



ORIGINAL ARTICLE

OPEN ACCESS

Designing an E-Shop as a Promotional Medium for MSME Products at Azis Furniture Using the OpenCart Platform

First Author¹, Second Author², and Third Author³

(Book Antique 10, Line spacing 1)

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Abstrak

Tuliskan di sini abstrak makalah anda dalam satu paragraf berkisar antara 150-200 kata. Abstrak harus berisi: (1) pertanyaan utama dan latar belakang masalah yang dibahas; (2) kebaruan penelitian; (3) bagaimana pertanyaan dibahas dalam makalah atau metodologi; dan (4) hasil utama diskusi. Hal-hal penting lain yang dibahas dalam makalah ini yang secara signifikan berkontribusi pada hasil akhir penelitian dapat dicatat di sini, tetapi anda harus mempertimbangkan penulisannya dalam ruang abstrak yang terbatas. Abstrak ditulis dalam dua bahasa; Bahasa Inggris dan Bahasa Indonesia, pengetikan abstrak dilakukan dengan spasi 1 front 10 jenis huruf Book Antiqua dengan margin yang lebih sempit dari margin kanan dan kiri teks utama. Kata kunci perlu dicantumkan untuk menggambarkan ranah masalah yang diteliti dan istilah-istilah pokok yang mendasari pelaksanaan penelitian. Kata-kata kunci dapat berupa kata tunggal atau gabungan kata. Jumlah kata-kata kunci 3-5 kata.

Abstract

Write down here your paper's abstract in one paragraph consisting of 150-200 words. Abstract should contain: (1) What is the latest knowledge on this issue? (2) What did you want to find out? (3) How do you go about finding it? What kind of method you implemented? (4) the main result of the discussion. Other important matters discussed in the paper that significantly contribute to the final result of the research may be noted here, but you have to consider, however, the limited space of the abstract. The abstract is not a part of the text and should be complete in itself with no mathematical expression. The abstract is written in two languages; English and Bahasa Indonesia, typing uses line spacing 1 or single, font size 10, font Book Antiqua with the margins narrower than the right and left margins of the main text. The keywords need to be included to reflect the problem context of the research and the main terms that underlie the implementation of the research. The keywords can be one word or compound words. The number of keywords is 3-5 words.

INTRODUCTION

The introduction section provides a clear statement about the research problem and sufficient background information.

The introduction should consist of: (1) research background related to business innovation and digital marketing; (2)

identification of research gap/novelty; (3) research methodology or approach; and (4) research objectives that are clearly stated at the end of paragraph.

[First paragraph should explain the context and significance of the research topic. This article uses Cambria 11, regular,

line spacing 1.15, spacing before 0 pt, spacing after 0 pt. The first paragraph must be indented.]

[Subsequent paragraphs should clearly identify the research gap. What has been known from previous research? What

is still unknown or needs to be investigated? How does your research address this gap?]

[The research objectives should be stated explicitly and clearly at the end of the introduction section. Each objective

should be specific, measurable, and relevant to the research problem identified.]



Article length should be between 7,000-10,000 words (including tables, references, figure captions).

LITERATURE REVIEW

The literature review section should discuss past theoretical and empirical previous studies which become the basis of current research. Authors are encouraged to review recent articles from reputable journals where applicable. Model and hypotheses development should be developed and presented clearly. Important: Literature reviews must be written in paragraphs and avoid writing in the form of "points or numbering or bullets." All sections must be written in paragraph format.

2.1. [First Theoretical Theme or Topic]

[Provide a comprehensive review of the first major theme or concept related to your research. Cite relevant studies and explain how they relate to your research question. Minimum 3-5 quality sources per subsection.]

2.2. [Second Theoretical Theme or Topic]

[Elaborate on the second theme by integrating different perspectives from literature. Show relationships between concepts and theories. Discuss how these concepts apply to the context of Islamic business ethics and digital marketing.]

2.3. [Research Gap and Theoretical Positioning]

[Synthesize the literature and clearly identify the gap in existing knowledge. State what is known and what remains unknown. Position your research within the existing body of knowledge and explain how your study will fill the identified gap.]

METHOD

[First Theoretical Theme or Topic]

[Provide a comprehensive review of the first major theme or concept related to your research. Cite relevant studies and explain how they relate to your research question. Minimum 3-5 quality sources per subsection.]

[Second Theoretical Theme or Topic]

[Elaborate on the second theme by integrating different perspectives from literature. Show relationships between concepts and theories. Discuss how these concepts apply to the context of Islamic business ethics and digital marketing.]

[Research Gap and Theoretical Positioning]

[Synthesize the literature and clearly identify the gap in existing knowledge. State what is known and what remains unknown. Position your research within the existing body of knowledge and explain how your study will fill the identified gap.]

RESULTS AND DISCUSSION

Results section presents findings without interpretation. Results should be presented in a logical sequence, clear, and concise. Results should present the data or the results after applying the techniques outlined in the methods section.

In the results section, authors must write down the research results in logical sequences, according to the research flow. Study results are presented in the form of narrative/textual, tables, or images in the form of graphs or diagrams. Avoid displaying raw data.

4.1. [First Main Finding]

[Describe the first major finding clearly. Provide supporting data through narrative, tables, or figures. Use clear language and present results objectively without interpretation.]

Table 1: [Descriptive Table Title]

Variable	N	Mean	Std. Dev	Min	Max
[Variable 1]	[n]	[Mean]	[SD]	[Min]	[Max]
[Variable 2]	[n]	[Mean]	[SD]	[Min]	[Max]
[Variable 3]	[n]	[Mean]	[SD]	[Min]	[Max]

Source: [Source citation, e.g., Primary data analysis, August 2025]

4.1. [Second Main Finding]

[Present the second finding with supporting evidence. Continue with clear organization following your research questions or objectives.]

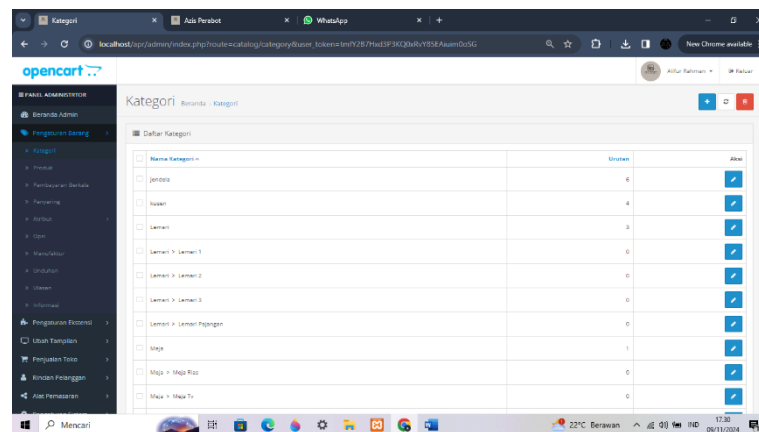


Figure 11. Product Category Management

DISCUSSION

The discussion section interprets the results to reach major conclusions. This is where the author's analysis and interpretation enters the picture. The discussion is where the argument is made.

Common features of the discussion section include:

1. Provide accurate assessment of the insights gained from the study

[Interpret what the findings mean in relation to your research questions and objectives.]

2. Compare results with other studies

[Compare your findings with previous research. How are your results similar or different? What might explain any differences?]

3. Effectively contextualize the results within existing body of knowledge

[Explain how your findings fit within the broader theoretical and empirical literature. What new knowledge or understanding does your research contribute?]

4. Acknowledge limitations or constraints of the research

[What are the limitations of this study? What factors might have influenced the results? What threats to validity exist?]

5. Offer specific and well-justified recommendations

[Based on your findings, what recommendations can you make for future research? For practitioners/policymakers? What should be done differently in future studies?]

5.1. Interpretation of Main Findings

[Provide in-depth interpretation of each major finding. Connect findings to existing theory and research.]

5.2. Theoretical and Practical Implications

[Discuss the theoretical contributions of your research. What new insights does it provide? Discuss practical implications for business practice, policy, or professional applications.]

5.3. Research Limitations

[Clearly and honestly discuss the limitations of your research that may affect the validity or generalizability of findings.]

CONCLUSION

In the conclusion section, authors should:

1. Explicitly write down the manuscript's contribution based on the results to answer the research questions.
2. Summary of findings - The conclusion contains a summary of what is learned from the results obtained.
3. Future research directions - What needs to be improved in further study?
4. Benefits and applications - Discuss the benefits and applications of the research.
5. Policy and theoretical implications - These can be added if necessary for the context.

[The conclusion should be concise but comprehensive, typically 300-500 words. Avoid introducing new information that hasn't been discussed in previous sections.]

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