

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_103411
Title of the Manuscript:	DESCRIPTIVE ANALYSIS AND BUSINESS MODEL OF CREATIVE ECONOMY DEVELOPMENT IN YOGYAKARTA
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajebea.com/index.php/AJEBA/editorial-policy>)

PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>The manuscript is very important to the scientific community as it discuss some of the potential for human development and humanity growth in both economical and socially. However, the manuscript need proofreading as some sentences need re-read and double words appeared in some case.</p> <p>My suggestion: DESCRIPTIVE ANALYSIS AND BUSINESS MODEL INNOVATION ON CREATIVE ECONOMY DEVELOPMENT IN YOGYAKARTA CITY.</p> <p>Yes the abstract in comprehensive and accepted by me. However, grammar correction needs to be checked again.</p> <p>Yes, some of the sections are appropriate. While some part of the manuscript needs alignments e.g tables should be in the middle.</p> <p>Yes, but more can be done to prove it scientifically.</p> <p>Yes recent, but not sufficient as some part of the manuscript like literature and methodology are not properly cited and the reference lack referencing style APA 7th edition need to be used, nowadays there is many citation tools to be use easily.</p> <p>In the analysis part, qualitative approach was use as mentioned by the author. There is need to highlight if the result was descriptive or narration analysis since observation and interviews was carried out. More so there is also need to deployed one of the analysis tools for qualitative use e.g NVivo for the quality of the result and some graphic design for audience understanding.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Yes	
<p>Optional/General comments</p>	The manuscript needs proofreading, text alignments and proper citation should be carrying out. The result and discuss should clearly relate the study observation and interview with the help of keywords and graphics analysis or meta-analysis.	

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PART 2:

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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