

The manuscript title is short, maximum 20 words, informative, avoid writing case studies or places, size 14

Name of author 1*, Name of author 2, etc..... (written without title)

1 Author affiliation, city, county (exp: Politeknik Nilai, Negeri Sembilan, Malaysia)

2 Author affiliation, city, county (e.g.: Sekolah Tinggi Ilmu Manajemen Sukma Medan, Medan, Indonesia)

Author1's email: author1@email.com

Author2's email: author2@email.com

Article info	A b s t r a c t
<i>Article history:</i> Submitted [dd mm yyyy] Revised [dd mm yyyy] Accepted [dd mm yyyy] <i>Keywords: (consists of 5 words)</i> Keyword 1 Keyword 2 Keyword 3 Keyword 4 Keyword 5	Written in one paragraph, in Indonesian, maximum 250 words, consisting of research objectives, methods used, research results and recommendations.

Introduction

The minimum required in the introduction is:

- >> research problem or the reason why your research needs to be conducted;
- >> several relevant, recent previous research results (maximum of the last 7 years);
- >> gaps between your research and the previous research referenced;
- >> location/position of the research in current scientific developments;
- >> statement of the problem formulation;
- >> research objectives;
- >> state the state of the art in this section as well;
- >> section/activity in the research that presents the most recent research results/trends/issues on the chosen topic;
- >> add the subheading "literature review and hypothesis development" supported by references from reputable journals for each variable, e.g.,;

Hypothesis Development

The Relationship of Destination Image to Interest in Visiting

A number of empirical studies confirm that destination image is an important determinant that drives the intention to visit, both for the first visit and for the return visit. A positive image is proven to be able to strengthen tourists' preference for a destination because it produces a convincing and attractive impression. Consistent with these findings, it shows that the image of the destination has great significance on the intention to visit, thus confirming that strengthening the image is an important prerequisite to increase the tendency of tourists to choose a location. Similar findings were also put forward by [Rodríguez et al. \(2023\)](#) who stated that destination imagery has a great influence on visitor intentions, because tourists' global perception of destinations is the main cornerstone in the travel decision-making process. Furthermore, it emphasized that destination imagery plays an important role in the formation of visiting intentions: Overall good destination image contributes significantly to increased intention to visit or revisit. ([Zhu et al., 2024](#)) [Liang & Lai \(2022\)](#) ([Chan et al., 2021](#)) [Kienwattana & Vongvitt, \(2024\)](#) On the basis of the above synthesis, the first hypothesis formulation of this study is:

H1: Destination Image has a significant effect on Visitor Interest

The Relationship of E-WoM to Visiting Interest

The reviews and recommendations contained in the E-WoM are an essential source of knowledge for travelers, considering that many travelers do review before making travel decisions. The information gained from the review helps travelers assess alternative destinations, reduce uncertainty, and strengthen justification for decisions to be made. In line with that, destinations and tourism actors can leverage high-quality visual content, including travel documentation and vlogs on social media, to strengthen the appeal of destinations and influence potential travelers in choosing one destination over another. Various studies also confirm the importance of tourists' perspectives on the use of social media as an online review space and E-WoM in the travel decision-making process. Thus, E-WoM can be understood as an information stimulus that is directly related to the formation of visiting intentions through strengthening tourists' perceptions, preferences, and beliefs ([Aktas and al., 2022](#)) ([Gan and al., 2023](#)) ([Apriani and al., 2023](#); [Battour et al., 2025](#)) towards destinations. On the basis of the above synthesis, the first hypothesis formulation of this study is:

H2: E-WoM has a positive and significant effect on interest in visiting

- >> Conceptual framework figure,
- Example figure:

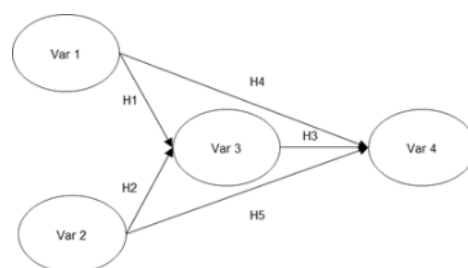


Figure 1. Conceptual framework

>> Citations must be written using Mendeley in APA style.

Research Methods

The minimum required elements of a research method are:

- >> Where and when the research was conducted;
- >> How was the population and sample size determined? (if applicable);
- >> What was the sampling technique? and the rationale (if applicable);
- >> How was the data collected?
- >> Where was the research data obtained?
- >> Names of the variables and indicators for each observed variable (if applicable);
- >> After the research data was collected, what was the next process/stage? (data tabulation, etc.)
- >> Data analysis method [qualitative/quantitative (write the formulation)];
- >> What tools were used to analyze the data?
- >> How was the model feasibility/validity & reliability/classical assumptions tested? (if applicable);
- >> Criteria for model feasibility testing (if applicable);
- >> What was the hypothesis tested with (if applicable)
- >> Diagram/flowchart of the research stages from beginning to end (for qualitative research/SLR/ Bibliometrics)
- >> Data collection process to conclusion drawing (for qualitative research/SLR/ Bibliometrics)

Example of the formulation in a manuscript:

$$n = \frac{N}{1+N(e)^2}$$

(Use equation facilitation, insert >>object >>equation)

Results and Discussion

The minimum required information in the results and discussion is:

- >> respondent profiles (if using respondents);
- >> display of data processing output from start to finish according to the research method;
- >> interpretation and analysis of research results;
- >> comparison of research results with previous research;
- >> exploration of the novelty/contribution of your research results [this will be evident from the comparison between your research results and previous research];
- >> tables and figures should be titled and numbered sequentially (Table 1, Table 2, Figure 1, Figure 2)

Table 1. Goodness of fit test results

Goodness of fit index	Cut of value	Hasil	Ket
Chi-square	Diharapkan kecil (<df)	33,987	fit
Probability	$\geq 0,05$	0,468	fit
CMIN/DF	$\leq 2,00$	1,000	fit
RMSEA	$\leq 0,08$	0,000	fit
CFI	$\geq 0,95$	1,000	fit
GFI	$\geq 0,90$	0,940	fit
AGFI	$\geq 0,90$	0,903	fit
TLI	$\geq 0,95$	1,000	fit

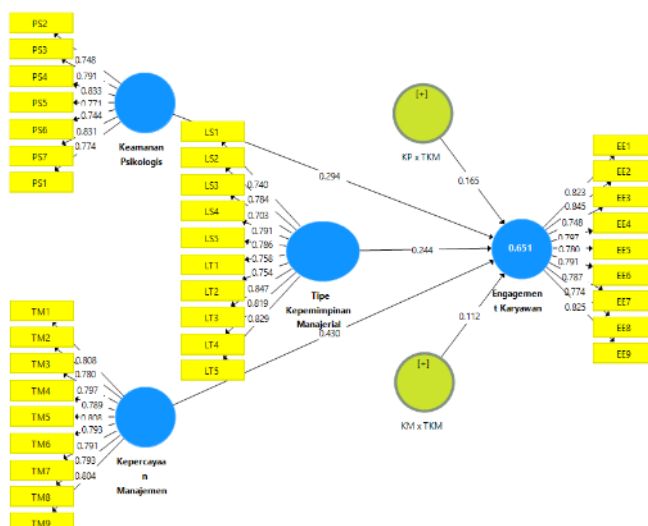


Figure 1. Structural Equation Modeling

etc.....

Conclusion

The following should be included in the conclusion:

- >> research conclusions;
- >> limitations/shortcomings of your research;
- >> recommendations or implications for future research;
- >> the conclusion should be in full narrative form, not bullet points.

References

- >> The references used must be from at least the last 7 (seven) years;
- >> The references must be written using Mendeley in APA style.
- >> The references must contain a minimum of 20 references, and 80% of them must come from articles published in journals (reputable journals are preferred);
- >> The references metadata in Mendeley must be capitalized.

>>Example<<

- Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. (2018). *Multivariate Data Analysis* (8th ed.). Cengage.
- Hidayat, R., Bahri, S., & Pulungan, N. (2025). Job security research in global perspective: a bibliometric mapping. *ARBITRASE: Journal of Economics and Accounting*, 6(1), 304–312.
<https://doi.org/10.47065/arbitrase.v6i1.2553>
- Hyarat, E., Montalbán-Domingo, L., & Pellicer, E. (2026). Framework for implementing lean construction: from concept knowledge to continuous training. *Heliyon*, 12(1), e44340.
<https://doi.org/10.1016/j.heliyon.2025.e44340>
- Mubarak, H., Bahri, S., Hinnai, S., & Hidayat, R. (2024). Optimization of the assignment of employees through Hungarian Method. *Maker: Jurnal Manajemen*, 10(2), 285–293.
<https://doi.org/10.37403/mjm.v10i2.726>
- Putri, R., & Hidayat, R. (2022). Model Pengukuran Kepuasan Kerja Karyawan dengan Kompensasi dan Motivasi. *Ekombis Review: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(1), 305–315.
<https://doi.org/10.37676/ekombis.v10i1.1776>
- Sarkum, S., Suryadi, S., Munthe, I. R., & Hidayat, R. (2019). The zoning strategy for smes: a marketing concept O2O (offline and online). *Journal of Physics: Conference Series*, 1175(1), 012211.
<https://doi.org/10.1088/1742-6596/1175/1/012211>