

Review Form 3

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJSSSE_125283
Title of the Manuscript:	Social Media Preferences and Usage Behaviour Among Indonesians Aged 18-64 Insights and Implications for Business Strategies
Type of the Article	Empirical Research Article

Review Form 3

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The manuscript contributes to the scientific community, but it should be structured and organized well. The author could have added charts to visually represent the percentage. Good idea but requires certain modifications.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title should be modified. Alternate suggestions are "Social Media Preferences and Usage Behavior Among Indonesians: Insights and Implications for Business Strategies."	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract is very short. It should have at least 200 words. The author could elaborate more on sampling technique, findings, and suggestions in the abstract.	
Are subsections and structure of the manuscript appropriate?	The introduction is very short. It should be at least half a page.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	In the methodology, sampling technique is not mentioned. Details about where the questionnaire is taken (i.e., from which research article) are missing. Review of literature is missing. The discussion is very long.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references are only till 2017. The author should add recent references 2022, 2023 and 2024	
Minor REVISION comments		
Is the language/English quality of the article suitable for scholarly communications?	Yes, the language is suitable for scholarly communications	
Optional/General comments	I appreciate the efforts taken by the author. Idea and concept are good but require few modifications.	

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>	

Review Form 3

Reviewer Details:

Name:	K. Sindhura
Department, University & Country	MEASI Institute of Management, India