

Type the Title of Your Manuscript **[Font Times New Roman 16 bold]**

Penulis^a, Penulis^b, Penulis^c [Font Times New Roman 12 bold]

^aDept. Universitas/Sekolah tinggi

Corresponding Author:

^apenulis1@domain.ekstensi

ABSTRACT

The abstract should stand alone, which means that no citation in the abstract. The abstract should concisely inform the reader of the manuscript's purpose, its methods, its findings, and its value. The abstract should be relatively nontechnical, yet clear enough for an informed reader to understand the manuscript's contribution. The manuscript's title, but neither the author's name nor other identification designations, should appear on the abstract page. An abstract should be between 100-200 words.

Keywords: We would like to encourage you to list your keywords in this section (3-5 words).

INTRODUCTION

What is the purpose of the study? Why are you conducting the study? The main section of an article should start with an introductory section, which provides more details about the paper's purposes, motivation, research methods, and findings. The introduction should be relatively nontechnical, yet clear enough for an informed reader to understand the manuscript's contribution.

LITERATURE REVIEW

The literature review represents the theoretical core of an article. The purpose of a literature review is to "look again" (re + view) at what other researchers have done regarding a specific topic (Hardy & Götz, 2016). A literature review is a means to an end, namely to provide background to and serve as motivation for the objectives and hypotheses that guide your own research (Silvia, 2019).

Key Guidelines:

1. A good literature review does not merely summarise relevant previous research.
2. In the literature review, the researcher critically evaluates, re-organizes and synthesizes the work of others (Hardy & Götz, 2016).
3. The key to a successful literature review lies in your ability to "digest" information from different sources, critically evaluate it and present your conclusions in a concise, logical and reader-friendly manner.
4. You have to carefully read the most recent available literature to identify specific gaps, inconsistencies and/or controversies that may form the basis of your own research.
5. Always show that you have considered an issue from several angles and that you are aware of the arguments for and against a specific point of view.

Search Strategies:

Consider the following search strategies: Blackwell Synergy; Proquest Data Basis; EBSCOhost (Business Source Premier and Business Source Premier); Emerald; Taylor and Francis; Infotrac; Wiley Interscience; and others open access journal using Google Scholar.

METHODS

The methods section describes the steps followed in the execution of the study and also provides a brief justification for the research methods used (Silvia, 2019). It should contain enough detail to enable the reader to evaluate the appropriateness of your methods and the reliability and validity of your findings. Furthermore, the information should enable experienced researchers to replicate your study (American Psychological Association, 2020).

Typical Sub-sections:

1. Sampling (description of the target population, research context, and units of analysis; sampling; and respondent profile)
2. Data collection
3. Measures (Alternatively: Measurement)

RESULTS

The results section summarizes the data collected for the study in the form of descriptive statistics and also reports the results of relevant inferential statistically analysis (e.g., hypothesis tests) conducted on the data.

Reporting Guidelines:

1. You need to report the results in sufficient detail so that the reader can see which statistical analyses were conducted and why, and to justify your conclusions.
2. Mention all relevant results, including those that are at odds with the stated hypotheses (American Psychological Association, 2020).
3. You may assume that the reader has a working knowledge of basic statistics (i.e., typically the contents covered in a 1st statistics course).
4. Figures and Tables (detached from main of the manuscript) often allow one to present findings in a clear and concise manner.

Table 1. Here

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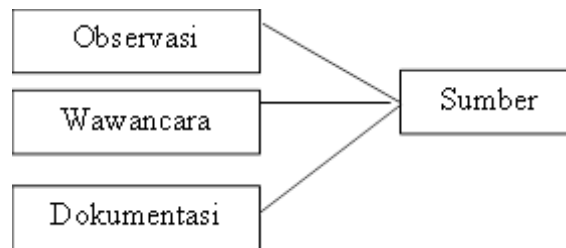


Figure 1. Here

DISCUSSION

In many ways, the Discussion section is the most important section in an article (Vale, 2025). Because it is the last thing a reader sees, it can have a major impact on the reader's perceptions of the article and the research conducted (Silvia, 2019).

The Discussion section should:

1. Restate the study's main purpose.
2. Reaffirm the importance of the study by restating its main contributions.
3. Summarize the results in relation to each stated research objective or hypothesis without introducing new material.
4. Relate the findings to the literature and the results reported by other researchers.
5. Provide possible explanations for unexpected or non-significant findings.
6. Discuss the managerial implications of the study.
7. Highlight the main limitations of the study that could influence its internal and external validity.
8. Discuss insightful (i.e., non-obvious) directions or opportunities for future research on the topic.

Crucial Point: The discussion section should not merely restate the findings reported in the result section or report additional findings. The focus should instead be on highlighting the broader implications of the study's findings and relating these back to previous research. Make sure that the conclusions you reach follow logically from and are substantiated by the evidence presented in your study (Hardy & Götz, 2016).

CONCLUSION

In this section, the author presents brief conclusions from the results of research with suggestions for advanced researchers or general readers. A conclusion may review the main points of the paper, do not replicate the abstract as the conclusion.

LIMITATION

It is for sure that your research will have some limitations and it is normal. However, it is critically important for you to be striving to minimize the range of scope of limitations throughout the research process. Also, you need to provide the acknowledgement of your research limitations in conclusions chapter honestly.

It is always better to identify and acknowledge shortcomings of your work, rather than to leave them pointed out to you by your dissertation assessor. While discussing your research limitations, don't just provide the list and description of shortcomings of your work. It is also important for you to explain how these limitations have impacted your research findings.

Your research may have multiple limitations, but you need to discuss only those limitations that directly relate to your research problems. For example, if conducting a meta-analysis of the secondary data has not been stated as your research objective, no need to mention it as your research limitation.

REFERENCES

It is mandatory to use Mendeley software with the APA style (American Psychological Association). Reference Age: Use bibliography from the last 10 years (References used must be a maximum of 10 years old).

American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.).

Hardy, K. K. L., & Götz, F. M. (2016). Scientific Writing Made Easy: A Step-by-Step Guide to Undergraduate Writing in the Biological Sciences. *The Bulletin of the Ecological Society of America*, 97(4), 417-421.

Silvia, P. J. (2019). *How to write a lot: A practical guide to productive academic writing* (Edisi ke-2). American Psychological Association.

Vale, R. D. (2025). How to write a scientific paper in fifteen steps. *PLOS Computational Biology*, 21(9), e1013505.