

## **ABSTRACT**

*The research is arranged because there was highly exchange rate movement phenomena in the period of beginning to midyear 2015. This phenomena have been growth into many kind of informations that should be analyzed further, especially about the exposure that firms perceived. Firm's exposure or sensitivity to exchange rate movement are differents individually and depends on many kind of determinant factors.*

*The objectives of the research are to determine whether The Firm's International Trade Factor such Export and Import, also The Firm's Accounting Policy such Accounting Currency Choice, Fair Value Financial Instrument and Foreign Currency Monetary Asset have relations to The Exchange Rate Exposure in manufactur firms registered in Indonesia Stock Exchange. It is also to determine firm characteristic relations to exposure. This research tests whether there are significant influences of the factors to the exposure measurement and it also tests direction of relationship. The research analyzed firm's data in period of 2012 until 2014.*

*Results show that ekspor, import, accounting currency choice, fair value financial instrument had significant influence to exposure measurement. Result also shows that other factors had not significant influenced. Exposure measurement are differents among firms with negative direction at 89,5% of total firms.*

*Keywords : Exposure, Exchange Rate, Export, Import, Fair Value, Accounting Currency, Monetary Asset.*

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