

The Title Should Be Brief and Informative No More Than 15 Words in English

First Author Name¹⁾, Second Author²⁾ & Third Author¹⁾*

1) Study Program or Major ..., Faculty ..., University ..., Indonesia

1) Study Program or Major ..., Faculty ..., University ..., Indonesia

Submitted : xx-xx-xx; Reviewed : xx-xx-xx; Accepted : xx-xx-xx

*Corresponding Email:

Abstract [Font: Cambria, size, 10, Bold]

Abstract is written briefly and factually, covering research objectives, research methods, results and conclusions. Abstracts are written in one paragraph; written in two languages (Indonesian and English); abstract lengths ranging from 150 - 200 words. Avoid referrals and unusual abbreviations. Cambria 10, with one line spacing (1) spacing. In Indonesian.

Keywords: Keywords consist of 3 to 5 words and / or word groups; Written in order of urgency of words; Between keywords separated by commas (;).

How to Cite: First, N.P. Second, P. & Third, P. (2025). Title should be concise and informative, no more than 15 words in Indonesian. JKBM (Jurnal Konsep Bisnis dan Manajemen). 99 (9): 99-99



INTRODUCTION

Avoid sub-subs in the introduction. The introduction should contain the background of the problem, issues and objectives of the research. The percentage of the length of the introduction page is between 10-15% of the total length of a manuscript. References are indicated by writing the author's surname/last name and the year of publication, without page numbers.

The theoretical basis is presented in complete, concise sentences, and is truly relevant to the purpose of writing a scientific article. The manuscript is written with a line density of 1.5 spacing, Cambria 12 font.

RESEARCH METHODS

Briefly inform about the materials and methods used in the research, including the subjects/materials studied, the tools used, the experimental design or design used, sampling techniques, variables to be measured, data collection techniques, analysis and statistical models used.

Avoid writing excessive statistical formulas. If using a well-known method, only mention the name of the method. If necessary, mention the reference source used as a reference. For qualitative research, the research method can be adjusted. The manuscript is written with a line density of 1.5 spacing, Cambria 12 font.

RESULTS AND DISCUSSION

The format of the research results and discussion are not separated, considering the limited number of pages available to the author. The manuscript is written with a line density of 1.5 spacing, Cambria font 12

The research results can be presented with the support of tables, graphs or images as needed, to clarify the presentation of the results verbally. Table and graph titles or image captions are arranged in the form of phrases (not sentences) concisely.

The caption of the figure/graph is placed below the figure/graph, while the table title is placed above it. The title begins with a capital letter. Do not repeat the numbers that have been listed in the table in the discussion text. If you want to emphasize the results obtained, it is better to present them in another form, such as percentages or differences. To show the numbers in question, just refer to the table that contains the numbers.

In general, international journals do not want statistical language (such as: significantly different, treatment, etc.) written in the discussion. Avoid copying and pasting statistical analysis result tables directly from statistical data processing software. Example Tables and Figures:

Table 1 Table Name (Cambria, 10)

Article	N	Inf
X		.
9	Affiliates, Table Titles, Image Titles	
11	Name of author, torso of paper	
13	Name of author, torso of paper	

Source: (Cambria, 10)

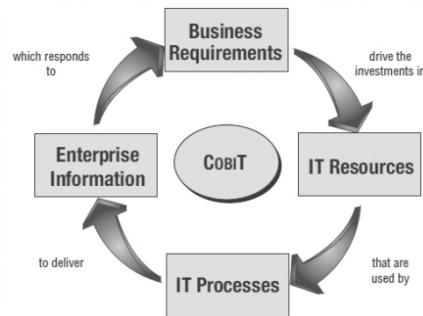


Figure 1. Image Name (Cambria, 10)
Source: (Cambria, 10)

The discussion material mainly examines whether the results obtained are in accordance with the hypothesis or not, and presents the arguments. Reference citations in the discussion should not be too long (if necessary, avoid them). Citations of research results or other people's opinions should be summarized and written in their own sentences (not using exactly the same sentences). Collections of similar studies can be referred to in groups.

CONCLUSION

The conclusion should be the answer to the research question, and should not be expressed in statistical sentences. It is written in one paragraph in essay form, not in numerical form. The manuscript is written with a line density of 1.5 spacing, Cambria font 12.

ACKNOWLEDGEMENTS (Optional)

Acknowledgements are generally placed after the conclusion. Contains thanks to funding institutions, and/or individuals who have helped in the implementation of the research and writing of the manuscript. The manuscript is written with a line density of 1.5 spacing, Cambria font 12

REFERENCES

General provisions for writing a bibliography:

References: Employ Mendeley following APA Style.

References play a crucial role in academic writing, ensuring proper acknowledgment of sources. Follow these guidelines for APA Style and Mendeley

The references listed in the bibliography are only references that are actually cited in the manuscript.

Minimum Requirements for Research Articles:

The References for research articles must include a minimum of 20 references. Aim for a balance, with about 20% from books and 80% from scientific journal articles. The up-to-dateness of the scientific journals referenced must be considered, at least the results of relevant publications in the last 5 years.

Relevance to Citations:

Only include references in the bibliography that are directly cited in the manuscript. This ensures that all listed sources are relevant to the content of the paper.

The bibliography is arranged alphabetically based on the alphabetical order of the author's name.

Author name provisions: the name displayed is the last name (surname) of the author followed by the abbreviation of the first name (and middle name if any).

If there is more than one author, then the writing method is the same. If two or more people, the word and uses the symbol &.

The writing of the reference title begins with a capital letter on each syllable, except for conjunctions.

Each writing of the name, (year), article title and so on ends with a period (.) before continuing with the next word. Specifically for writing the volume (number) of the journal, it is marked with a colon (:) without a space.

Manuscripts are written with a line density of 1 space, Cambria 10 font

Examples of writing can be seen in the explanation of each type of referenced literature.

If the source of the literature is an article in a scientific journal, it is written in the following order: author's name. (year). article title. journal name. Volume (number): page (Journal name is typed in italics). If there is more than one author, the writing of the name is the same and the last author's name uses.