

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_114942
Title of the Manuscript:	The Influence of Persona Attributes and Content of Tasya Farasya as a Human Brand on Instagram Followers' Interest in Cosmetic Products
Type of the Article	Original Research Article

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>1. Yes, the article deals towards establishing a relationship between social media influencer and brand building. The paper also studies the role of social media influencers in creating awareness.</p> <p>2. Yes, the title The Influence of Persona Attributes and Content of Tasya Farasya as a Human Brand on Instagram Followers' Interest in Cosmetic Products is suitable for the article as it determines the role of influencers in creating brand awareness.</p> <p>3. Yes, the abstract is comprehensive enough to cover the details of the paper.</p> <p>4. Yes, they all are properly structured and well-prepared. The author maintained the structured flow.</p> <p>5. Yes, the work provides meaningful outcomes which are helpful to the society and research community to enhance their knowledge.</p> <p>6. It is adequately cited. At one place require citation. They are marked in the form of comment.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>1. Minor grammatical corrections are required mentioned in comment.</p>	
<p>Optional/General comments</p>	<p>NIL</p>	

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)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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