

A title should be the fewest possible words that accurately describe the content of the paper (left, Bold, 14pt)



Author Name¹, Author Name², Author Name³ (10 pt)

¹ Affiliation1 (9 pt)

² Affiliation 2 (9 pt)

Keywords: First keyword (9 pt). Second keyword Third keyword Fourth keyword Fifth keyword	ABSTRACT A well-crafted abstract allows readers to quickly and accurately grasp the essential content of a paper, assess its relevance to their interests, and decide whether to read the full text. The abstract should be concise, informative, and self-explanatory, presenting the research problem or objective, the method used in the study, and the key findings or results obtained. It should also highlight the implications of the findings, whether theoretical or practical, and emphasize the novelty or original contribution of the research to the field. The abstract should range between 100 and 200 words, written in the past tense, and must use standard terminology while avoiding unnecessary abbreviations. Citations of references are not allowed. The keywords section provides an opportunity to include additional terms that enhance the discoverability of the article through indexing and abstracting services. Careful selection of keywords will increase the visibility of the paper among interested researchers (font size 9 pt).
Corresponding Author: Author Name, (9 pt). Affiliation Email: orbioninstitute.com	

Introduction

The Introduction differs from the concise abstract by providing a broader context and rationale for the study. It should clearly explain the background, highlight the importance of the research, and identify the critical questions being addressed. The goal is to capture the reader's interest and supply essential background information needed to understand the rest of the article.

Authors should briefly describe the problem investigated, provide context and relevant background, summarize previous research on the topic, and explain what the study aims to achieve, why it matters, and how it was conducted. The introduction should not serve as a comprehensive literature review; instead, focus on citing only the most relevant studies that directly support or contrast with the current research. This demonstrates the author's mastery of the field and their ability to identify key issues.

A strong introduction is concise, logically organized, and complete—including all necessary information without overwhelming the reader. Authors should quickly guide readers to the main focus of the paper.

Recommended structure:

Begin with a brief overview of the problem being studied.
Clearly state the objective of the research—this is the core of the introduction.
Explain the significance or need for the study.
Introduce relevant literature concisely, referencing only essential prior works.
Present the hypothesis, main variables, and a brief note on the methods used.
Define any technical terms or abbreviations.
Provide a brief discussion of related studies to help situate the research within the broader scholarly landscape.
Summarize key findings or contributions of your study to show its impact.
State the principal conclusions drawn from the results.
Mention any unanswered questions or future research directions arising from the study.

Write with clarity and focus, keeping your audience in mind. The introduction should progress logically from general background to specific research questions, leading naturally into the main body of the paper. Avoid creating subsections within the introduction.

Methods

The Materials and Methods section should clearly explain how the research was conducted, allowing readers to both evaluate the quality and rigor of the study and replicate the procedures independently. Authors must describe in detail the research design, including what was done, how it was done, where, when, and why specific materials, instruments, or procedures were used.

This section must provide sufficient detail to verify the study's validity and reproducibility, while maintaining an appropriate balance between conciseness (avoiding excessive technical detail) and completeness (ensuring clarity and transparency of all essential procedures).

To ensure clarity and replicability, the following components should be included:

Population and Sampling: Define the research population, sampling methods, and selection criteria used.

Instruments and Materials: Describe any tools, instruments, or equipment applied, including their specifications and sources.

Procedures and Time Frame: Explain the sequence of steps or experimental procedures, and specify the duration or timeline of the research activities.

Data Analysis Plan: Present how the data were processed, analyzed, and interpreted.

Validity and Reliability: Describe measures taken to ensure data accuracy, consistency, and trustworthiness.

Assumptions: State any underlying assumptions that guided the methodological approach.

Statistical Methods: Specify the statistical tests employed and the comparisons made. Common statistical techniques need no elaboration, while advanced or uncommon methods should be supported with appropriate references.

Scope and Limitations: Clarify the boundaries, constraints, or potential biases inherent in the methodology.

In social and behavioral science research, providing adequate methodological detail is crucial to allow other scholars to replicate or adapt the study. This is especially important

when the research involves a new method or an innovative application of an existing approach.

Authors are advised to present all methodological elements in a clear, logical, and integrated narrative—without dividing the section into subsections.

Results and Discussion

The Results and Discussion section serves to present, interpret, and contextualize the findings of the study. Its primary purpose is to answer the research questions or test the hypotheses outlined in the Introduction, explain how the results provide those answers, and demonstrate how the findings contribute to and extend existing knowledge in the field.

This section represents the core of the paper, where authors should not only report results but also interpret their meaning, discuss their implications, and suggest potential directions for future research. The discussion should build upon the introduction—connecting back to the research problem and literature review—while advancing the reader's understanding of the topic rather than repeating earlier information.

To ensure clarity and focus, the discussion must be concise, analytical, and interpretative. Authors should avoid redundant restatements of results, irrelevant digressions, or exaggerated claims about the study's impact. The commentary should help readers understand what the results mean, why they matter, and how they align or contrast with prior research.

To structure this section effectively, consider the following points:

State the Main Findings: Summarize the key results directly related to the research objectives.

Interpret the Findings: Explain the meaning, significance, and implications of the results in both theoretical and practical contexts.

Relate to Existing Literature: Compare and contrast the outcomes with previous studies to highlight contributions, consistencies, or deviations.

Discuss Possible Explanations: Consider alternative interpretations or factors that might account for the results.

Acknowledge Limitations: Identify any methodological or contextual limitations that may influence interpretation or generalization.

Highlight Practical or Theoretical Relevance: If applicable, discuss the real-world or academic implications of the study.

Suggest Future Research Directions: Recommend ways in which future studies can address remaining gaps or expand upon current findings.

Authors must take care to avoid over-interpretation or unsupported speculation. Conclusions should be firmly grounded in the evidence presented—the data should speak for themselves without unwarranted extrapolation or inflation of the study's importance.

Work with Graphic

Figures and tables are the most effective way to present results. Captions should be able to stand alone, such that the figures and tables are understandable without the need to read the entire manuscript. Besides that, The data represented should be easy to interpret.

Tips:

The graphic should be simple, but informative;
The use of color is encouraged;
The graphic should uphold the standards of a scholarly, professional publication;
The graphic must be entirely original, unpublished artwork created by one of the co-authors;
The graphic should not include a photograph, drawing, or caricature of any person, living or deceased;
Do not include postage stamps or currency from any country, or trademarked items (company logos, images, and products), and;

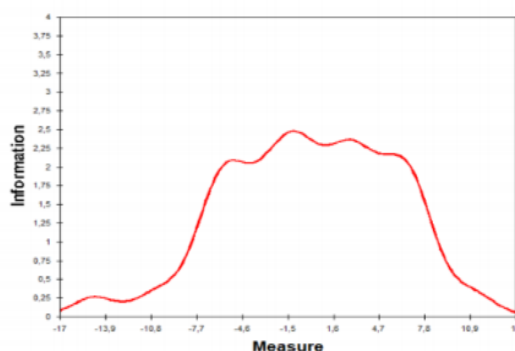


Figure 1 Test Information Function

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Equations, and formulas

All equations and formulas should be referred to in the text using consecutive numbers in parentheses, see equation (1) for an example. Displayed equations or formulas should be centered and set on a separate line with an extra space above and below. They should be numbered for reference and the numbers should be consecutive, with numbers enclosed in parentheses and set on the right margin.

$$a + b = c \quad (1)$$

Equations and formulas should be punctuated in the same way as ordinary text but with a space before the punctuation mark.

Last, please avoid to make a sub section in Results and Discussion.

Table 1. Title of Table Table title. Table captions should always be positioned above the tables.

Heading level	Example	Font, size and style
Title (centered)	Education	Avenir Next LT Pro, 18 point
1 st -level heading	Method	Avenir Next LT Pro, 14 point
2 nd -level heading	Sampling Procedures	Avenir Next LT Pro, 12 point

3 rd -level heading	Anxiety. Text follows ...	Avenir Next LT Pro, 11 point, bold
4 th -level heading	Remark. Text follows ...	Avenir Next LT Pro, 10 point-Italic, bold

Source: Processed data, 2025(Typed in 10-point Avenir Next LT Pro font)

Conclusion

The Conclusion section aims to help readers understand the broader significance and relevance of your research once they have finished reading the paper. It should go beyond a simple summary of the study or a repetition of the research problem. Instead, it should offer a synthesized reflection of key insights, demonstrating the importance and contribution of the study within its academic or practical context.

A strong conclusion ensures that the research questions are clearly answered and that the study's implications are both meaningful and convincing. This section should emphasize why the research matters, how it advances existing knowledge, and what impact it may have on the field or related disciplines.

To compose an effective conclusion, authors are advised to:

Present conclusions clearly and concisely — focus only on essential points without unnecessary repetition.

Emphasize the significance of the study — explain why the findings are valuable and how they contribute to readers' understanding or practical applications.

Demonstrate originality and relevance — situate the research within the context of prior studies and highlight how it adds new perspectives or evidence.

Maintain accuracy and scholarly integrity — ensure conclusions are firmly supported by data and analysis rather than assumptions or speculation.

In most cases, a single well-developed paragraph is sufficient for the conclusion, although complex studies may require two or three concise paragraphs to fully capture the essence of the findings.

When writing this section, avoid the following common mistakes:

Do not rewrite the abstract or restate the introduction.

Avoid using vague phrases such as "this study investigated" or "this paper studied" as conclusions.

Do not introduce new data, arguments, or evidence not previously discussed in the paper.

Refrain from including quotations, statistics, or references that belong in the main body of the manuscript.

A well-crafted conclusion leaves the reader with a clear understanding of the study's contribution, its implications, and potential directions for future inquiry.

Acknowledgment

Acknowledge anyone who has helped you with the study, including: Researchers who supplied materials, reagents, or computer programs; anyone who helped with the writing or English, or offered critical comments about the content, or anyone who provided technical help. State why people have been acknowledged and ask their permission. Acknowledge

sources of funding, including any grant or reference numbers. Please avoid apologize for doing a poor job of presenting the manuscript.

References

References should follow the style detailed in the APA 6th Publication Manual. Make sure that all references mentioned in the text are listed in the reference section and vice versa and that the spelling of author names and years are consistent. Please to not be used footnote or endnote in any format.

Tips: (Please cross check for)

- Spelling of author names;
- Punctuation;
- Number of authors to include before using "etc", and;
- Reference style

We suggest all of you using software ENDNOTE, MENDELEY, ZOTERO, or EASYBIB for easily citation. References should be the most recent and pertinent literature available (about 5-10 years ago). Authors must also carefully follow APA6th Publication Manual guidelines for nondiscriminatory language regarding gender, sexual orientation, racial and ethnic identity, disabilities, and age. In addition, the terms counseling, counselor, and client are preferred, rather than their many synonyms.

Authors must also carefully follow APA6th Publication Manual guidelines for nondiscriminatory language regarding gender, sexual orientation, racial and ethnic identity, disabilities, and age. In addition, the terms counseling, counselor, and client are preferred, rather than their many synonyms. References should be the most recent and pertinent literature. Using literature (more than 20 years ago) may be allowed at least 25% from total references in the manuscript.

Example Journal (Line spacing: 1.15)

Akaka, M. A., Vargo, S. L., & Lusch, R. F. (2013). The Complexity of Context: A Service Ecosystems Approach for International Marketing. *Journal Of International Marketing*, 21(4), 1–20. <https://doi.org/https://doi.org/10.1509/jim.13.0032>

Andreu, L., Sánchez, I., & Mele, C. (2010). Value co-creation among retailers and consumers: New insights into the furniture market. *Journal of Retailing and Consumer Services*, 17(4), 241–250. <https://doi.org/10.1016/j.jretconser.2010.02.001>

Arthur, W. B. (2009). *The Nature of Technology: What it Is and How it Evolves*. Free Press.

Aulia, S. A., Sukati, I., & Sulaiman, Z. (2016). A Review: Customer Perceived Value and its Dimension. *Asian Journal of Social Sciences and Management Studies*, 3(2), 150–162. <https://doi.org/10.20448/journal.500/2016.3.2/500.2.150.162>

Baik, A., Venkatesan, R., & Farris, P. (2014). *Mobile Shopper Marketing: Assessing the Impact of Mobile Technology on Consumer Path to Purchase* (pp. 1–25). <https://doi.org/10.1108/S1548-643520140000011001>

Beverungen, D., Breidbach, C. F., Poeppelbuss, J., & Tuunainen, V. K. (2019). Smart service systems: An interdisciplinary perspective. *Information Systems Journal*, 29(6), 1201–1206. <https://doi.org/10.1111/isj.12275>

Example Book

Tabachnick, B. G., & Fidell, L. S. (2012). *Using Multivariate Statistics (6th Edition)*. person.

Arthur, W. B. (2009). *The Nature of Technology: What it Is and How it Evolves*. Free Press.

Mokyr, J. (2002). *The Gifts of Athena: Historical Origins of the Knowledge Economy*. Princeton University Press.

Example Media

Yulisman, L. (2023, March 17). *Indonesia's digital economy continues to grow amid global slowdown*. The Straits Times. <https://www.straitstimes.com/asia/se-asia/indonesia-s-digital-economy-continues-to-grow-amid-global-slowdown>

Example 2: Printed Newspaper Article (no author)

The Jakarta Post. (2022, October 10). *SMEs struggle to adopt digital marketing despite government push*. *The Jakarta Post*, p. 5.

Example 3: Online News Article (with organization as author)

BBC News. (2024, January 5). *How digital marketing is changing small business strategy*. <https://www.bbc.com/news/business-67632456>