Strategy for Increasing the Brand Reputation of the PLN Mobile Application Based on Social Media Sentiment Analysis using Machine Learning (20pt)

Author1 \*, Author2, Author3 (12pt)

ABSTRACT

Your abstract should provide a summary of your paper. It should start two lines after the author's details. The abstract should be 150 to 200 words, written with single spacing, without equations, no references, and preferably only one paragraph. Use Segoe UI Semilight 11 points, italics, and fully justified. Three to six keywords should be supplied after the abstract. The main text of manuscripts must be in English. The submitted paper must be fewer than 6000 words. The abstract should have three components and be written in one paragraph only: (1). Background, (2). Methods, (3). Results (11pt)

KEYWORDS: Keyword 1, Keyword 2, Keyword 3 (Write 3-6 keywords that correspond to the research topic in alphabetical order)(12pt)

1. INTRODUCTION

Please refer to these guidelines when preparing your manuscript. Use capitalized, Segoe UI Semilight 12 points, and bold for the section title. For the body text, use Segoe UI Semilight 12 points, and for the subsection title, use bold Segoe UI Semilight 12 points. All sections should be fully justified.

Use indented instead of entered style for a new paragraph. When citing references, using the names of the authors and the year of publication is preferable. Here is an example. Smith (2005) suggested that the referencing style is one of the writing aspects that most students ignore when preparing a paper. Correspondingly, the references should be listed based on the alphabetical order of the first author's last name.

The introduction should briefly explain the importance and objectives of this research. Support your arguments with references. You need to cite a few references from international journals in the Introduction section. No need to subdivide the Introduction section into multiple subsections.

2. LITERATURE REVIEW

Sub-Section

This section should briefly explain this research's literature review and supporting theories. Support your explanation with references. You need to cite a few references from international journals in the Literature Review section. You may need to subdivide the Literature Review section into multiple subsections. Do not put numbers in subsections and sub-subsections.

Sub-sub-Section

Please refer to these guidelines when preparing your manuscript. Use capitalized, Segoe UI Black 12 points, and bold for the section title. Use Segoe UI Semilight 12 points for the body text, and use bold Segoe UI Semibold 12 points for the subsection title. All sections should be fully justified. If there is another section inside the sub-section, use bold Segoe UI Semilight 12 points with blue color.

This is how a bulleted list looks like; see the following example:

* First
* Second
* Third

Number lists can be added like this example:

1. First
2. Second
3. Third

Use indented instead of entered style for a new paragraph. The reference style used is (American Psychological Association) APA Style 7th edition. When citing references, using the names of the authors and the year of publication is preferable. Here is an example. Smith (2005) suggested that the referencing style is one of the writing aspects that most students ignore when preparing a paper. Correspondingly, the references should be listed based on the alphabetical order of the first author's last name.

3. METHODS

Briefly explain what you do and how. This section should focus on methodology only. Do not write problem descriptions, research objectives, and conclusions in this section. Presenting a flow chart is not compulsory in this section, although many people did it to show the sequence of activities in their research process.

4. RESULTS

This section presents the results of your study. Present only the most important aspects of your study. Use tables and figures to support your message. However, the space to put tables and figures should be less than the space used to write the narratives. There is no need to put numbers in subsections.

Each table should have a caption centered on top of it. Use Segoe UI Semibold 11 for the Table captions and Segoe UI Semilight 11 for captions text. Use Segoe UI Semibold 10 for tables' Heading and Segoe UI Semilight for Table Text. The word 'Table" and its number should be bold and all caps. You may also bold the column headings as well as the two horizontal lines framing the column headings. The table should be formatted as centered if it contains numerical values, including decimals and units. It also should be formatted as left-aligned for textual data, such as words, sentences, or nominal values with currency units. If data includes footnotes, they can be placed at the bottom-left corner of the table, preceding the source citation. These explanations should be written in 8 pt Segoe UI Semilight font. When attributing the source of a table, it should be positioned at the bottom-left corner of the image, preceding the caption, using 10 pt Segoe UI Semilight font or using the "SIMT\_Source" style. The caption of the table must be written in "Sentence case." See the following example.

TABLE 1. Title of table 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Title 1 | Title 2 | Title 3 | Title 4 | Title 5 |
| 1 | Entry Data 1 | 100 kg | Rp1000 | 0.001 |
| 2 | Entry Data 2 | 1000 m | Rp10000 | 0.00001 |
| 3 | Entry Data 31 | 10000 L | Rp100000 | 0.0000001 |
| 4 | Entry Data 4 | 100000 N | Rp1000000 | 0.000000001 |

1 Table may have a footer.

Source: (Joseph, 2020)

To reference a table, you can use cross-reference by simply writing the word "Table" followed by the corresponding number. For example, to reference Table 1, write "as shown in Table 1.

Likewise, each figure should be numbered and have a caption below on the left side. The word "Figure" and its number should be bold. Use "SIMT\_Figure" for the figure style. See the following example. When attributing the source of an image, it should be positioned at the bottom-left corner of the image, preceding the caption, using 10 pt Segoe UI Semilight font, or use the "SIMT\_Source" style. The caption of the figure must be written in "Sentence case". To reference a figure, you can use cross-reference by simply writing the word "Figure" followed by the corresponding number. For example, to reference Figure 1, write "as shown in Figure 1".



Source: www.its.ac.id

FIGURE 1. An example of a figure

If there are two images in one paragraph, then here's an example:

|  |  |
| --- | --- |
|  |  |
| (a) | (b) |

FIGURE 2. If there are multiple panels, they should be listed as: (a) Description of what is contained in the first panel; (b) Description of what is contained in the second panel.

If an image is in the form of a chart or graph, there is no need to include a separate title for the chart or graph; it can be adequately explained within the caption. See the following example.

FIGURE 3. An example of a chart.

FIGURE 4. An example of a graph.

Each equation must be left aligned, have 11 fonts, and always include the caption numbered. Please use the "SIMT\_Equation" style when writing an equation. See the following example.

|  |  |
| --- | --- |
| $$\left(x+a\right)^{n}=\sum\_{k=0}^{n}\left(\frac{n}{k}\right)x^{k}a^{n-k}$$ | (1) |

Each calculation must be left aligned, have 11 fonts, and not include the caption numbered. Please use the "SIMT\_Calculation" style when writing a calculation. See the following example.

$$ax^{2}+bx=c$$

5. CONCLUSIONS

Briefly write the conclusions of your study. Preferably, it is in the form of paragraphs. At the end of your conclusion, briefly describing your work's managerial implications is customary.

REFERENCES

It is recommended that the reference manager, such as Mendeley or Zotero, is used for creating your list of references in the (American Psychological Association) **APA Style 7th** edition. Make a list and put the number of all bibliographical references in an 11-point Segoe UI Semilight, single-spaced, at the end of your paper. Please indent the second and the following lines in each reference. List the references in alphabetical order of the last name of the first authors. Sources from the internet should be accompanied by their URL (this does not apply to journal articles taken from electronic sources as long as they have the journal names, publication numbers, and page numbers). Here are examples of how you should write references (but blend them irrespective of types of references).

**For books:**

Silver, E. A., Pyke, D. F., Peterson, R. (1998). *Inventory Management and Production Planning and Scheduling*, 3rd Edition, John Wiley, New York.

**For journal articles:**

Askin, R.G. (1981). A procedure for production lot sizing with probabilistic dynamic demand. *AIIE Transactions* 13 (2), 132 – 137.

Vargas, V.A., Metters, R. (1996). Adapting lot-sizing techniques to stochastic demand through production scheduling policy. *IEEE Transactions* 28, 141 – 148.

**For conference proceedings:**

Anderson, J.C. (1987) Current status of chorion villus biopsy, *Proceedings of the Fourth Congress of the Australian Perinatal Society*, Brisbane, Queensland, 190-196.

**For book chapters:**

Koch, T., Sando, P.F. & Hudson, S. (1999), The nursing care of older people with diarrhoea and constipation, in R Ratnaike (ed.), *Diarrhoea and constipation in geriatric practice,* Cambridge University Press, Cambridge, UK.

**Then your reference section will look like this:**

Anderson, J.C. (1987). Status of chorion villus biopsy, *Proceedings of the Fourth Congress of the Australian Perinatal Society*, Brisbane, Queensland, 190-196.

Askin, R. G., (1981). A procedure for production lot sizing with probabilistic dynamic demand. *AIIE Transactions* 13 (2), 132 – 137.

Koch, T., Sando, PF & Hudson, S. (1999), The nursing care of older people with diarrhoea and constipation, in R Ratnaike (ed.), *Diarrhoea and constipation in geriatric practice,* Cambridge University Press, Cambridge, UK.

Silver, E. A., Pyke, D. F., Peterson, R. (1998). *Inventory Management and Production Planning and Scheduling*, 3rd Edition, John Wiley, New York.

Vargas, V. A., Metters, R. (1996). Adapting lot-sizing techniques to stochastic demand through production scheduling policy. *IEEE Transactions* 28, 141 – 148.

**How to cite this article:**

Author, A. A. (2022). Article Title. *Jurnal Teknobisnis*, 00(0): pp-pp. doi: