
**Manuscript title is written in English and has a maximum of 15 words
(Times new Roman, 14, Capitalize each word, bold, center)**

Author^{*1}, Author² (Times new roman, 12 p, bold, align left, avoid using academic degrees and society affiliations)

Management Study Program, Indonesia Banking School, Jakarta, Indonesia (Study Program, Affiliation 1, City, Country, Times new roman, 11 p, Align left, italic)

Management Study Program, Indonesia Banking School, Jakarta, Indonesia (Study Program, Affiliation 2, City, Country, Times new roman, 11 p, Align left, italic)

Received: Date-month-year. Revised: Date-month-year, Accepted: Date-month-year.

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Abstract (Times new roman, 12 pt. bold)

Abstracts should be written with a maximum of 150-200 words in english with times new roman 12-point font, 1,5-spaced type, justified. The abstract must be clear, concise, concise and descriptive and must provide a complete picture of the entire article. Abstracts are prepared systematically starting from the background of the problem, objectives of the activity, implementation methods, as well as results/research that has been carried out. The abstract should end with a comment about the importance of the results or a brief conclusion from the author.

Keywords (Times new roman 12 pt. bold)

Keyword: Keyword 1, keyword 2, keyword 3, etc. (*Maximum 5 keywords, Times new roman 12 p., justified*)

Abstrak (Times new roman, 12 p. bold, Italic)

Abstrak ditulis maksimal 150-200 kata dalam bahasa Indonesia, font Times New Roman 12, spasi 1,5, Justified, italic. Abstrak harus jelas, ringkas, padat dan deskriptif serta harus memberikan gambaran lengkap mengenai keseluruhan artikel. Abstrak disusun secara sistematis mulai dari latar belakang masalah, tujuan kegiatan, metode pelaksanaan, serta hasil/penelitian yang telah dilakukan. Abstrak harus diakhiri dengan hasil atau kesimpulan singkat dari penulis.

Kata Kunci: kata kunci 1, kata kunci 2, kata kunci 3, dan seterusnya. (*Maksimal 5 kata kunci, Times new roman 12 pt., justified, italic*)

*) Corresponding Author

Email:

(corresponding author email, times new roman, 11 pt, justified)

INTRODUCTION

The introduction should be about one page, containing the background, reasons to do the research, problem formulation, purpose on the research and without sub-heading, bullets, or numbering.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT (IF ANY)

It describes the previously related studies as the primary sources. The use of secondary sources of references should not dominate the total references. The quotation should be maximally one paragraph and/or the gist of the quoted sources.

RESEARCH METHOD

It comprises the procedures or steps of the research, e.g., from the methods of sampling to data analysis, and presented in brief and concisely.

RESULT, DISCUSSION, AND MANAGERIAL IMPLICATION

It presents the analysis of the related results, theories, and hypotheses (if any) based on the writer's reasoning. Data analysis and discussion should be presented in brief but clear and it is not dominated by table presentation. The tables which are presented should not be rough output but in the processed and brief summary.

CONCLUSION, SUGGESTION, AND LIMITATIONS

It is the closing of the article which reflects the essence and reasoning of the research by the writer. It is also logically based on the evidence taken from and presented by the writer in paragraphs. Suggestion and limitations are also presented in paragraphs by numbering.

REFERENCES

Primary sources are preferably highly valued while the secondary ones should not dominate the total references.

APPENDICES

Appendices consist of research instruments, supporting data, pictures, and others that support the articles and help readers understand the research articles.

A. Submitting your Paper

Please visit our website at <http://journal.ibs.ac.id/index.php/jime/user/register> to register your ID

as an Author and submitting your paper by login as Author.

As you prepare your paper, please follow the steps outlined below when submitting your final draft to the JIME. These guidelines include complete descriptions of the fonts, spacing, and related information for producing your article. If you have questions, please contact editor at jime@ibs.ac.id

B. Formatting Your Paper

All printed material, including text, illustrations, and charts, must be kept within the parameters of column width. Text must not extend outside of the column parameters. The margins are 2 cm of an inch on the sides, 2 cm of an inch on the top, and 2 cm on the bottom. All pages, including tables, appendices and references, should be consistently numbered. The manuscript must be saved and submitted as a word file.

C. Language

The manuscript must be written in good academic English or Bahasa Indonesia. Effective, straightforward and communicative language (easy to understand) is highly preferred. Authors for whom English is not their native language are encouraged to have their paper checked before submission for grammar and clarity. Authors who submitted their manuscript in Bahasa Indonesia and accepted for publication will be provided with assistance to translate in English with the applicable provisions.

D. Article Length

The number of pages must be a minimum of 12 pages. To provide sufficient understanding, the article should be between 4000 and 6000 words. The allowable length of the manuscript is at Editor's discretion. The word count excludes tables, figures, and references.

E. Main Title

Choice of words in the title should reflect the content of the manuscript, specific and effective. The title should not exceed 15 words. The main title (on the first page) should begin 2 cm from the top edge of the page, align left (not justified), and in Times New Roman 12-point, boldface type. Capitalize the first letter of nouns, pronouns, verbs, adjectives, and adverbs; do not capitalize articles, coordinate conjunctions, or prepositions (unless the title begins with such a word).

Please initially capitalize only the first word in other titles including section titles and first, second, and third-order headings (for example, "Titles and headings"—as in these guidelines). Leave two blank lines after the title.

F. Main Text

Type your main text in 12-point Times New Roman, 1,5-spaced with 0-point interline spacing. Do not double space text. Use one column and all paragraphs should be indicated 0.5 cm. Be sure your text is fully justify that is, flush left and flush right. Please do not place any additional blank lines between paragraphs.

Figure and table captions should be 11-point times new roman boldface (or a similar times new roman font). Callouts should be 11-point times new roman, non-boldface. Capitalize only the first word of each figure. Caption and table title. Figures and tables must be numbered separately. For example: “Figure 1. Database contexts”, “Table 1. Input data”. Place figure captions **below the figures**; center table titles **above the tables**.

Images can be placed after or before the designation in the text. Images are numbered and ordered numerically. The image name is placed below the image and is one single space away from the image. Figure is recommended only to describe images using sentences, because it reduces the use of images that do not necessarily affect the content of the substance of the discussion.

Table captions or titles are 11 pt in size and placed above the table in the format as shown in the example. Each table must use a number (such as: "Table 1"). Table 1 is typed with spaces, numbered according to the appearance in the text in open table format. **Tables are required to be in text format, not images, it is prohibited to use image capture.**

Number tables sequentially according to their appearance in the text and place table notes below the table body. Be careful in using tables and ensure that the data presented in them do not duplicate the results described elsewhere in the article. Please avoid using vertical rules and shading in table cells. In the table header, use the background color with the code #D9D9D9.



Figure 1. Picture of Indonesian economy

(times new roman, 11pt, bold)

Source: (times new roman, 10pt)

Table 1. Example of Table (times new roman, 11pt, bold, header background color code (#D9D9D9))

No	Name	Content
1	The contents of the table are written using font size 11 Pt with Times New Roman font	The contents of the table are written using font size 11 Pt with Times New Roman font
2	The contents of the table are written using font size 11 Pt with Times New Roman font	The contents of the table are written using font size 11 Pt with Times New Roman font
3	The contents of the table are written using font size 11 Pt with Times New Roman font	The contents of the table are written using font size 11 Pt with Times New Roman font

Source: (times new roman, 10pt)

G. First-order Headings

For example, “Introduction”, should be times New Roman 12-point boldface, UPPERCASE, flush left, with one blank line before. Use a period (“.”) after the Arabic heading number, not a colon.

H. Second-order Headings

As in this heading, they should be Times New Roman 12-point boldface, initially capitalized each word, flush left, with one blank line before, and one after. When writing sub-chapters there is no need to use indentation (indented paragraphs).

I. Third-order Headings

Third-order headings, as in this paragraph, are discouraged. However, if you must use them, use 12-point Times New Roman, boldface, initially capitalized each word, flush left, and preceded by one blank line. When writing sub-chapters there is no need to use indentation (indented paragraphs).

J. Footnotes

Avoid using footnotes; incorporate footnotes as parenthetical material. Only, when necessary, place footnotes at the bottom of the column on the page on which they are referenced. Use Times New Roman 11-point type, single-spaced.

K. Plagiarism

The results of your article for plagiarism checking must be below 20% and include evidence of the plagiarism results.

L. References

List all bibliographical references in 12-point Times New Roman, 1,5-spaced with 0-point interlining spacing, at the end of your paper. The bibliography included is only reference sources that are referred to or quoted in the manuscript.

The number of libraries used is a minimum of 20 references with primary references (scientific journals) at least 80% in the last 10 years. References at the end of the article should be listed in alphabetical order. The style of the manuscript should follow **American Psychological Association (APA)** as follows:

1. Book/Thesis/Seminar Proceedings

a. Basic format

Author/Author Name. (Year of issue/publication). Main title of the book: Subtitle of the book (what edition, if any). City of publication, Country or State Abbreviation in America: Publisher. Example:

Pitanatri, P.D.S & I Nyoman Darma Putra. 2016. Culinary tourism: New attributes of the Ubud destination. Denpasar: Jagat Press.

b. Books with one to five authors

Example:

Kaufman, C., Perlman, R., & Speciner, M. (1995). Network security: Private communication in a public world. Englewood Cliffs, NJ: Prentice Hall

c. Books with six or more authors

Example:

Yang, K.L. et al. (2009). The real customers. Englewood Cliffs, NJ: Prentice Hall.

d. Books without authors (If there is no author's name, write the title of the book, in italics).

Example:

Longman dictionary of contemporary English (4th ed.). (2003). Harlow, England: Longman.

e. The author is an organization

Example:

UNWTO. (2012). *Global report on food tourism*. Madrid: United Nation World Tourism Organization Press.

f. Thesis or Disertasi

Example:

Pitanatri, Putu Diah Sastri. 2016. Development of Balinese culinary to support cultural tourism in Ubud. Masters thesis, Udayana University. Accessed from

http://erepo.unud.ac.id/view/creators/Putu_Diah_Sastri_Pitanatri,_SST=2EPar=3APutu_Diah_Sastri_Pitanatri=3ANULL=3ANULL.html

- g. Proceedings (One of the works, not all of them)

Example:

Pitanatri, Putu Diah Sastri. (2016). Treat or threat: developing local homestay through sharing economy in ubud bali. Proceedings of the World Conference on Business and Management (WCBM). Accessed from

https://www.researchgate.net/publication/319930237_Treat_or_Threat_Developing_Local_Homestay_through_Sharing_Economy_in_Ubud_Bali

2. Periodical (Articles from Newspapers, Magazines, Journals)

- a. Basic Format

Name of Author or Author. (year of publication). Main title of the article: Subtitle of the article. Title/Name of Series, Volume (issue number), page. doi:####/###

- b. Articles in Journals

Example:

Pitanatri, Putu Diah Sastri. (2016). Innovation over competition: Local culinary businesses create a competitive advantage in Ubud. Tourism Master's Journal ,3(1), 1-14.

- c. Online Articles with DOI

Example:

Ancrenaz, M., Dabek, L., & O'Neil, S. (2007). The costs of exclusion: Recognizing a role for local communities in biodiversity conservation. PLoS Biology, 5(11), 2443-2448. doi: 10.1371/journal.pbio.0050289

- d. Online articles WITHOUT DOI

Example:

Nielsen, L. (2009). Green farm subsidies sponsoring eco label-ing: is the separation of market access and subsidies regulation in WTO law sustainable. Journal of World Trade, 43(6), 1193-1222.

Retrieved from <http://www.kluwerlawonline.com/productinfo.php?pubcode=TRAD>

3. WEB PAGES

- a. Basic Format

Name of Author or Author. (year, month of article date). Title/Name of web page:
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Title/Name of web page: Subtitle of the page. Accessed month, date, year, from Web
page URL.

b. With the author

Pitanatri, Putu Diah Sastri. (2017, September 10). Sandwich generation. Accessed from
<https://diahsastri.com/2017/09/10/sandwich-generation/>.

c. No author

Kiwi. Marketing Function. Retrieved April 14, 2017, from <http://en.ABCD.org/Kiwi>

Example of Writing a Bibliography (Times new roman, 12 pt, In-dentation Hanging 1 cm)

Choirina, P., Huda, M. M., Jannah, U. M., Utama, S., & Pradani, E. R. K. (2021). Network Topology Training Using Cisco Packet Tracer to Improve the Competency of Malang Army Polytechnic Students. *Mitra Mahajana: Journal of Community Service*, 2(2), 117-123.

Rachmadi, T., & Kom, S. (2020). *The Power Of Digital Marketing (Vol. 1)*. Three Ebooks.

Sasongko, R., Riyanto, S. & Suryanto, S., (2021). Technical Guidance for the Renovation of Nurul Hi-dayah Prayer Room Construction and Az-Zahiroh TPQ Dermo Hamlet, Mulyoagung Village, Dau District, Malang Regency. *Polinema Journal of Community Service*, 8(1), 7-13.

Seyyedamiri, N., & Tajrobehtar, L. (2019). Social content marketing, social media and product development process effectiveness in high-tech companies. *International Journal of Emerging Markets*, 16(1), 75–91. <https://doi.org/10.1108/IJOEM-06-2018-0323>

Sulaksono, J. (2020). The role of digital marketing for micro, small and medium enterprises (MSMEs) in Tales Village, Kediri Regency. *Generations Journal*, 4(1), 41–47.