

# Replace this text with the article title

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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 12, 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 12, Normal in a good and grammatically checked English.

## **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

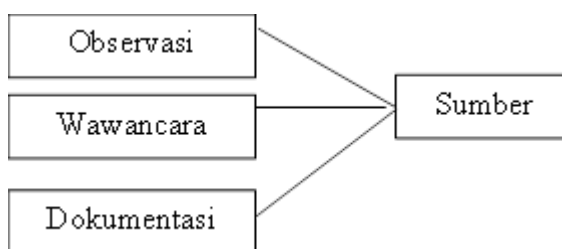
You should present your findings as concisely as possible and still provide enough detail to adequately justify your conclusions, as well as enable the reader to understand exactly what you did in terms of data analysis and why.

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)

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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.