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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. Write the Abstract of the paper in Times New Roman, Font Size 10, and Normal. The Abstract should not more than 200 Words. Please do not use any abbreviation and compound numbers in the abstract.

Keywords: Provide 3-5 appropriate keywords suitable for your manuscript.

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. Introduction of the paper is nicely written in Times new Roman, Font Size 11, Normal in a good and grammatically checked English.

LITERATURE REVIEW

In this section (written in Times new Roman, Font Size 11, Normal). The purpose of a literature review is to "look again" (re + view) at what other researchers have done regarding a specific topic (Leedy & Ormrod 2005:70). 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 (Perry et al. 2003:660)

A good literature review does not merely summarise relevant previous research. In the literature review, the researcher critically evaluates, re-organizes and synthesizes the work of others (Leedy & Ormrod, 2005:84). In a sense, compiling a literature review is like making a smoothie or fruit shake: The end product is a condensed mix that differs totally in appearance from the individual ingredients used as inputs. 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.

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. 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.

To compile a proper literature review, one has to overcome three specific challenges, namely: finding appropriate literature on a specific topic, managing the information, and presenting a logical, synthesized, and reader-friendly review of the current knowledge relating to a specific topic. 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. To view information about the "literature review" more fully, please visit the link

METHODS

In this section (written in Times new Roman, Font Size 11, Normal). The methods section describes the steps followed in the execution of the study and also provides a brief justification for the research methods used (Perry et al., 2003:661). 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, 2001:17).

RESULTS

In this section (written in Times new Roman, Font Size 11, Normal). 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. 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. Mention all relevant results, including those that are at odds with the stated hypotheses (American Psychology Association 2001: 20).

Reporting Research Results

You should present your findings as concisely as possible and still provide enough detail to adequately justify your conclusions, as well as enable the reader to understand exactly what you did in terms of data analysis and why.

Figures and Tables often allow one to present findings in a clear and concise manner.

Example:

Table 1. Here

NO	Kelas	Jumlah Siswa
1	a	b
2	c	d
3	e	f
g		h

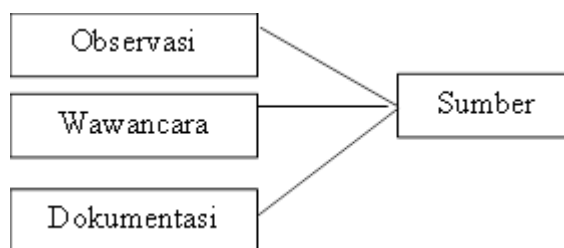


Figure 1. Here

DISCUSSION

In this section (written in Times new Roman, Font Size 11, Normal). In many ways, it is the most important section in an article (Feldman, 2004:4). 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 (Summers 2001:411).

According to Feldman (2004:5), Perry et al. 2003: 658), and Summers 2001: 411412), the discussion section should:

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

The discussion section should not merely restate the findings reported in the result section or report additional findings that have not been discussed earlier in the article. 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 (Varadarajan 1996: 5).

CONCLUSION

In this section (written in Times new Roman, Font Size 11, Normal). 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.

Writing an academic article is a challenging but very fulfilling endeavor. Hopefully, the guidelines presented here will enable you to write your first academic article with relative ease.

ACKNOWLEDGEMENT

In this section (written in Times new Roman, Font Size 11, Normal).

REFERENCES

APA style (American Psychological Association)

Leedy, P. D., and J. E. Omron. 2005. *Practical Research: Planning and Design* (8th ed.). Upper Saddle River, New Jersey: Merrill Prentice Hall.

Summers, J. O., 2001. Guideline for conducting research and publishing in marketing: From conceptualization through the review process. *Journal of the Academy of Marketing Science* 29 (4): 405-415.

Feldman, D. C., 2004. The devil is in the details: Converting good research into publishable articles. *Journal of Management* 30 (1): 1-6.