure influences carbon emission disclosure techniques in different industrialized and developing nations.

REFERENCE

Afni, Z., Gani, L., Djakman, C. D., & Sauki, E. (2018). The Effect of Green Strategy and Green Investment Toward Carbon Emmision Disclosure. *The International Journal of Business Review (The Jobs Review)*, *1*(2), 97–112. https://doi.org/10.17509/tjr.v1i2.13879

Aini, K. N., Murtiningsih, R., Baroroh, N., & Jati, K. W. (2022). The Effect of Financial Slack, Institutional Ownership, Media Exposure on Carbon Emission Disclosure with Solvability Ratio as a Moderating Variable. In *2nd*

International Conference of Strategic Issues on Economics, Business and, Education (ICoSIEBE 2021). 147-153. Atlantis Press.

Allam, G. A., & Diyanty, V. (2020). Determinants of Carbon Emission Disclosure. *Journal of Economics, Business, & Accountancy Ventura*, *22*(3), 333–346. https://doi.org/10.14414/jebav.v22i3.1207

Amira, M. P., Husnah Nur Laela Ermaya, & Munasiron Miftah. (2024). Faktor-Faktor yang Mempengaruhi Carbon Emission Disclosure. *Indonesian Journal of Auditing and Accounting (IJAA)*, *1*(2), 21–41.

Aria Sandi, D., Soegiarto, D., & Ratna Wijayani, D. (2021). Pengaruh Tipe Industri, Media Exposure, Profitabilitas Dan Stakeholder Terhadap Carbon Emission Disclosure (Studi Pada Perusahaan Yang Terdaftar Di Indeks Saham Syariah Indonesia Pada Tahun 2013-2017). *Accounting Global Journal*, *5*(1), 99–122.

Bae Choi, B., Lee, D., & Psaros, J. (2013). An analysis of Australian company carbon emission disclosures. *Pacific Accounting Review*, *25*(1), 58–79. https://doi.org/10.1108/01140581311318968

Chen, Y., & Ma, Y. (2021). Does green investment improve energy firm performance? *Energy Policy*, *153*. https://doi.org/10.1016/j.enpol.2021.112252

Chithambo, L., & Tauringana, V. (2017). Corporate governance and greenhouse gas disclosure: a mixed-methods approach. *Corporate Governance (Bingley)*, *17*(4), 678–699. https://doi.org/10.1108/CG-10-2016-0202

Pratiwi, P. C., & Sari, V. F. (2016). Pengaruh Tipe Industri, Media Exposure dan Profitabilitas terhadap Carbon Emission Disclosure. *Jurnal Wra*, 4(2), 829-844.

Dowling, J., & Pfeffer, J. (1975). Pacific Sociological Association Organizational Legitimacy: Social Values and Organizational Behavior. In *Source: The Pacific Sociological Review* (Vol. 18, Issue 1).

Florencia, V., & Handoko, J. (2021a). Uji Pengaruh Profitabilitas, Leverage, Media Exposure Terhadap Pengungkapan Emisi Karbon Dengan Pemoderasi. *Jurnal Riset Akuntansi Dan Keuangan*, *9*(3), 583–598. https://doi.org/10.17509/jrak.v9i3.32412

Florencia, V., & Handoko, J. (2021b). Uji Pengaruh Profitabilitas, Leverage, Media Exposure Terhadap Pengungkapan Emisi Karbon Dengan Pemoderasi. *Jurnal Riset Akuntansi Dan Keuangan*, *9*(3), 583–598. https://doi.org/10.17509/jrak.v9i3.32412

Guthrie, J., & Parker, L. D. (1989). Corporate Social Reporting: A Rebuttal of Legitimacy Theory. *Accounting and Business Research*, *19*(76), 343–352. https://doi.org/10.1080/00014788.1989.9728863

Hapsoro, D. (2018). Antecedents And Consequences Of Carbon Emissions' Disclosure: Case Study Of Oil, Gas And Coal Companies In Non-Annex 1 Member Countries. *Journal of Indonesian Economy and Business*, *33*(2), 99–111. http://journal.ugm.ac.id/jieb

Hieu, V. M. (2022). Influence of Green Investment, Environmental Tax and Sustainable Environment: Evidence from ASEAN Countries. *International Journal of Energy Economics and Policy*, *12*(3), 227–235. https://doi.org/10.32479/ijeep.13028

Irwhantoko, I., & Basuki, B. (2016). Carbon Emission Disclosure: Studi pada Perusahaan Manufaktur Indonesia. *Jurnal Akuntansi Dan Keuangan*, *18*(2). https://doi.org/10.9744/jak.18.2.92-104

Kock, C. J., Santaló, J., & Diestre, L. (2012). Corporate Governance and the Environment: What Type of Governance Creates Greener Companies? *Journal of Management Studies*, *49*(3), 492–514. https://doi.org/10.1111/j.1467-6486.2010.00993.x

Li, B., Gasser, T., Ciais, P., Piao, S., Tao, S., Balkanski, Y., Hauglustaine, D., Boisier, J. P., Chen, Z., Huang, M., Zhaoxin Li, L., Li, Y., Liu, H., Liu, J., Peng, S., Shen, Z., Sun, Z., Wang, R., Wang, T., … Zhou, F. (2016). The contribution of China's emissions to global climate forcing. *Nature*, *531*(7594), 357–361. https://doi.org/10.1038/nature17165

Mahardika, D. (2024). Meninjau Peran Renewable Energy Certificate Dalam Carbon Accounting. *Media Riset Akuntansi, Auditing & Informasi*, *24*(1), 51–70. https://doi.org/10.25105/mraai.v24i1.18716

Maryono, A., & Ermawati, Y. (2024). Kinerja Lingkungan dan Profitabilitas terhadap Carbon Emission Disclosure pada Perusahaan Consumer Non Cyclicals. *Fokus Ekonomi, Manajemen, Bisnis dan Akuntansi*, *03*(03/02), 200–205.

Mulyati, R., & Darmawati, D. (2023). Enrichment: Journal of Management The impact of green investment, media coverage, and international sales on carbon emission disclosure with audit committee as the moderating variable. In *Enrichment: Journal of Management* (Vol. 13, Issue 1).

Dani, I. M., & Harto, P. (2022). Pengaruh Kinerja Lingkungan Dan Green Investment Terhadap Pengungkapan Emisi Karbon. *Diponogoro Journal Accounting 11*(4), 1–10. http://ejournal-s1.undip.ac.id/index.php/accounting

Ramadhani, K., & Astuti, C. D. (2023a). Pengaruh Green Strategy Dan Green Investment Terhadap Carbon Emission Disclosure Dengan Media Exposure Sebagai Variabel Pemoderasi. *Jurnal Informasi, Perpajakan, Akuntansi, Dan Keuangan Publik*, *18*(2), 323–338. https://doi.org/10.25105/jipak.v18i2.17244

Suminar, S., & Yuliandhari, W. S. (2023). Pengaruh Proper Rating, Industrial Type, dan Komite Audit terhadap Carbon Emission Disclosure: . *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, *6*(3), 3261–3271. https://doi.org/10.47467/alkharaj.v6i3.5093

Suryani, R., Wijayati, F. L., Accounting, S., Laela, F., Jurnal, W., Akuntansi, R., & Keuangan, D. (2019). *Large Determinant of Greenhouse Gas Emissions Disclosure in Indonesia*. *4*(2). www.ojk.go.id

Syabilla, D., Wijayanti, A., & Fahria, R. (2021). Pengaruh investasi hijau dan keragaman dewan direksi terhadap pengungkapan emisi karbon. *Konferensi Riset Nasional Ekonomi Manajemen Dan Akuntansi*, 2(1), 1171-1186.

Ulupui, I. G. K. A., Maruhawa, D., Purwohedi, U., & Kiswanto. (2020). Carbon Emission Disclosure, Media Exposure, Environmental Performance, Characteristics of Companies: Evidence from Non Fincancial. *IBIMA Business Review*, *2020*. https://doi.org/10.5171/2020.628159

Wang, H., Feng, J., Zhang, H., & Li, X. (2020). The effect of digital transformation strategy on performance: The moderating role of cognitive conflict. *International Journal of Conflict Management*, *31*(3), 441–462. https://doi.org/10.1108/IJCMA-09-2019-0166

Wulandari, D., & Sasongko, N. (2024). YUME : Journal of Management Pengaruh Media Exposure, Ukuran Perusahaan, Kepemilikan Institusional Dan Profitabilitas Terhadap Carbon Emission Disclosure Pada Masa Covid-19 (Studi Empiris Pada Perusahaaan Sektor Energi Yang Terdaftar Di BEI Tahun 2019-2022). In *YUME : Journal of Management* (Vol. 7, Issue 2).

Yesiani, M. E. S., Sari, D. P., & Kristina, N. (2023). Pengaruh Kinerja Lingkungan Dan Green Investment Terhadap Pengungkapan Emisi Karbon. *Jurnal Ilmiah Mahasiswa Akuntansi*, *12*(2), 102–111. https://doi.org/10.33508/jima.v12i2.5350