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Title

The title should be clearly written in English, informative, and not exceed 4 lines or 20 words [Times New Roman 14pt, bold]

Author Name[1*], Author Name[2], Author Name[2]

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Abstract. *Abstract and Keywords must be written in* ***English****, in italic style, and contain a brief description of the research background, objectives, methods, findings, and implications. The abstract is written in one paragraph with a single space (****maximum 200 words****), without any reference or formula.*

Keywords*: 3-5 words or phrases that reflect the contents of the article (alphabetically).*
(Times New Roman, size 10 font Italic)

1. INTRODUCTION

The manuscript must be written in English using 1.5 line spacing and Times New Roman font, size 12 pt.This section should provide a concise and clear explanation of the general background of the research, a review of relevant literature related to the research topic, a description of the research novelty (gap analysis) highlighting the urgency and originality of the study, and the research objectives. The background must be written in a continuous format, without numbering or bullet points.

2. METHODE

This section outlines the research design, including the type of research, population/sample, data collection techniques and instruments, data analysis tools, and the research model used.Commonly known methods do not need to be described in detail, but should be referenced appropriately (e.g., F-test, t-test, etc.). The validity and reliability testing of research instruments should also not be elaborated in detail; it is sufficient to present the test results along with their interpretation. Descriptions of the symbols used in the research model should be written in narrative form.

3. RESULT AND DISCUSSION

This section presents the data collection process, the timeframe and location of the study, and the results of data analysis (supported by illustrations in the form of tables or figures, rather than raw data or analysis print-screens). It also includes a discussion of the relationship between the findings and fundamental concepts and/or the results of hypothesis testing (if applicable), as well as their alignment or contrast with previous studies, along with respective interpretations. This section may also discuss the theoretical and practical implications of the findings.All figures and tables must be properly referenced and explained within the text, numbered sequentially, and accompanied by source citations.

An example of the formatting style for subheadings, sub-subheadings, and further subdivisions is provided below.

4. CONCLUSION

The conclusion should be written concisely and must directly address the research objectives or problems by presenting the findings or the results of hypothesis testing, without repeating the discussion.It should be written in a critical, logical, and honest manner, based on the factual results of the study, and should express caution in cases of generalization. This section, which includes both the conclusion and suggestions, must be written in paragraph form without numbering or bullet points. Authors may also include suggestions or recommendations for action based on the study's conclusions. Additionally, it is highly recommended that authors provide a reflection on the limitations of the study and offer recommendations for future research.

REFERENCES

The references section should include a list of journals, books, or other references cited within the manuscript, published within the last five years, with at least 75% of the total references being recent.
The majority of the references should be primary sources, such as scholarly journals or conference proceedings. The total number of references cited must be at least 20, with 75% of them originating from scientific journal publications or research proceedings.References should be listed alphabetically and follow the American Psychological Association (APA) 6th Edition citation style.It is highly recommended to use a reference management tool such as Mendeley for managing citations and references. An example of referencing in APA 6th Edition is provided below:

Journal Article (One, Two, or More Than Two Authors)

Hidayati, S.N. (2016). Pengaruh Pendekatan Keras dan Lunak Pemimpin Organisasi terhadap Kepuasan Kerja dan Potensi Mogok Kerja Karyawan. *Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship*, *5*(2), 57-66. http://dx.doi.org/10.30588/SOSHUMDIK.v5i2.164.

Risdwiyanto, A. & Kurniyati, Y. (2015). Strategi Pemasaran Perguruan Tinggi Swasta di Kabupaten Sleman Yogyakarta Berbasis Rangsangan Pemasaran. *Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship*, *5*(1), 1-23. http://dx.doi.org/10.30588/SOSHUMDIK.v5i1.142.

Bator, R. J., Bryan, A. D., & Schultz, P. W. (2011). Who Gives a Hoot?: Intercept Surveys of Litterers and Disposers. *Environment and Behavior*, *43*(3), 295–315. https://doi.org/10.1177/0013916509356884.

Conference Proceedings Article

Norsyaheera, A.W., Lailatul, F.A.H., Shahid, S.A.M., & Maon, S.N. (2016). The Relationship Between Marketing Mix and Customer Loyalty in Hijab Industry: The Mediating Effect of Customer Satisfaction. In *Procedia Economics and Finance* (Vol. 37, pp. 366–371). Elsevier B.V. https://doi.org/10.1016/S2212-5671(16)30138-1.

Working Paper

Armand, F. (2003). Social Marketing Models for Product-Based Reproductive Health Programs: A Comparative Analysis. *Occasional Paper Series*. Washington, DC. Retrieved from www.cmsproject.com.

Dissertation/Thesis/Working Paper

Belair, A. R. (2003). Shopping for Your Self: When Marketing becomes a Social Problem. *Dissertation*. Concordia University, Montreal, Quebec, Canada.

Lindawati (2015). Analisis Faktor yang Mempengaruhi Perilaku Ekonomi dan Kesejahteraan Rumah Tangga Petani Usahatani Terpadu Padi-Sapi di Provinsi Jawa Barat. Institut Pertanian Bogor. Retrieved from http://repository.ipb.ac.id/ handle/123456789/85350.

Book

Kotler, P., & Lee, N. R. (2009). *Up and Out of Poverty: The Social Marketing Solution*. New Jersey: Pearson Education, Inc.

Institution/Agency/Organization/Company Report

LPPSP. (2016). *Statistik Indonesia 2016*. Badan Pusat Statistik, 676. Jakarta. Diakses dari https://www.LPPSP.go.id/index.php/publikasi/326.

Newspaper/Magazine Article

Risdwiyanto, A. (2016). Tas Kresek Berbayar, Ubah Perilaku Belanja? *Kedaulatan Rakyat*, 22 Februari, 12.

Online Source with Author's Name

Chain, P. (1997). Same or Different?: A Comparison of the Beliefs Australian and Chinese University Students Hold about Learning's Proceedings of AARE Conference. Swinburne University. Available at: http://www. swin.edu.au/aare/ 97pap/CHAN97058.html, diakses tanggal 27 Mei 2000.

Online Source Without Author's Name (Use the Name of the Organization/Company)

StatSoft, Inc. (1997). Electronic Statistic Textbook. Tulsa OK., StatSoft Online. Available at: http://www.statsoft.com/textbook/stathome.html, diakses tanggal 27 Mei 2000.

Footnotes

Footnotes cannot be used for citing references. Footnotes are only used to provide additional information or general notes to clarify the content on a specific page. Footnotes should be written in single spacing, using Times New Roman font, size 10 pt, and numbered sequentially. They should be placed at the bottom of the relevant page.

Table Placement

Table 1. Frequency of Age in Years

Umur (dalam tahun)	Frekuensi
15 – 19	3
20 – 24	6
25 – 29	10
30 – 34	5
35 – 39	2

Sumber: SOSHUMDIK (2022).

Figure Placement



Keterangan: Gambar harus jelas dan *fix* (tidak pecah).
Sumber: SOSHUMDIK (2022).

Figure 1. Visitor Chart of a Website

Citation Style in the Manuscript

Citations (body notes) should follow the American Psychological Association (APA) 6th Edition standards. Below is an example of in-text citations within a paragraph referring to the sample reference list provided above:

As stated in the Indonesian Law No. 20 of 2003, Chapter 1, Article 1 on the National Education System, "Education is a conscious and planned effort to create a learning atmosphere and the learning process so that students actively develop their potential to have spiritual strength, self-control, personality, intelligence, noble morals, and the skills required for themselves, society, the nation, and the state" (Sukmadinata, 2009).

Reflection is defined as thinking about one's own experiences from the past or self-awareness. Reflection is carried out by students after participating in various activities as part of the learning experience. Students engage in analysis, interpretation, explanation, conclusion, and follow-up actions based on the learning experiences they have gone through (Rusman, 2011).