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# MIX: Jurnal Ilmiah Manajemen

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## ARTICLE TEMPLATE

### **The Title of the Article Should be Informative and Attractive [Title]**

[The Title should be clear, concise, informative, attractive and identify the main issue of the paper. The Title should be written in a sentence case not more than 15 words, and avoid abbreviation. The Font is Times New Roman with 14pt; Bold; in Center; Single Line Spacing.]

### **AUTHOR'S NAME AND AFFILIATIONS [Times New Roman; 10pt; Bold; Single]**

[Provide full name of each of the author with the affiliations and country of the institution. If more than one author has contributed to the article, please provide detailed information as the first author.]

**First Author Name <sup>1)</sup>; Second Author Name <sup>2)</sup>; Last Author Name <sup>n)</sup> [Times New Roman; 10pt; Bold; Single]**

<sup>1)</sup> *First Author's Email Address, Name of Institution, Country [Times New Roman; 9pt; Italic, single]*

<sup>2)</sup> *Second Author's Email Address, Name of Institution, Country [Times New Roman; 9pt; Italic, single]*

<sup>n)</sup> *Last Author's Email Address, Name of Institution, Country [Times New Roman; 9pt; Italic, single]*

<sup>\*</sup> *Corresponding Author*

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### **ABSTRACT [Times New Roman; 10pt; Bold, Single]**

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*Abstract is an outline/brief summary of the paper. Abstract should be supplied to reflect the content of the manuscript. A concise and factual abstract is required. Abstract should not be more than 200 words and the abstract should state briefly the context of the following:*

**Objectives:** *Provide a brief explanation about the main problem of the research and the objective of the study.*

**Methodology:** *Provide an outline of the research method(s), data and materials used in this research. Explain how the method(s) is performed in order to obtain the results of discussions.*

**Finding:** *Provide the results of the finding(s) based on the empirical research that has been performed by using the methodology effort(s).*

**Conclusion:** *Provide conclusion(s) of the research.*

**Keywords:** *Provide a maximum of 5 keywords, separated by semicolon (;) between keyword.*

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Submitted:

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### **Article Doi:**

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## **INTRODUCTION [Times New Roman; 12pt; Bold, Single]**

Introduction serves the purpose of leading the readers and reviewers from a general subject area to a particular field of research. Introduction presents the background of the study, introduces the research topic and aims, and also provide overview of the paper.

Introduction should provide:

1. Research problem recognition and its significance of research purposes;
2. Concise and appropriate information/data of the research problem;
3. Empirical study of problem solving;
4. Research gap based on the previous studies; and
5. Derivation of constructed research variables.

## **LITERATURE REVIEW [Times New Roman; 12pt; Bold, Single]**

Literature Review is the survey of scholarly sources on a specific topic. It analyzes and synthesizes and critically evaluate to give a clear picture of the state knowledge on the subject.

Literature Review should provide:

1. Overview of the current knowledge and identify the relevant theories to express the constructed researched variables
2. Express *State-of-the-Art* of the research
3. Finding relevant publications (such as books and up-to-date journals articles) analyze and explain the constructed research variables
4. Research hypothesis
5. Theoretical Framework

## **METHOD [Times New Roman; 12pt; Bold, Single]**

Research methods are the strategies, processes or techniques utilized in the collection of data or evidence for analysis and the specification of tools and materials for the research.

**Quantitative Research:** to gather numerical data which can be ranked, measured or categorized through statistical analysis. It helps to conduct: (1) research design; (2) population and sample (research target); (3) data collection techniques and instrument development; (4) and data analysis techniques. This research is to find out the quantitative results based on the sophisticated tools and materials used.

**Qualitative Research:** to gather data about lived experiences, emotions or behaviors and the meanings individuals attach to them. It helps to enable researchers to obtain better understanding of complex concepts, social interactions or cultural phenomena. This research is to find out and explore how or why things occur and interpreting events and describing particular actions.

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*Mixed Method Research*: integrates both Quantitative and Qualitative Research. It provides holistic approaches to combine and analyze the statistical data with deeper contextualized insights. Using mixed methods enable triangulation and verification of the data from two or more sources.

The Author must clearly state the Research Method used in the paper.

## **RESULTS AND DISCUSSION [Times New Roman; 12pt; Bold, Single]**

Result and discussion are essential sections of the research article. This section presents the results and discussion of the finding based on the research methods performed by author.

*Quantitative results*: provide statistical formulation, calculations and hypothesis testing results.

*Qualitative results*: provide detailed results in the form of sub-topics that are directly related to the research focus and categories.

### **Results [Times New Roman; 12pt; Bold, Single]**

Results focus on the outcome of the research performed. Results express the outcome of study. Statistical analysis represents the significance. Visual representation of the data using figures, tables and graphs. Results must elaborate clearly the exploration of the findings based on the collected information and scientific tools and also the exact findings of the research.

### **Discussion [Times New Roman; 12pt; Bold, Single]**

Discussion is to interpret and describe the significance of the findings in light of what was already known about the research problem being investigated, and to explain any new understanding or fresh insights about the problem after taking the findings into consideration.

## **CONCLUSION [Times New Roman; 12pt; Bold, Single]**

Conclusion is the statement where you wrap up all your findings and ideas and present a strong final impression of the research.

Conclusion should provide:

1. The restatement of the research problem addressed in the paper
2. The summary of the overall arguments and findings
3. The implications of the findings
4. The suggestion of the key to solve the research problem
5. The future research direction

## **REFERENCES**

Reference is a list of cited information in the text that the author identifies and retrieve to ensure that the information cited is derived from the accurate and original sources. Consistency in reference allows readers to focus on the authentic content of the article.

References must be presented completely and in accordance with the cited information in the content of the article. References must be arranged alphabetically and written in the latest

version of APA Style. It is mandatory to use the reference management applications such as Mendeley, Zotero, RefWork, Zotero and so forth.

## **OTHER INFORMATIONS**

- **Figures and Tables [Times New Roman; 12pt; Bold, Single]**

Figures and Tables help to augment the written ideas and simplify complicated textual descriptions, it helps to understand complicated process or visualize trends in the data and information. The title and number of tables are placed on top of the table, where the title and number of figures are placed below the figure. Sources of both the tables and figures are placed at the bottom of the tables and figures. Text in the table is allowed to use 10pt size. [Times New Roman; 11pt; Single; Left]

- **The maximum of the article length: 10 pages (or around 4,000 to 5,000 words)**