

---

**TITLE, FONT: CAMBRIA, 12PT, UPPERCASE, ALIGN LEFT, SINGLE-SPACING, 1 SPACE BLANK BEFORE THE NEXT LINE**

**<sup>1</sup>Author Name, <sup>2</sup>Author Name, <sup>3</sup>Author Name**

*<sup>1 2 3</sup>Department of Management, Faculty of Economics and Business, University of Nusa Cendana- Indonesia*

**e-mail:**

<sup>1</sup>author1\_email@yahoo.com

<sup>2</sup>author2\_email@gmail.com

<sup>3</sup>author3\_email@undana.ac.id

**ABSTRACT**

*Begin with the aim/purpose/objective of the study. Explain the methodology in this study. Summarize the finding, and avoid presenting the number of data analyses statistically e.g regression equation, the result of SPSS, Smart PLS, etc. In some cases, it is allowed to indicate the number in explaining the result such as the increasing/decreasing of a particular phenomenon and coefficient determination, for example: ... new method increases the sales up to 30%...or ...independent variables contribute 80,5% to the dependent variable..... Conclude the result and limitation of the study briefly and provide suggestion for subsequent research. Maximum 150 words*

**Keywords:** Keyword1; Keyword2; Keyword3

---

## **INTRODUCTION**

Explain the background of the study, brief of the related previous study, research problem, research gap, and purposes of the study. Support the argument/statement with references.

This journal uses APA 7 Standard in the citations and references. This journal uses APA 7 Standard in the citation. It is highly recommended to use reference software such as Mendeley to cite the references.

This is an example of citations. [Clarke & Holt \(2010\)](#) and [Eppler-Hattab \(2021\)](#) show that their access to bank financing is almost non-existent. It's because of their character of high informality and the precarious socioeconomic characteristics of micro-entrepreneurs ([Fauré, 2002](#); [Messah & Wangai, 2011](#)). Use page number to cite a direct quote, for example, "Microfinance has succeeded in offering financial and non-financial services to this type of clientele" ([Aghion & Morduch, 2005:17](#))

## **LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES (IF ANY)**

### **Literature and Citation**

Write only the relevant literature that supports this study, it could be from textbooks and previous research such as journal articles and theses. Focus on discussed variables. This journal uses APA 7 Standard in the citation. It is highly recommended to use reference software such as Mendeley to cite the references.

### **Reference Software**

Write only the relevant literature that supports this study, it could be from textbooks and previous research such as journal articles and theses. Focus on discussed variables. This journal uses APA 7 Standard in the citation. It is highly recommended to use reference software such as Mendeley to cite the references.

## **METHOD**

Explain the used method in this study. Type of study, the scope of the study, population and samples, number of samples, technique to determine sample size, sampling technique, data collection method, and data analysis method.

## **RESULTS AND DISCUSSION**

### **Data Analysis**

Put the result of the data analysis in this section as mentioned in the methodology. Do not use a photo or captured tables and figures. All tables and figures must be editable. Rewrite the result of calculation or data analyzed obtained from SPSS, Smart PLS, etc. Redraw the figures from other sources and graphs from data analysis. These rules also apply to other sections (Introduction, Literature Review, and Methodology)

### **Numbering**

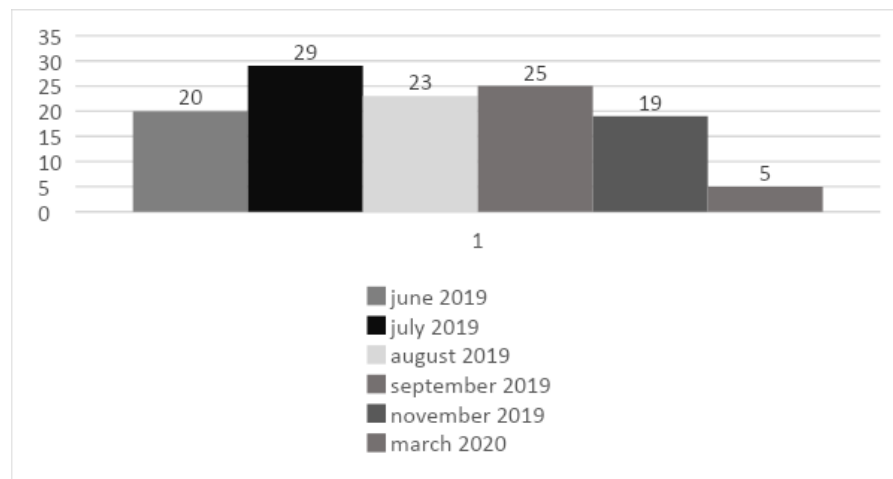
Use continuous numbering e.g Table 1, Table 2..... Figure 1, Figure 2, it continues from the Introduction section until the Result and Discussion.

Format of table and figure:

**Table 1**  
**Title of Table**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	0,044	0,195	
Leadership ( $X_1$ )	0,493	0,077	0,452
Controlling ( $X_2$ )	0,503	0,074	0,485

Source: Data Analyzed, 2022



Source: Data Analyzed, 2022

**Figure 1**  
**Title of figure**

## CONCLUSION AND SUGGESTION

Summarize the finding and the contribution of this study. Avoid presenting the number of data analyses statistically e.g regression equation, the result of SPSS, Smart PLS, etc. In some cases, it is allowed to indicate the number in explaining the result such as the increasing/decreasing of a particular phenomenon and coefficient determination, for example, ... new method increases the sales up to 30%...or ...independent variables contribute 80,5% to the dependent variable.... Do not use numbering, points, or bullets to make conclusions. Write it in a paragraph and use the proper conjunction to relate some conclusions smoothly.

Provide suggestions for the subsequent research. Do not suggest unrelated things outside the result of this study

## REFERENCES

- 
- Arifin, R. W. (2015). Peran Facebook sebagai media promosi dalam mengembangkan industri kreatif. *Bina Insani ICT Journal*, 2(2), 117–126. DOI xxxxxxxx
- Bajpai, V., Pandey, S., & Shriwas, S. (2012). Social Media Marketing: Strategies & Its Impact. *IRJC International Journal of Social Science & Interdisciplinary Research*, 1(7), 214–223. DOI xxxxxxxx
- Barefoot, D., & Szabo, J. (2009). *Friends with benefits: A social media marketing handbook*. No Starch Press.
- Bisnis.com. (2021). *Ribuan Hotel dan Restoran Tutup Permanen Akibat Pandemi Covid-19*. 05 Februari 2021.  
<https://ekonomi.bisnis.com/read/20210205/12/1352941/ribuan-hotel-dan-restoran-tutup-permanen-akibat-pandemi-covid-19>
- .