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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	

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>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.</p>	<p>This manuscript is of significant importance to the scientific community as it offers valuable insights into the rapidly evolving digital behaviors of Indonesian users across multiple age groups. By highlighting trends in platform usage, content preferences, and ad receptivity, it contributes to the growing body of knowledge on how businesses can effectively engage consumers in a digital-first economy. I appreciate this manuscript for its practical approach in linking data-driven insights with actionable strategies, making it highly relevant for both academic researchers and business practitioners. However, expanding the sample size and including more demographic variables could have strengthened the generalizability of the findings</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>yes</p>	
<p>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.</p>	<p>yes</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>Yes, the subsections and structure of the manuscript are appropriate. The manuscript is well-organized, with clear sections that guide the reader through the study, starting with the Abstract, Introduction, Methodology, and then progressing to specific subsections like Social Media Platform Ownership, Platform Usage Frequency, Content Preferences, and Advertisement Engagement. Each section logically builds on the previous one, leading to a comprehensive Discussion and Conclusion that tie the findings together. This structured approach ensures that the manuscript is easy to follow and allows readers to understand the key insights without difficulty. The inclusion of actionable recommendations in the discussion section further enhances its practical relevance.</p>	
<p>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.</p>	<p>The manuscript appears to be scientifically robust and technically sound due to its clear methodology, which includes a well-defined sample and structured data collection through surveys. The analysis of social media usage patterns, platform ownership, and content preferences is supported by quantitative data, enhancing the credibility of the findings. Additionally, the manuscript draws on relevant literature to contextualize the results, demonstrating a strong theoretical foundation. The use of percentages and breakdowns across different demographics ensures that the conclusions are data-driven and reflective of the observed trends, further validating the scientific correctness of the study.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :-</p>	<p>The references in the manuscript are generally sufficient but somewhat outdated. Most of the cited works are from 2010 to 2017, such as those by Kaplan & Haenlein (2010) and Tuten & Solomon (2017), which, while foundational, may not fully capture the most recent developments in social media trends and digital marketing strategies, especially given the rapid evolution of the field.</p> <p>To strengthen the manuscript, I would recommend including more recent references from the past 3-5 years that focus on the latest trends in social media behavior, digital marketing, and consumer engagement. For example, research articles focusing on TikTok's rise, Instagram's evolution into a marketplace, and changes in content consumption patterns post-pandemic would be highly relevant. Incorporating contemporary studies could provide a fresher perspective and more nuanced understanding of the current digital landscape.</p> <p>Suggestions for additional references:</p> <ol style="list-style-type: none"> 1. Suryadi, S., et al. (2021). "The Role of TikTok in the New Era of Digital Marketing." <i>Journal of</i> 	

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	<p><i>Interactive Marketing.</i></p> <p>2. Smith, A. & Anderson, M. (2022). "Social Media Use in 2022: Patterns, Preferences, and Platform Developments." <i>Pew Research Center.</i></p> <p>Incorporating such studies would enhance the manuscript's relevance and demonstrate a more up-to-date understanding of the field.</p>	
<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Yes, the language and English quality of the article are generally suitable for scholarly communications. The manuscript is written in a clear and concise manner, with well-structured sentences that convey the findings effectively. The use of technical terms and academic language is appropriate for the target audience, and the content flows logically from one section to the next. However, minor improvements could be made by refining certain phrases to enhance readability and ensure smooth transitions between ideas. Overall, the language quality meets the standards expected in academic writing</p>	
<p>Optional/General comments</p>	<p>Overall, this manuscript provides a valuable contribution to the study of social media preferences and usage behaviors among Indonesians. The structure is well-organized, and the findings are highly relevant for both academic researchers and businesses looking to optimize their digital strategies. However, expanding the sample size and incorporating more recent literature would enhance the robustness of the study. Additionally, a more in-depth exploration of demographic differences, such as gender, location, or income, could add further depth to the analysis. The inclusion of practical recommendations based on data-driven insights is a strong point, making the manuscript both scientifically rigorous and practically applicable.</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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