

### Review Form 3

Journal Name:	<a href="#">South Asian Journal of Social Studies and Economics</a>
Manuscript Number:	Ms_SAJSSSE_125283
Title of the Manuscript:	<b>Social Media Preferences and Usage Behaviour Among Indonesians Aged 18-64</b> <b>Insights and Implications for Business Strategies</b>
Type of the Article	

#### **PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<b>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.</b>	This manuscript is significant community as it explores the transformative role of social media in shaping consumer behaviour and marketing strategies. By analysing user engagement patterns and preferences, it provides valuable insights into how businesses can effectively leverage social platforms to reach and connect with the target audiences. Comprehensive approach, integrating various studies and statistics that highlight the dynamic nature of social media, emphasis on educational and entertaining content, as well as the impact of influencer marketing, makes it particularly relevant, in today's digital landscape.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	<b>Yes</b>	
<b>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.</b>	<b>Yes</b>	
<b>Are subsections and structure of the manuscript appropriate?</b>	The manuscript's structure and subsection appear appropriate and well-organized for a study on social media preferences and usage behavior. Overall, the structure seems designed to facilitate reader comprehension and engagement, making it suitable for its intended audience in the academic and business communities.	
<b>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.</b>	The manuscript demonstrates scientific correctness and robustness through its methodical approach to analysing social media preferences among Indonesians aged 18-64. The use of Quantitative data, including statistics on usage patterns and demographic insights, lends credibility to the findings. Integrating user's reasons for engaging with social media, the research captures a comprehensive view of the landscape, enhancing its validity. The reference to established theories and frameworks, such as the uses and gratifications approach, supports the technical soundness of the manuscript	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> =	<b>Yes</b>	

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Minor REVISION comments		
Is the language/English quality of the article suitable for scholarly communications?	Yes	
<b>Optional/General</b> comments		

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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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