

Review Form 1.7

Journal Name:	Asian Journal of Fisheries and Aquatic Research
Manuscript Number:	Ms_AJFAR_97303
Title of the Manuscript:	THE IMPACT OF DIGITAL MARKETING ON SALES LEVELS OF ORNAMENTAL BETTA FISH (<i>Betta splendens</i> Regan 1910) IN THE MUARA FISH MARKET, BANDUNG CITY
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.journalajfar.com/index.php/AJFAR/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)
Compulsory REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)	Good, accept the submission. This study examines the Betta Fish, Fisheries, Social Media. The use of social media can be used as a marketing communication tool so that consumer awareness of ornamental fish can increase both in improving product image and ending in increasing sales of these ornamental fish. This paper benefits is ease of obtaining 532 markets, making payments and shipping, as well as greater profits and operational costs that 533 have a lower value than conventional marketing of ornamental betta fish is one of the 534 advantages and proof of the efficiency of digital marketing through e-commerce or 535 marketplaces and media compared to the conventional marketing of ornamental betta fish. Yes. It is Suitable. Yes. Yes it is correct. Yes OK	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	OK	
Optional/General comments	Good	

PART 2:

	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)
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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Reviewer Details:

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