

Review Form 3

JournalName:	AsianJournalofEducationandSocialStudies
ManuscriptNumber:	Ms_AJESS_126450
TitleoftheManuscript:	OptimizingHotelMarketing:AnAnalysisofInstagramAlgorithms
TypeoftheArticle	ReviewArticle

Review Form 3
PART1:ReviewComments

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.	This manuscript will provide a valuable contribution by providing hotels with useful advice for Instagram engagement and optimisation, this study enhances significant insights to social media and hospitality studies. It offers practical suggestions supported by qualitative analysis by tackling issues like shadowbanning and user-generated content tactics, benefiting both marketing professionals and scholarly scholars.	- No correction needed/mention
Is the title of the article suitable? (If not please suggest an alternative title)	YES	- To align the research findings with the focus of the study, the title will be refined to: "Optimizing Hotel Marketing: An Analysis of Instagram Algorithms in 2024." as the content will mostly be based on recent published sources.
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.	Abstract is enough and none need to add any points.	- Due to other reviewers' suggestions, the abstract has been refined to better elaborate the content of the research and its purpose.
Are subsections and structure of the manuscript appropriate?	Subsections and structure of the manuscript is ok but there are minor changes. 1. Cross check the spellings (Shadow-banning: in many places it is written as shadowbanning), (room is written as roon), (in sub-section 2.3, difference is written as different) (in table 1, Journal is written as jurnal) 2. Beyond further findings-use of any new word is enough-beyond or further 3. There are two sub-sections with same no. 2.3 4. Font size of section 3 is not consistent 5. In section 4, Please specify, if other language research papers have been included (article no. 3, 7, 9 in table no. 1)	- Thank you for the feedback, the author has corrected any misspelling, typos, and inconsistency. Furthermore regarding other language research papers, the author has mentioned using national and international journals in its research (methodology), however translation has been added on table no.1 to avoid further miscommunication. - Due to some other suggestions, the author has added more subsections to strengthen the connection between hotel marketing and content marketing on Instagram. Conclusion has also been updated to highlight the finding. The author has refined and specified the methodology to provide greater detail and clarity. - Lastly, following the feedback of other reviewers, the author has added some explanation on the previous results section, as it serves as a crucial link between the research objective and the accumulated results. The author hopes this will better explain the relevance of the content.
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.	This study examines Instagram's algorithm and marketing dynamics with rigorous rigour. It successfully reveals the connections between platform features, user engagement, and visibility through qualitative analysis. The study's conclusions are instantly applicable to today's marketing issues due to its pragmatic emphasis on workable tactics.	- No correction needed/mention
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. -	YES	- No correction needed/mention
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	YES	- No correction needed/mention

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Optional/General comments		<div>- Theauthorlikestoexpressmyappreciationforthefeedback and thecorrectioninmisspellingandtypos.SinceEnglishisnottheir first language, the author finds this helpful.</div>
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PART2:

	Reviewer'scomment	Author'scomment (ifagreedwithreviewer,correctthemanuscriptandhighlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Arethereethicalissuesinthismanuscript?	<u>(Ifyes.Kindlypleasewritedowntheethicalissueshereindetails)</u>	