

Title (Should be max. 14-word long, containing the most concise representation of the research, typed in TNR 14 pt)

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ABSTRACT (10pt)

Write down here your paper's abstract in one paragraph and in no more than 250 words. The abstract should contain (1) the background of the discussed issue; (2) the research purpose; (3) how the question is discussed in the paper or methodology; and (4) the main result of the discussion. Other important matters discussed in the paper that significantly contribute to the final result of the research may be noted here, but you have to consider, however, the limited space of the abstract. The abstract is written English, typing uses line spacing 1 or single, font size 10, font Cambria with the margins narrower than the right and left margins of the main text. The keywords need to be included to reflect the problem context of the research and the main terms that underlie the implementation of the research. The keywords can be one word or compound words. The number of keywords is 3-5 words.

Keywords: keyword 1; keyword 2; keyword 3 (lowercase)

INTRODUCTION

Contains the background of the research, research problems, literature review, research aim, previous research, and research gap.

METHOD

Consists of research design, details of research implementation including population and sample, instruments and data collection technique, and data analysis technique.

RESULTS AND DISCUSSION

Sub Point 1

The "Findings" section gives a concise explanation regarding the result of the researcher's data collection. Meanwhile, the "Discussion" section displays the researcher's analysis of the obtained data, which also includes citations from relevant, supporting sources.

Sub Point 2

....

CONCLUSION

Consists of the overall conclusion of the research along with suggestions for future research.

REFERENCES

The journal applies APA 7th Style as the reference format. Please refer to this guideline for the reference format or use Mendeley for the best result.

Book

Kotler, P., & Keller, K. L. (2016). *A framework for marketing management*. Pearson Boston, MA.

Journal

Akoglu, H. E., & Özbek, O. (2022). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*, 34(10). <https://doi.org/10.1108/APJML-05-2021-0333>

Thesis/Dissertation

Ilmi, M. S. (2019). *Pendidikan kejujuran dalam perspektif hadits dalam kitab shahih muslim (kajian materi dan metode pembelajaran)* [Undergraduate Thesis]. UIN Syarif Hidayatullah Jakarta.

Proceeding

Wiyono, B. B., Indreswari, H., & Prestiadi, D. (2021). The use of technology-based communication media in the teaching-learning interaction of educational study programs in the pandemic of Covid 19. *ICEIEC 2021 - Proceedings of 2021 IEEE 11th International Conference on Electronics Information and Emergency Communication*. <https://doi.org/10.1109/ICEIEC51955.2021.9463846>

Online

Top Brand Award. (2022). *Komparasi brand index*. Top Brand Award.