

ABSTRACT

The purpose of this study was to establish the dominant variables affecting the financing of corporate social responsibility for the creative industry in Central Java. The population of this research is the small and medium-sized businesses on the basis of the creative industries in Central Java. Sampling technique purposive sampling and obtained a sample of 44 businesses. The data were analyzed using factor analysis. Based on the analysis that six dominant variable affecting the financing of corporate social responsibility for the creative industry. The sixth variable is the capital loans, loans for production costs, transparency, aid loans from other institutions, the length of the business and turnover per month. In general, small businesses especially creative industries still need lots of capital loan assistance. Increasing competition in the business world more and more capital is needed. Because there are advantages to compete must be created for goods and services.

Keywords: corporate social responsibility, creative industries, finance