**Paper’s Title**

Must be brief, informative and indicates the main point(s) of the paper between 10-20 words

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[Maximum length of article is **5000-7000 words**, excluded abstract & reference list]

## ABSTRACT

Abstract should be factual and concise. It shall contain research problems or objectives, methods and key findings. Use 11pt Franklin gothic medium condense font for body of the text with one spacing between lines, and 11pt spacing for the next heading. Left and right indent 0.5cm. Maximum length **200 words**.

**KEYWORDS**

Use 10pt; lower case; Franklin gothic medium condense; write alphabetically in 5 words

## INTRODUCTION

Introduction (without subsection, 2-3 pages) includes background, objectives, and literature reviews/theoretical construct (if needed) of the research. The introduction section ends with an emphasis on items to be discussed. Introduction consists of background of the study explaining the actual phenomenon that has been investigated, supported by references and previous studies that have been done individually or in a group or team.

The author must also explain the existence of this research compared to those previous studies. Introduction consists of problem(s) (one problem that is becoming the focus of the study is even better), purpose of the study, research significance, and theory used to solve the problem(s). All sources that are cited or paraphrased should be all written in the references list. Introduction does not allow subchapter.

Use Gill Sans regular 11pt for all body texts, and Franklin gothic medium condense for chapters, subchapters and sub-subchapters.

## METHOD

The method describes the steps of the research, the approach used, the context and focus of the study, methods of data collection, sampling (if needed), and data analysis methods.

**FINDINGS AND DISCUSSION**

**Subchapters**

Result of the study is written in the form of **subchapter(s),** no numbers are necessary. The title of the subchapter is written in the form of capital letter for the initial word.

***Sub-subchapters***

If there is another sub-subchapter inside the subchapter the format writing of the sub-subchapters is written in Capital letter for the initial letter and italic.

**Figures and Tables**

All figures and tables should be centered and numbered consecutively. Type *Figure* in style box. The caption should be typed in lower case. Choose *center* if the caption fit on one line.

Figure

Figure 1. Figure’s Title/Description, place at the below of the figure (with caption for the source –if needed-- in bracket and italic) –use Gill Sans 9pt

**Table 1**

Table’s Title, place on the top of the table

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|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Title** | **Title** | **Title** |
| 1 | A-B | 25 | 30 |
| 2 | B-C | 75.15 | 10 |
| 3 | C-D | 44.75 | 50 |
| 4 | D-E | 72.5 | 10 |
| 5 | E-F | 21.25 | 10 |

Source at the below of table, align left, italic. 8pt

## CONCLUSION

Conclusion is a brief summary of findings and discussion. It is strongly recommended to avoid mere repetitive statements from the previous sections.

## ACKNOWLEDGEMENT (OPTIONAL)

If necessary put your acknowledgements here. In this section you should give credit to people who have helped you with the research or with writing the paper. If your work has been supported by a grant, you would also give credit for that in this section.

## REFERENCES (11pt)

Use Gill Sans 10pt. Reference list format is based on **7th APA** (American Psychological Association) style. Reference list should appear at the end of the article and includes **only** literatures actually cited in the manuscripts. References are ordered alphabetically and chronologically. When writing a reference list, please use the following conventions:

## Sample

**Aaker, D. A.** (2018). Brand Personality and Brand Image. *Journal of Branding and Marketing Communication 22*(1), 22-30. https://doi.org/10.1108/10610420310463135 (journal article)

**Keller, K.** L. (2013). *Strategic Brand Management*. (13th Edition). Cengage (book)

**Thomas, B.** (2019, August 22). *Brand Behavior vs. Brand Value*. Nalla. https://nalla.co.uk/brand-behaviour-vs-brand-value/ (e-article/ online media)

**Wijaya, B. S.** (2019). *Relasi Konsumen dan Merek di Indonesia: Disposisi Individual dan Refleksi Sosio-kultural.* (Unpublished Dissertation). Universitas Gadjah Mada, Yogyakarta (unpublished refference)

**Sukma, A.** (2015). Midnight Culture. In Budiawan (Ed.), *New Media, Body, and Public Space* (4th ed., pp. 2-15). Taylor & Francis (book chapter)

## Notes on Authors (11pt)

Use Gill Sans 9pt. Provide information about a brief biography of authors include institution, research interests, expertise, education, publication, and completed with email addresses.

## ENDNOTES (OPTIONAL) –11pt

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