

A close-up photograph of a hand wearing a white golf glove, holding a white golf ball on a tee. The background is a soft, out-of-focus green field. The text is overlaid on the right side of the image.

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# The Title

- A good title is defined as the fewest possible words that **adequately describe** the contents of the paper.
- The title is extremely important and must be chosen with great care as it will be read by thousands, whereas few will read the entire paper
- Indexing and abstracting of the paper depends on the accuracy of the title. An improperly titled paper will get lost and will never be read.

- Titles should neither be too short nor too long as to be meaningless
- Waste words (studies on, investigations on, a, an, the etc) should not be used.
- Syntax (word order) must be very carefully considered
- It should contain the keywords that reflect the contents of the paper.
- It should be meaningful and not general
- It should be concise, specific and informative
- It should capture the fundamental nature of the experiments and **findings**

# Characteristics of a Good Title

- Clear & Specific: Describes the content of the paper without ambiguity.
- Concise: Avoids unnecessary words, keeping it short and to the point.
- Informative: Provides enough information about the subject, scope, and focus.
- Engaging: Sparks interest and curiosity.

# Types of Titles

1. Descriptive: Focus on the topic (e.g., The Impact of Digital Marketing on Consumer Behavior).
2. Interrogative: Poses a question (e.g., Does AI Improve Healthcare Efficiency?).
3. Compound: Combines two related ideas (e.g., E-commerce Trends: Challenges and Opportunities in the Digital Age).
4. Exploratory: Shows the research's process or methodology (e.g., Exploring the Relationship Between Climate Change and Food Security).

# Tips for Crafting a Strong Title

- Use Key Terms: Incorporate important keywords for easy identification in searches.
- Be Precise: Avoid vague terms; be specific about what your work addresses.
- Avoid Jargon: Use simple language that can be understood by a wider audience.
- Consider Your Audience: Tailor the title to appeal to your specific readers (e.g., academic, professional, or general public).

# Examples of Strong vs. Weak Titles

Strong:

- Leveraging Artificial Intelligence in Renewable Energy Systems: A Case Study

Weak:

- AI and Energy Systems

# Avoid Common Pitfalls

- Overly Complex Titles: Keep it simple, yet informative.
- Excessive Length: Aim for 8-15 words, depending on the platform.
- Lack of Clarity: Ensure that the title reflects the scope and focus clearly.

# Final Check

- Does it summarize the paper's main idea?
- Is it clear and precise?
- Is it engaging without being sensationalized?
- Does it reflect the tone of your work?

# Examples

1. Action of Antibiotics on Bacteria
  - Action: should be defined
  - Antibiotics: should be listed
  - Bacteria: should be listed
2. Mechanism of Suppression of Nontransmissible Pneumonia in Mice Induced by Newcastle Disease Virus
3. Evaluation of the methylation status of the promoter of prostate apoptosis par-4 gene and its protein expression in Egyptian cancer patients
4. Effect of sunlight on leaf morphology

# The Abstract

- An abstract can be defined as a summary of the information in a document
- It is of fundamental importance that the abstract be written clearly and simply, as it is the first and sometimes the only part of the manuscript read.
- It should provide a brief summary of each of the main sections (IMRAD) of the paper:
  1. State the principal objective and scope of the investigation
  2. Describe the methods used
  3. Summarize the results, and
  4. State the principal conclusions
- It is easier to write the abstract after completion of the paper

# Criteria of the Abstract

- It should not exceed 250 words
- It should be written in one paragraph.
- It should be written in the past tense as it refers to work done.
- Long words should be followed by its abbreviation which would be used through out the abstract and paper.
- It should not cite any references (except in rare cases)
- It should never give any information or conclusion that is not stated in the paper
- Must be accurate with respect to figures quoted in the main text.

# Characteristics of a Good Abstract

- Concise: Keep it short (150–300 words).
- Clear: Avoid jargon and complex language.
- Informative: Summarize the key elements of your research, including objectives, methods, results, and conclusions.
- Self-Contained: The abstract should be understandable without referring to the full paper.

# Components of an Abstract

1. Introduction: Briefly introduce the problem or research question.
2. Methods: Outline the research methodology or approach.
3. Results: Summarize the key findings of the research.
4. Conclusion: State the implications or significance of the findings.

# Writing Tips for an Effective Abstract

- Start with the main question your research addresses.
- Use clear and direct language.
- Avoid details that are not crucial to the main points.
- Write it last, after you have completed the rest of the paper.

# Examples of Strong vs. Weak Abstracts

## Strong Abstract:

- Briefly presents the research topic, methods, key findings, and implications.

## Weak Abstract:

- Too vague, lacks specific details, or includes irrelevant information.

# Common Mistakes to Avoid

- Being too vague: Don't just state general information.
- Including unnecessary details: Keep it to the essentials.
- Using technical jargon: Keep it accessible to a wide audience.
- Exceeding the word limit: Stay concise.

A hand wearing a white golf glove is shown holding a golf club, likely a driver, on a green golf course. The background is a soft-focus green field.

# Final Check

- Does it summarize your paper accurately?
- Is it clear, concise, and informative?
- Have you avoided jargon and unnecessary details?