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**TAJUK (TNR, 16, BOLD, CENTER, SINGLE SPACING,
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TITLE (TNR, 14, ITALIC, CENTER, SINGLE SPACING, UPPERCASE)

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(TNR, saiz 10, justify, jarak satu) Abstrak hendaklah tidak melebihi 300 patah perkataan. Abstrak bukan sahaja perlu menyatakan subjek dan skop kajian, malah turut merumuskan kesimpulan penulis. Abstrak berstruktur mestilah merupakan ringkasan yang ringkas tetapi menyeluruh mengenai kandungan artikel. Ia membolehkan pembaca meninjau kandungan artikel dengan cepat. Abstrak merumuskan aspek-aspek utama sesebuah kertas kerja. Abstrak hendaklah merangkumkan secara padat tujuan kajian, kaedah yang digunakan, dapatan utama, serta kesimpulan kajian.

DOI:	Kata Kunci: Semua kata kunci mesti dimasukkan mengikut turutan abjad (A–Z)
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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
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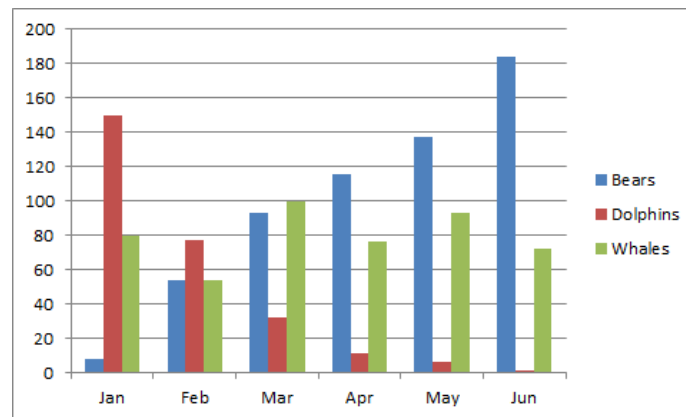


Figure 1: Example (TNR, 12, Single Spacing, Bold, Centre, Capitalize Each Word)

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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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217. <https://doi.org/10.1037/ppm0000185>.

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