

Review Form 3

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_121271
Title of the Manuscript:	Empowering MSMEs in Hoder Village Indonesia: Enhancing Product Marketing through Smartphone Photography and Videography Training
Type of the Article	Review

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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)
<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>I went through the manuscript (Manuscript Number Ms_ARJASS_121271) several times to try to understand the problem statement and the novel contribution of your research. I believe that paper quality has maintained with your journal quality. The decision for publication is accepted with major correction. I like to work this research because it would significance to the researcher and academia. However, I mention the all comments to author sections which might be visible to you.</p> <ol style="list-style-type: none"> 1. Policy maker might take decision by reading this article specialty Indonesian people. 2. Topic is unique and interesting to read it. 3. Some corrections might be solved to publish it. 	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>Empowering MSMEs in Indonesia Hoder Village: Accelerating Product Marketing through Smartphone Photography and Videography Training</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>Add 2-3 sentences about research methodology. This sentence might be rewrite and adjust it to implication part. (The article concludes that continuous support and further training, particularly in photo and video editing, are essential for sustaining these improvements and recommends ongoing initiatives to bolster the capabilities of MSMEs in Hoder Village.)</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>Implications or Possible Beneficiary point might be more relevant to this study.</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>However, I mention the all comments to author sections which might be visible to you.</p> <ol style="list-style-type: none"> 1. Need to Abstracts rewrite, include methodology and implication sentences. 2. Implications or Possible Beneficiary point might be added in new section to this study. 3. Some citations must be added in the first paragraph of the Methodology. 	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :</p>	<p>I recommend to authors for adding more references (need to add more 30 references to justification of the research)</p> <ol style="list-style-type: none"> 1. Micro, Small, and Medium Enterprises (MSMEs) are a crucial component of Indonesia's economy, providing employment opportunities and contributing significantly to GDP. (Need to Citation) 2. The concept of smartphonegraphy, which involves using smartphones for photography and videography, has gained popularity as a practical solution for MSMEs to produce professional content without significant investment (Irmayana, Syam, & Akhriana, 2023). This reference is properly articulated in the whole manuscript. Please make correction all of (Irmayana, Syam, & Akhriana, 2023) citations. 3. Mutanu, Njuguna, & Wambalaba, 2013 is citation is also error. 4. Author might read and cite two articles (1. The Challenges and Opportunities of Post-COVID Situation for Small and Medium Enterprises (SMEs) in Bangladesh) & (2. The Empirical Study on the Impact of the COVID-19 on Small and Medium Enterprises (SMEs) in Bangladesh) 	

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Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Language quality is ok. Not need to proof reading of the manuscript.	
Optional/General comments	Limitations and Future Direction of the Study should be discussed after the conclusion part of this study.	

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>	

Reviewer Details:

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