

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kebijakan Program PEN-Insentif Usaha terhadap praktik manajemen laba yang terjadi di Indonesia. Penghindaran pajak akan diuji sebagai variabel mediasi untuk menjelaskan hubungan antara insentif pajak dan manajemen laba di Indonesia. Pengujian dilakukan secara kuantitatif dengan bersumber pada laporan keuangan dan mengambil sampel perusahaan manufaktur yang terdaftar di BEI pada tahun 2018-2022. Hasil menunjukkan bahwa Program PEN-Insentif Usaha memiliki pengaruh signifikan terhadap penghindaran pajak. Penghindaran pajak juga diketahui memiliki pengaruh positif secara signifikan terhadap manajemen laba. Namun demikian, insentif pajak secara empiris tidak memiliki pengaruh terhadap perilaku manajemen laba. Berdasarkan hasil tersebut, penghindaran pajak bukan merupakan variabel mediasi yang mampu menjelaskan hubungan antara insentif pajak dan manajemen laba. Krisis akibat pandemi COVID-19 dapat menjadi faktor yang menyebabkan manajer lebih berfokus menghindari kerugian dibandingkan melakukan manajemen laba.

**Kata Kunci :** *insentif pajak, penghindaran pajak, manajemen laba, pandemi COVID-19*

## **ABSTRACT**

*This study aims to analyse the effects of the PEN-Business Incentive Program on earnings management practices in Indonesia. Tax avoidance was tested as a mediating variable to explain the relationship between tax incentives and earnings management. The test was conducted quantitatively by sourcing financial statements and using manufacturing companies listed on the IDX in 2018-2022. The test results showed that the PEN-Business Incentive Program had a significant influence on tax avoidance. Tax avoidance also had a positive significant effect on earnings management. However, tax incentives empirically had no influence on earnings management behaviour. Based on these results, tax avoidance was a mediating variable that could explain the relationship between tax incentives and earnings management. The crisis due to the pandemic COVID-19 could cause managers to be more concerned with their own position and the sustainability of the company in the future, so they more focused on avoiding losses and not arousing public suspicion rather than doing earnings management.*

**Keywords:** *tax incentives, tax avoidance, earnings management, pandemic COVID-19*