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**TAJUK (TNR, 16, BOLD, CENTER, SINGLE SPACING,
UPPERCASE)**

TITLE (TNR, 14, ITALIC, CENTER, SINGLE SPACING, UPPERCASE)

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	TNR, 10, justify, single spacing) The abstract should not more than 300 words each. The abstract should not only indicate the subject and scope of the paper, but also summarize the author's conclusion. Structured abstract must be a brief, comprehensive summary of the contents of the article. It allows readers to survey the contents of an article quickly. An Abstract summarizes the major aspects of a paper. It should succinctly summarize the purpose of the paper, the methods used, the major results, and conclusions.
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Introduction – Heading 1 (TNR, 12, Bold, Align Left, Capitalize Each Word)

Tourism is one of the fastest growing development sectors in addition to other development strategic agendas such as energy, food, infrastructure
(TNR, 12, single spacing, justify)

Literature Review – Heading 1 (TNR, 12, Bold, Align Left, Capitalize Each Word)

There are five points will be discussed in LR.....
(TNR, 12, single spacing, justify)

Definition of Rural Tourism – Heading 2 (TNR, 12, Bold, Italic, Capitalize Each Word)

Sustainable tourism as defined by The World Tourism Organization (UNWTO) is tourism that takes full account of current and future economic, social and environmental impacts...
(TNR, 12, single spacing, justify)

Rural Tourism – Heading 3 (TNR, 12, Bold, Italic, Tab Inside, Capitalize Each Word)

The goal of sustainable tourism is to reduce poverty, respect socio-cultural authenticity.....
(TNR, 12, single spacing, justify).

Table 1: Example (TNR, 12, Single Spacing, Bold, Centre, Capitalize Each Word)

Example	Example	Example
Example	Example	Example
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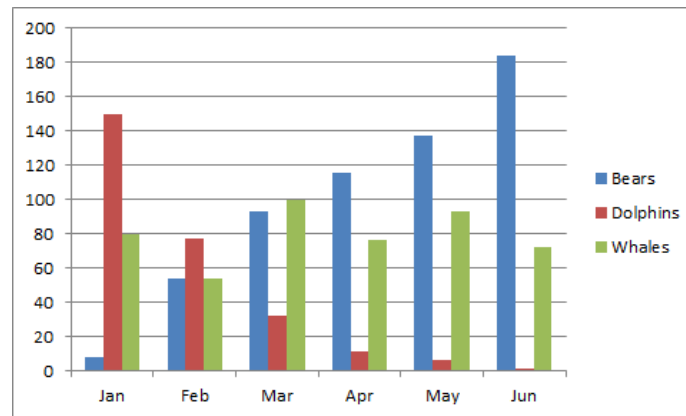


Figure 1: Example (TNR, 12, Single Spacing, Bold, Centre, Capitalize Each Word)

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Conclusion – Heading 1 (TNR, 12, Bold, Align Left, Capitalize Each Word)

This study set out to examine the relationship between digital marketing strategies and the performance of small and medium enterprises (SMEs) in Malaysia. The findings reveal that the effective use of social media, search engine optimization, and customer relationship management tools significantly enhances business visibility, customer engagement, and ultimately financial performance. Importantly, the results highlight that SMEs with proactive adoption of digital tools tend to outperform those that rely solely on traditional methods. The implications of this study are twofold. From a theoretical perspective, it contributes to the growing body of literature on SME digitalization by demonstrating the measurable impact of online strategies on organizational outcomes. From a practical standpoint, it provides entrepreneurs and policymakers with valuable insights to design training programs, incentives, and policies that encourage digital transformation among SMEs.

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Grady, J. S., Her, M., Moreno, G., Perez, C., & Yelinek, J. (2019). Emotions in storybooks: A comparison of storybooks that represent ethnic and racial groups in the United States. *Psychology of Popular Media Culture*, 8(3), 207-217. <https://doi.org/10.1037/ppm0000185>.

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