"Digitally Creative: Navigating the Digital Shift in the Global Creative Economy"
Faculty of Economic and Business,

Universitas Persatuan Guru Republik Indonesia Semarang, Indonesia, 2025



Title in English (Concise and Clear) (Shortcut: CTRL+ALT+1)

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Abstract

The abstract is written in English. It includes a brief description of the research objectives, methods used, and research results. The abstract should be concise, clear, and written in a single paragraph (maximum 150 words) (Shortcut: CTRL+ALT+A)

Keywords: containing key ideas or basic concepts (maximum 5 concepts)

INTRODUCTION (Shortcut: CTRL+ALT+2)

This section contains the research background, research problems or objectives, and a summary of the theoretical review related to the research problem. (Shortcut: CTRL+ALT+N). In the first paragraph after the title, the first line starts from the left, while for the second and subsequent lines, the first line is indented (1.0 cm).

METHOD (Shortcut: CTRL+ALT+2)

This section contains the research design or framework used. It should include the type of research, subjects/objects of the research, data collection techniques/instruments, and data analysis.

RESULTS AND DISCUSSION (Shortcut: CTRL+ALT+2)

This section presents the results of data analysis, instrument testing, and hypotheses (if any), answers to research questions, findings, and interpretation of the findings. If the manuscript requires tables or figures, use this example.

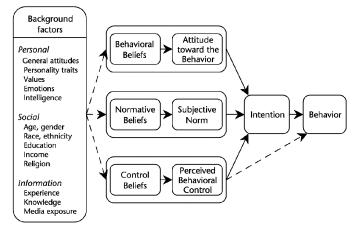


Figure 1. Theory Planned Behavior Model(Ajzen, 2005)

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Tabel 1. Probit Regression

oefisien	Standar Error	Z- statistic	p> z
-0.046			
-0,0 1 0	0,061	-0,75	0,451
-0,050	0,057	-0,88	0,380
0,032	0,023	1,39	0,166
0,244	0,053	4,53	0,000
-8,564	2,490	-3,44	0,001
-45,490			
32,180			
0,000			
0,261			
	0,032 0,244 -8,564 -45,490 32,180 0,000	0,032 0,023 0,244 0,053 -8,564 2,490 -45,490 32,180 0,000	0,032 0,023 1,39 0,244 0,053 4,53 -8,564 2,490 -3,44 -45,490 32,180 0,000

CONCLUSION (Shortcut: CTRL+ALT+2)

This section presents the research conclusions, and if necessary, the implications, limitations, and suggestions.

ACKNOWLEDGEMENTS (IF NEEDED) (Shortcut: CTRL+ALT+2)

This section includes acknowledgements to those who contributed to the publication of this article.

REFERENCES (Shortcut: CTRL+ALT+2)

This section contains the sources cited in the article, only sources used are included in the reference list. References are sorted alphabetically. Citations and references should follow the **American Psychological Association (APA) (Sixth Edition**) format. We recommend using **EndNote, Mendeley, Zotero**, or the **Microsoft Word References tab application**.

Example: (Shortcut: CTRL+ALT+R)

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