
Paper Title (should be the fewest possible words that accurately describe the content of the paper. Times New Roman, Center, Bold, 16pt)

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Article Info

Article history:

Received : mm dd, yyyy

Revised : mm dd, yyyy

Accepted : mm dd, yyyy

Keywords:

First keyword

Second keyword

Third keyword

Fourth keyword

Fifth keyword

(3-5 keywords)

ABSTRACT (10 PT)

The number of words in the abstract section ranges from 150-200 words, written in English. The abstract is written using the Times New Roman font size 9. The abstract contains the background, research objectives, research methods, research results, conclusions and implications. The abstract is not a summary of the manuscript consisting of several paragraphs and does not include citations in it.

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INTRODUCTION (10 PT)

The introduction **must contain**: (a) background of the problem that explains the phenomenon to be researched with the support of recent reference sources (the last 10 years); (b) must include the results of previous relevant research (as a comparison) that has been carried out by yourself or others and explain the existence of research in that context (as the state of the art of research); (c) exposure of research gaps from previous research (point b); research problems (preferably only one problem that is the focus of research) which are emphasized by research objectives; and (d) concepts or theories used to solve problems (in general and do not need to be wordy). All sources referred to or cited should be listed in the references. **The introduction does not use detailed subchapters.** The introduction should make up no more than 20% of the body of the paper. Written in Times New Roman size 10pt space 1.

METHOD (10 PT)

The Method section contains the methods used in the research and should be described clearly and in detail, including the research steps. **The Method does not use subchapter.** The Method is a maximum of 10% of the entire body of the manuscript and is written in Times New Roman size 10pt space 1.

RESULTS AND DISCUSSION (10 PT)

The Results and Discussion are presented by explaining the results of the research in accordance with the issues raised. The Result and Discussion section can be divided into sub-subchapters. Maximum 65% of the entire body of the manuscript. If this section uses subchapters, the writing of subchapters uses Arabic numerals (1, 2, 3, etc.) and is bolded. Then, if the subchapter has subchapters, the writing of the

subchapters does not use numbering, only italics and bold print. The Result and Discussion section is written in Times New Roman font size 10pt space 1.

1. Subchapter 1

The paragraph contains a description of subchapter 1.

2. Subchapter 2

The paragraph contains a description of subchapter 2.

Sub-subchapter 1

The paragraph contains a description of sub-subchapter 1.

The numbering of table/image/graphic titles uses Arabic numerals (1, 2, 3, etc.), written in Times New Roman font size 10pt spacing 1. The table title is centered. The table is arranged like the example table in this template with Times New Roman font size 8pt single space. The title of the figure/ chart is placed at the bottom of the figure/ chart centered. Each table and figure/ chart listed in the manuscript must be explained or mentioned in the paragraph. Writing the source of tables and figures follows the writing example in this template.

Table 1. Table Title

X	X	X	X
1.	X	X	X
2.	X	X	X
3.	X	X	X
4.	X	X	X
5.	X	X	X
X	X	X	X

Source: Table Source (Years)

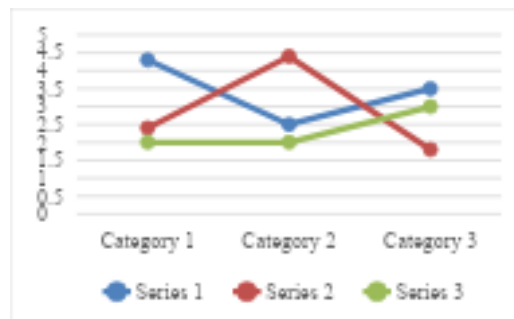


Chart 1. Chart Title

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Notes: Images used in the article must be clear/not blurry; if using charts, screenshots are not allowed, and must insert charts in the Ms. Word menu (or other word processing applications) and still use Times New Roman 8 pt font.

CONCLUSION (10 PT)

The Conclusion section contains conclusions that answer the problems and research objectives presented in the Introduction section (suggestions and recommendations can be added- not required). The closing section is a maximum of 5% of the entire body of the manuscript—the Conclusion in Times New Roman font size 10pt space 1. Write the closing section using paragraphs and not numbering details.

ACKNOWLEDGEMENTS (10 PT)

Author thanks. In most cases, sponsor and financial support acknowledgments.

REFERENCES (10 PT)

All sources referred to or cited in the manuscript must be listed in the References. Conversely, all sources in the References must be referred to in the manuscript. **The minimum references are 20 sources** of research results, ideas, theories or concepts that have been published in journals, both print and electronic. **Sources from books are no more than 15% of the total references.** The references referred to are the results of the publication of the last 10 years, except for classic references used as historical studies. Writing a references **MUST use Mendeley** and follow the provisions of **APA 7th** edition reference writing. The References is written in Times New Roman font size 10pt space 1.

Reference rules:

Journal

Ryals, L. (2005). Making customer relationship management work: the measurement and profitable management of customer relationships. *Journal of Marketing*, 69(4), 252-261.

James, A., Bradshaw, M., Coe, N. M., & Faulconbridge, J. (2018). Sustaining economic geography? Business and management schools and the UK's great economic geography diaspora. *Environment and Planning A: Economy and Space*, 50(6), 1355-1366.

Proceedings of Conference

Herculano-Houzel, S., Collins, C. E., Wong, P., Kaas, J. H., & Lent, R. (2008). The basic nonuniformity of the cerebral cortex. *Proceedings of the National Academy of Sciences* 105, 12593-12598.

Books

Kozinets, R. V. (2018). *Netnography for management and business research. The Sage handbook of qualitative business and management research methods*. London: Sage.