Journal of Strategic Foresight in Business and Economics
N XXX-XXX E-ISSN XXX-XXX

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InFO ARTIKEL

Riwayat Artikel:
Received
Revised
Accepted

Keywords:

Kata Kunci:

ABSTRACT

The abstract is a brief summary of the entire article's contents. The abstract is written clearly, concisely and using powerful sentences in a paragraph not be more than 250 words. The abstract should be able to help the reader understand the points out the essential parts of the article. It should give a clear general description of the article's contents. Abstract writing consists of four main parts arranged in sequence. The first part explains the primary objectives and research problem(s) discussed. The second part explains basic design of research methods. The third part explains the major findings or results as the results of the analysis. The fourth part outlines the interpretation and conclusions. Abstracts are not allowed to put an extensive background, cite a literature, using abbreviations or unfamiliar terms, include sort statistics, tables, figures or references to those tables/figures. The abstract is not allowed to add information not contained in the original work. The abstract is not for defining a term. The abstract is presented in both Bahasa Indonesia and English.

INTRODUCTION

The introduction should explain the rationale for the research, thereby justifying why this study is important for the fields of economics and business (Reference et al., 2015). This section should identify the research gaps and the novelty that form the basis of the study. The introduction includes the formulation of the research problem, the research questions, and the benefits of the study. The article is written in English using the Cambria font on A4-sized pages (8.5“ x 11”) with 1.15 line spacing, except for long quotations (more than five lines), which are single-spaced and indented. The reference management

systems to be used are Mendeley or Zotero; the built-in system in Word may also be used. Each citation must include a valid reference source, with priority given to scientific journal sources. The title page must include the title, author's name, affiliated institution, and active email address. Page numbers are not required. The title must not exceed 20 words if in Indonesian, and no more than 15 words if in English.

RESEARCH METHODE

This section explicitly describes how the research was conducted. The research methods section must be written effectively so that readers can gain a complete and clear understanding of the data, tools, and steps taken to answer the research questions. This section also provides an explanation of the measurement methods to facilitate replication.

ANALYSIS AND DISCUSSION

The research results section directly presents the data and findings obtained from the study. This section provides only a narrative description of the research results, without any interpretation or evaluation.

The discussion section interprets the significance of the research results, whether or not they align with the initial hypothesis.

Table

Make sure each table has a serial number and a title. Tables should be left-aligned. Also note the font used in Table 1 (the table is labeled with a capital "T").

Table 1. Table title; use sentence case (capitalize the first letter).

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Gambar 1. Title Figure

CONCLUSIONS, LIMITATIONS, AND RECOMMENDATIONS

This section briefly summarizes the findings and discussion of the study. It also explains the implications of the findings, the study's limitations, and recommendations for future research.

ACKNOWLEDGE

If any, thanks are addressed to official institutions or individuals who have provided funding or have made other contributions to the research. Acknowledgments are accompanied by a research contract number.

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This section explains the individual contribution of each author to the manuscript, following the CRediT (Contributor Roles Taxonomy) standard, for example: Conceptualization, Methodology, Software, Validation, Formal Analysis, Investigation, Resources, Data Curation, Writing-Original Draft, Writing – Review and Editing, Visualization, Supervision, Project Administration, and Funding Acquisition. Every listed author must be given at least one role, written

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