

GENERAL MANUSCRIPT REQUIREMENT

- The title Approximately 20 words
- The abstract is no more than 200 words
- The keyword maximum is 5 keywords
- The papers within 4000-7000 words including: **Introduction, Literature Review, Method, Result and Discussion, Conclusion.** The margin text from the left, right, and bottom are 2,54 cm. The manuscript is written in Microsoft Word (doc.), single space, Time New Roman 10 pt, and maximum 12 pages for original research article, or maximum 16 pages for review/survey paper.

Type the Title of Your Manuscript (Center, Bold, 16pt, *no more than 20 words*)

Author 1¹, Author 2², etc.³.

¹ Institutions of Author 1

² Institutions of Author 2

³ etc.,

Received mm dd, yyyy; Revised mm dd, yyyy; Accepted mm dd, yyyy

ABSTRACT

The abstract is often presented separate from the article. It should state briefly the purpose of the manuscript's objectives, methodologies, results, and significance. The abstract should maintain a relatively non-technical tone while ensuring clarity for an informed audience to grasp the manuscript's contributions. The abstract page should feature the manuscript's title, but it should not include the author's name or any other identifying information. The abstract should fall within the range of 100-200 words. References should be avoided, but if essential, then cite the author(s) and year(s). Use standard terminology and avoid uncommon abbreviations; if essential, define them when first introduced in the abstract. Avoid citing literature. The keyword list allows for the inclusion of 5 to 7 keywords, used by indexing and abstracting services, in addition to those already present in the title (10 pt). The Abstract should be 100 to 200 words in length.

Keywords : First keyword; Second keyword; Third keyword; Fourth keyword; Fifth keyword

INTRODUCTION

The introduction contains information about the purpose of the study. The Introduction section should provide: i) a clear background and statement of the problem, ii) the paper's purposes, iii) the relevant literature on the subject, iv) the proposed approach or solution, and v) the new value of research which it is innovation (within 300-600 words). The introduction should be clear enough for an informed reader to understand the manuscript's contribution. The terms in foreign languages are written italic (*italic*).

LITERATURE REVIEW

The literature review represents the theoretical foundation of an article. This segment explores the objectives of conducting a literature review, delves into the process of sourcing relevant literature for constructing it, and examines strategies for organizing this information effectively.

The literature review should answer three questions: what should be included in a literature review?; how should information be synthesized in a literature review?; what should be the structure of a literature review?; and what writing style is suitable for creating a literature review?

A high-quality literature review goes beyond summarizing prior research and instead involves a critical evaluation, reorganization, and synthesis of existing work (Leedy & Ormrod, 2005: 84). To construct an effective literature review, one must navigate three distinct challenges: identifying relevant literature on a specific topic, managing the gathered information, and presenting a coherent, synthesized, and reader-friendly overview of the existing knowledge in that particular field.

METHODS

The methods section explains research chronological, including research design, research procedure, and data acquisition. 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).

RESULT AND DISCUSSION

The results section provides a concise overview of the study's collected data, presenting descriptive statistics as well as the outcomes of pertinent inferential statistical analyses (such as hypothesis tests) performed on the dataset. It is crucial to present the results with enough elaboration, allowing the reader to understand the conducted statistical analyses and their rationale, while also providing a basis for your conclusions. Ensure that all relevant findings are included, even those that may contradict the initially stated hypotheses (American Psychology Association 2001: 20). You can make sub sections if you need.

The discussion should summarize the results in relation to each stated research objective or hypothesis and relating the findings to the literature and the results reported by other researchers. Figures and Table are presented center, as shown below and cited in the manuscript

Example:

Table 1. Result of Reliability Test

Variabel	Cronbach's Alpha	Composit Reliability	Keterangan
Brand Image	0.809	0.887	Reliable
Minat Beli	0.765	0.894	Reliable
Sikap Konsumen	0.618	0.839	Reliable



Figure 1. Framework of Management

CONCLUSIONS

In this section, the author presents concise research findings along with recommendations aimed at more experienced researchers or general readers. The conclusion should summarize the key points of the paper but should avoid duplicating the abstract.

Additionally, the author identifies and discusses significant weaknesses and limitations in the study, which can potentially compromise the validity of the work and prompt readers to question how these limitations might have influenced the results and conclusions. Assessing these limitations calls for a critical evaluation and an examination of their implications. The author should address the question: does this issue relate to errors, methodology, validity, or other factors?"

REFERENCES

Each manuscript must include a reference list containing only the quoted work and using the mendeley, endnote, or zotero tool with APA style.

Examples:

Agarwal, J., & Malhotra, N. K. (2005). An integrated model of attitude and affect: Theoretical foundation and an empirical investigation. *Journal of Business Research*, 58(4), 483–493. <https://doi.org/10.1016/S0148->

Dwee, D., Dion, H. B., & Brown, I. S. (2012). *Information behaviour concept: A basic introduction*. University of Life Press.