

Review Form 3

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_126450
Title of the Manuscript:	Optimizing Hotel Marketing: An Analysis of Instagram Algorithms
Type of the Article	Review Article

Review Form 3
PART 1: Review Comments

<u>Compulsory</u> 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>
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.	Yes. Good Research Taking Instagram data is secondary source, presently good idea	- no correction needed/ mention
Is the title of the article suitable? (If not please suggest an alternative title)	Title is not opting to your research – Rewrite you title. Your research is focused on content strategic. Therefore, the topic is not suitable. Add more on top changes made Instagram algorithm in the year 2024. Specific on your research. not general.	- Thank you for the suggestion, 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.	Duration of the research is missing.	- Thank you for your suggestion and the author understands your concern. The abstract has been refined to better elaborate the content of the research and highlight its purpose along with key findings. - However, details about the research duration are more appropriately placed in the methodology section, which the author has added as suggested. The abstract serves as a concise summary of the study. The methodology section allows for a more detailed explanation of the research timeline and procedures. Please feel free to reach me out regarding the matter if needed.
Are subsections and structure of the manuscript appropriate?	Abstract and research design connection is missing. Both are different in this article. Connection between hotel marketing and content marketing in Instagram is missing	- The author understood the problem and added some subsections (2.5 - 2.7) . I hope this can help connect the research topic and its 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.	Concentrate more on user activity, author interaction, post information. Result of the previous result is not focused on your research objective and design.	- Thank you, the author finds this as an error on their part. The author has not done a good job in explaining the content. - The previous results serve as a crucial link between the research objective and the accumulated results. The author has added some explanation regarding this.
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. -	Though review article type of research : this article taking too many concepts not relevant your research design.	- Thank you for the feedback, the author has added more clarification regarding this as mentioned above. The author hopes it will bring more clarity to the relevant content.
<u>Minor</u> REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Abstract and research design must be rewrite.	- Abstract has been rewrite to better elaborate the content of the research and highlight its purpose along with key findings.
<u>Optional/General</u> comments	Rewrite the research	- The author like to express their appreciation for the feedback

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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?	<u>(If yes. Kindly please write down the ethical issues here in details)</u>	