

Manuscript Template with Style and Formatting Guidelines

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Abstract – Insert your abstract text here. It should consist of one paragraph, 150 - 250 words. The abstract should be in Times New Roman 10 points and justified. The abstract states briefly the purpose of the research, method, the principal results, and major conclusions (major finding and answer to research question). An abstract is often presented separately from the article, so it must be able to stand alone. For this reason, references should be avoided. Also, non-standard or uncommon abbreviations should be avoided, but if essential they must be defined at their first mention in the abstract.

Keywords: Type your keywords or phrases here, 3-5 keywords, each separated by a comma

Introduction

Here, introduce the paper, put the background of the study. The introduction needs to create reader interest in the topic, establish the problem that leads to the study; place the study within the larger context of the scholarly literature, and reach out to a specific audience. The approach is based on gaps existing in the literature (past and current studies). The elements are stating the research problem and question, reviewing past studies about the problem, providing examples from the findings of past and current studies, indicating strengths and deficiencies in these studies, advancing the significance of your current study, and stating the purpose statement of why this study is paramount. Also write down the organization of the whole research paper.

Provide a framework for establishing the importance of the study as well as a benchmark for comparing the results with other related findings. This section should be combined in the Introduction. This section provides examples from previous and current studies and helps Authors to identify any gap to signify the importance of this study. It may consist of primary references (grand theory, concept, major framework); journal articles (preferably published in the last 10 years); main idea from text book or electronic articles. Overall, review of the literature serves as an integrative, critical evaluation of relevant issues, building bridges among topics, or the identification of central issues. A simple example of review includes definition, details, examples from current articles and news. When providing an example, you may include the research questions of the previous studies, how the research procedure is performed to answer the research question, what is the major finding/answer to the research question of the previous study, and/or how it is relevant to your study

We wish to give the manuscript a consistent, high-quality appearance. We, therefore, ask that authors follow some basic guidelines. In essence, you should format your paper exactly like this document. The easiest way to use this template is to replace the content with your own material. Please do not alter the formatting and style layouts which have been set up in this template document.

Papers should be 5,000-8000 words excluding abstract, diagrams, tables and references. The papers should be divided into some sections: introduction, literature review or

topic specific heading, method, results and discussions, and conclusion.

File must be in MS Word only. The page should be in A4 format, with left and right margins 2.5 cm, upper and bottom margin 2 cm. The font should be Times New Roman 12 point, single space paragraph, justified. The paragraph should be started with an indentation. Add page number (as this will be helpful during the supervision and examination), but not header and footer.

Section and heading. Heading could be in two or three levels, namely section heading, sub-section heading, sub-sub-section heading. Section headings should be Times New Roman 12 point, justified, bold, numbered consequently, with the first letter capitalized, starting with the Introduction. Sub-section headings should be Times New Roman 12 Point, justified, italic, with the first letter capitalized. Sub-sub-section headings should be Times New Roman 10 Point, justified, italic, with the first letter capitalized, indented 0.63 cm and underlined. Only put the capital in the first letter of every section and sub-section heading. Bulleted lists may be included and should look like this:

- First point
- Second point
- And so on

Table and figure. Tables and figures must be embedded into the text and not supplied separately, placed close to the relevant text (or where they are referenced in the text). Every table and figure should have a caption, be numbered with Arabic numerals (1,2,3...).

All photographs, schemas, graphs and diagrams are to be referred to as figure. Figure should be placed at the top or bottom of a page wherever possible, as close as possible to the first reference to them in the paper. However, if two images fit next to each other, these may be placed next to each other to save space. The figure caption should be Times New Roman 10 point, numbered, justified, bold, and placed beneath the figure. Below is an example which the authors may find useful.

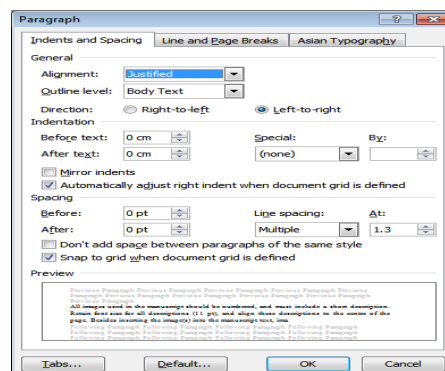


Figure 1. Example of figure (Times New Roman, 10 pts)

The table should be managed so it could be in one page, not separated into two pages. Only horizontal lines should be used within a table, to distinguish the column headings from the body of the table, and immediately above and below the table. The text in the table should be Times New Roman point 9, justified. Table heading should be placed above table, numbered, Times New Roman 9 point, bold and centered. Below is an example which the authors may find useful.

Table 1. Example of table (Times New Roman, 10 pts)

Example of a column heading	Column A (<i>t</i>)	Column B (<i>t</i>)
An entry	1	2
Another entry	3	4
And another entry	5	6

Method

Explain the method of study clearly for every step, such as sample and population, respondent/informant selection criteria, data collection technique, and data analysis.

Results and Discussions

The result and discussion could be combined in one section, or separated into two sections, namely: Results, and Discussions. This section should be the longest section of the paper, could consist of some sub-sections. The result section provides the findings of this study. The discussion section provides the Authors engagement between the findings this study and of other related studies, other related phenomena, other related issue (supported by strong references from other related studies or other media).

Conclusions and Recommendations

State briefly the principal results and major conclusions, and explicitly state the answers to the research question. The section could also mention social, cultural, or political implications of the study, acknowledge the limitation of your study, and propose future studies. Do not add any new ideas or discussion here.

Acknowledgements

Acknowledgements heading should be justified, bold, Times New Roman point 12, with the first letter capitalized but have no numbers. Text below continues as normal.

References

References and citations should follow **APA style 6th**. References must be listed at the end of the paper. Do not begin them on a new page unless this is absolutely necessary. Authors should ensure that every reference in the text appears in the list of references and vice versa. Footnote should be avoided. References should be **Times New Roman point 12, single space, justified, in alphabetical order**. **Updated references (references published last 10 years) contribute to more than 90% of your paper acceptance.**

Indicate references in the text by:

- Underwood and Findlay (2004) studied... or (Underwood & Findlay, 2004).
- Hu et al. (2004) emphasized... or (Hu, Wood, Smith & Westbrook, 2004).
- The direct quotation should be like this: Perdana (2016, p. 5) contends, "Through this exposure of visibility, it is no longer essential for a product, service, or celebrity (the industries) to simply gain the attention of the audience since the audience now has the power to question the reality and to make their own choice." However, if a direct quotation is needed and it has more than 40 words like the above, then use the following format:

block quotations of 40 or more words in length should be indented and

flanked by an extra 0.7 cm margin on both sides. No indentation of the first line of a block quotation is required, nor a change of the font size to distinguish the block quotation from the body text. There is also no need to add ellipsis points at the beginning of a block quotation, even if it begins in the middle of a sentence (pp.10-11).