CAUSALITY JOURNAL
Vol xx, No. xx, 202x, pp. xx-xx
https://journal.inacexter.com/index.php/causality

Type Your Article Title in English (Cambria 12 pt)

Name of First Author[1], Second Author[2], Third Author[3], etc.
1 First Author's Affiliation (Institution/University, Academic Activities, etc.)
2 Second Author's Affiliation (Institution/University, Academic Activities, etc.)
3 Third Author's Affiliation (Institution/University, Academic Activities, etc.)

If the authors' affiliations are the same, only one should be listed.
*Correspondence: Email address of corresponding author

***Abstract**: Type your English abstract here. The abstract should be written in 10-point Cambria font. The abstract should include the following: main problem, objectives, methods, results, and conclusions. The abstract should be written in one paragraph, without references, abbreviations/acronyms, and footnotes. The abstract should not be copied or pasted from the text. The abstract should be a maximum of 300 words.*

***Keywords**: Keyword One, Keyword Two, Keyword Three, etc. (minimum 3 keywords, maximum 6 keyword)*

Introduction

The introduction is the first substantive part of a journal article and serves as the entry point for readers. It explains why the research is important, what problem is being addressed, and how the study positions itself within the broader academic conversation. Because of its central role, the introduction must be written with a logical flow, academic clarity, and precision.

In most journals, the introduction typically spans one and a half to two pages of A4 paper, amounting to around 700 to 1,000 words, or about ten to fifteen percent of the total article length. The text is usually formatted in Cambria, 12-point font, with single line spacing. These formatting standards ensure readability and consistency across submissions.

From the perspective of content, the introduction is most effective when written using the funnel method. This means starting broadly with a general context and gradually narrowing down to the specific research focus. The first one or two paragraphs often provide an overview of the larger issue or trend that makes the research relevant. For instance, if the article is about the creative industry, the author may begin with international or national data highlighting its contribution to economic growth. Such a beginning demonstrates that the topic is not only locally relevant but also globally significant.

After presenting the broad context, the introduction should shift toward the local setting or the specific case under study. This is where the author introduces the research site, organization, or phenomenon in focus. If the study concerns Bandung Creative Hub, for example, the author may describe how this institution was established, its role in supporting creative communities, and the challenges it currently faces. This section should not be purely descriptive. Rather, it should highlight the tension or problem that justifies the research.

The next part of the introduction is a concise review of previous studies. This section does not need to be lengthy, but it should demonstrate familiarity with the literature and identify what has been done by other researchers. The purpose here is to show the research gap. A strong introduction does not simply list earlier studies but rather connects them to the present study. For example, earlier works may have examined the facilities and economic contributions of Bandung Creative Hub, but few or none have analyzed the government's communication strategies in managing this institution. This gap becomes the academic space that the present study aims to fill.

The introduction should then close with a clear statement of purpose. This is the point where the author explains explicitly what the research intends to achieve. A good practice is to formulate the purpose in a single paragraph, beginning with a phrase such as "This study aims to..." or "The objective of this research is...". For example: "This study aims to analyze the government's communication strategies in managing Bandung Creative Hub, to identify the communication barriers encountered, and to propose strategies that optimize the role of BCH in supporting the creative industry in Bandung City." A concluding statement of this kind provides readers with a precise understanding of the study's direction.

There are also common pitfalls to avoid. The introduction should not become a collection of quotations without analysis, since citations are meant to support the author's argument rather than substitute for it. It should not include excessive details that belong in the methods or results sections. And most importantly, it should not omit the research purpose, as this would leave readers uncertain about the article's focus.

When written carefully, the introduction leads readers smoothly from a broad background into a specific research focus. It demonstrates the significance of the study, situates it within the existing body of knowledge, and concludes by setting out the study's objectives. Presented with clear academic language, consistent formatting, and a length of about one to two pages, the introduction becomes a strong foundation for the rest of the article.

Methods

The methods section explains how the research was conducted. If the study is qualitative, the author should state the chosen approach, such as case study, ethnography, or phenomenology, identify the informants, and describe how the data were collected, for instance through observation, interviews, or documentation. If the study is quantitative, the author should indicate the population, sample, instruments, and the statistical techniques used for data analysis.

The methods section must be written clearly and systematically so that readers can understand the research process and, if necessary, replicate it. This section is often compared to a recipe: anyone reading it should be able to identify the ingredients used and the steps taken to complete the process.

For formatting, the text should use Cambria font, 12-point size, with single line spacing, and paragraphs aligned in a justified layout.

Results and Discussion

The Results and Discussion section is the core of a scientific article. This part presents the research findings and explains their meaning in relation to the research objectives, the theories used, and previous studies. In some journals, the results and discussion are written separately, but in many journals they are combined. If there are no specific requirements, it is preferable to write them in an integrated way so that the presentation of data flows directly into its interpretation.

Research results must be written clearly and systematically. For quantitative studies, the results are usually presented in the form of descriptive statistics (such as frequency, mean, percentage), inferential analysis (such as correlation tests, regression, SEM-PLS), or statistical software output. For qualitative studies, the results are usually presented as themes or main categories derived from data analysis, supported by direct quotations from informants.

Research findings should be presented in narrative text and are recommended to be supported with tables or figures. Tables are used to present structured numerical data, while figures are used for graphs, diagrams, charts, or other data visualizations.

Guidelines for writing tables and figures:

Tables and figures must be numbered in order of appearance (for example: Table 1, Table 2, Figure 1, Figure 2). The title of the table and/or figure is written below the table and/or figure, centered, concise, and informative.

Example:

Table 1. Sample Table (Source: …)

The title of the figure is also written below the figure, concise and clear.

Example:

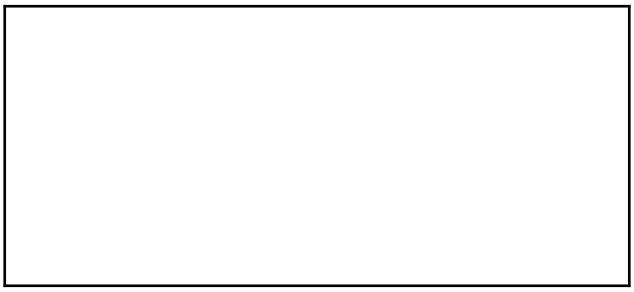

Figure 1. Sample Figure (Source: …)

Each table or figure must be referred to in the text. Do not simply insert a table or figure without explanation. Tables and figures should be neat, consistent, and easy to read (avoid excessive lines in tables).

After the results are presented, the discussion explains the meaning of these findings. In this section, the author must link the findings to theories, concepts, or previous studies. For example, if the research finds that government communication strategies in Bandung Creative Hub are effective in reaching young generations, then the discussion should explain why this occurs, what its relevance is to organizational communication theory, and whether the findings are consistent with or differ from earlier studies.

A good discussion does not merely repeat the data but provides critical analysis. Compare the research findings with the literature, show the similarities and differences, and then draw implications. The implications may include:

1. Theoretical: the study's contribution to the development of theory.
2. Practical: recommendations for policy or field practice.
3. Methodological: notes on the method used, including its limitations.

The Results and Discussion section is usually the longest part of the article, comprising around 30–40% of the total manuscript. The text should be written in Cambria font, 12-point size, single spacing, with justified alignment. Tables and figures should be placed close to the text that discusses them so that readers do not become confused.

Conclusion

The conclusion is the final part of a research article and serves to summarize the main findings while directly addressing the research objectives. It is not a simple repetition of the results, but rather a concise statement that highlights the essence of the study and its contributions. For this reason, the conclusion must be written clearly, concisely, and with a strong focus.

In general, the conclusion consists of one to three short paragraphs, occupying no more than a single page. Each paragraph should be purposeful. The first part should directly answer the research question or objective that was stated in the introduction. For example, if the study aimed to analyze the government's communication strategies in managing Bandung Creative Hub, the conclusion should affirm what strategies were identified, how effective they were, and what implications they carry.

Beyond summarizing the findings, the conclusion should also offer theoretical and practical implications. The theoretical implications indicate how the study contributes to the development of knowledge or supports existing theories. The practical implications highlight how the findings can be applied in real settings, such as informing policy, improving organizational practices, or guiding future initiatives.

Importantly, the conclusion should not introduce new data, tables, or figures. Nor should it repeat the entire discussion section in detail. Instead, it should provide a refined summary. For instance:

"This study concludes that government communication strategies in managing Bandung Creative Hub are effective in building collaboration among creative communities, but challenges remain in the use of digital media. The findings suggest that strengthening digital communication should become a priority in future management strategies."

Some journals also encourage or require authors to include recommendations for future research. These recommendations should be brief, realistic, and grounded in the limitations of the current study. For example: "Future research may expand the scope by involving more stakeholders from the private sector to provide a more comprehensive understanding of creative hub management."

From a technical perspective, the conclusion should be written in Cambria, 12-point font, single spacing, with justified alignment. Its length should be concise, typically between one and three paragraphs.

In short, the conclusion is the closing statement of the article. It reminds readers of what has been achieved, emphasizes the contribution of the study, and, where appropriate, points toward future directions. Written with clarity and precision, it ensures that the article ends with a strong and lasting impression.

Reference

The references section in a scholarly article serves as the bibliography that records all academic sources that have been cited in the text. References demonstrate the academic foundation of the research, its connection to previous studies, and uphold scientific integrity by avoiding plagiarism. Therefore, the references must be written carefully, consistently, and in accordance with the official citation style required by the journal.

In most cases, an article should contain a minimum of 10 scholarly sources. Of these, 80 percent must be primary references, such as journal articles, conference proceedings, or published research reports. The remaining 20 percent may consist of secondary references, including textbooks, institutional reports, or official documents. To ensure currency, the majority of references should have been published within the last five years, so that the study remains relevant to the most recent academic developments.

The references must be formatted consistently according to the American Psychological Association (APA) 7th Edition style. In this system, each type of source has a specific format:

1. Journal articles: Author's surname, initials, year of publication, article title (capitalizing only the first word and proper nouns), journal title in italics, volume(issue), page range, and DOI/URL if available.
2. Books: Author's surname, initials, year of publication, title of the book in italics, edition (if not the first), publisher, and DOI/URL if available.
3. Conference proceedings: Author's surname, initials, year, title of the paper, editor(s) if any, title of the proceedings in italics, page range, publisher, and DOI/URL.
4. Institutional reports: Institution name, year, title of the report in italics, publisher (if different), and URL.

There must also be complete consistency between in-text citations and the reference list. Every source cited in the text must appear in the reference list, and every entry in the reference list must be cited in the text.

Because formatting references manually is time-consuming and prone to errors, authors are strongly encouraged to use reference management tools such as Mendeley, Zotero, or EndNote. These applications allow writers to automatically generate in-text citations and bibliographies in APA 7th Edition style, ensuring accuracy and consistency. In addition, they make it easier to update or change citation styles if required by the journal.

From a technical perspective, the references should be written using Cambria, 12-point font, single spacing, with justified alignment. Each entry should follow the hanging indent format, where the first line is aligned to the left margin and subsequent lines are indented. The reference list should be arranged in alphabetical order according to the surname of the first author.

In short, the references section is not merely a formal requirement but an essential component that reflects the academic quality of the article. A strong, relevant, and up-to-date reference list, written according to APA 7th Edition guidelines, enhances the credibility of the research and allows readers to easily trace the sources used.

Sample Reference List (APA 7th Edition)

Primary Sources (80%)

Andayani, M., & Putra, A. (2021). Social media engagement and youth political participation in Indonesia. Asian Journal of Communication, 31(4), 402–418. https://doi.org/10.1080/01292986.2021.1901234

Firmansyah, R., & Hakim, L. (2022). Digital communication strategies in local government services. Journal of Public Administration Research, 9(2), 211–227. https://doi.org/10.1080/09540962.2022.1897654

Gunawan, D., & Nurdin, S. (2020). The role of creative hubs in urban development: A case study of Bandung. International Journal of Cultural Policy, 26(6), 857–873. https://doi.org/10.1080/10286632.2020.1758745

Hidayat, R., & Pratama, Y. (2021). Collaborative governance in creative industries. Policy & Governance Review, 5(3), 199–210. https://doi.org/10.30589/pgr.v5i3.678

Irawan, T., & Syafrudin, M. (2022). Communication effectiveness of government digital platforms. Journal of New Media and Communication, 12(1), 45–62. https://doi.org/10.1109/JNMC.2022.0045

Nugraha, A. R., Sjoraida, D. F., & Novianti, E. (2022). Government public relations strategies in the digital era. Journal of Communication Studies, 14(2), 123–135. https://doi.org/10.1016/j.jcom.2022.03.005

Rahman, A., & Sari, D. (2021). Digital communication in creative industries. In A. Budi (Ed.), Proceedings of the International Conference on Communication Studies (pp. 45–56). Atlantis Press. https://doi.org/10.2991/iccs-21.2021.005

Setiawan, B., & Hasanah, U. (2023). Social exchange theory and employee engagement: Evidence from Indonesian SMEs. Management Research Review, 46(1), 110–128. https://doi.org/10.1108/MRR-04-2022-0258

Sunarto, A., & Dewi, L. (2020). The influence of leadership communication on innovation. Journal of Business Communication, 57(3), 342–359. https://doi.org/10.1177/2329488420907124

Wijaya, I. S., & Permadi, H. (2021). Public information management in the digital era. Journal of

Government and Policy, 12(4), 355–370. https://doi.org/10.1080/09523367.2021.1887654
Yuliani, D., & Karim, F. (2022). Collaborative communication in creative clusters: A study of Bandung City. International Journal of Urban Studies, 18(2), 98–112. https://doi.org/10.1080/14649357.2022.2089654

Secondary Sources (20%)
Bryman, A. (2021). Social research methods (6th ed.). Oxford University Press.
Creswell, J. W., & Poth, C. N. (2018). Qualitative inquiry and research design: Choosing among five approaches (4th ed.). Sage.
Ministry of Tourism and Creative Economy. (2020). Annual report on Indonesia's creative economy 2020. Jakarta: Kemenparekraf.
United Nations Conference on Trade and Development (UNCTAD). (2022). Creative economy outlook 2022. UNCTAD. https://unctad.org/publications