



Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>

Submit Article for IJSOC

5 pesan

Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>

11 Juni 2021 13.47

Kepada: chen_xue@editor-ijsoc.com

Dear Editor
International Journal of Science and Society (IJSOC)

I read and use scientific articles published in IJSOC.

The performance of the IJSOC was excellent, and the published article helped me conduct research and write scientific reports.

I am Kadar Nurjaman, Lecturer from UIN Sunan Gunung Djati Bandung, Indonesia

I have completed a scientific article entitled **"MSMEs Marketing Strategy with the Use of Social Media in the COVID-19 Pandemic Era."**

I hope this article can be published in the IJSOC because exciting findings in the scientific report can become new treasures in science, especially in economic sciences.

I am willing to go through the review process following IJSOC standards.

Best Regards,

Kadar Nurjaman
UIN Sunan Gunung Djati Bandung, Indonesia

**IJSOC_Article_Kadar.doc**

421K

Dr. Chen Xue <chen_xue@editor-ijsoc.com>

12 Juni 2021 18.21

Kepada: Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>

Dear
Kadar Nurjaman
UIN Sunan Gunung Djati Bandung, Indonesia.

The IJSOC Editorial Board has received your article. I appreciate your interest in IJSOC.

Your article will be processed according to the publication standards at IJSOC.

I beg you to be patient while waiting for the notification from the IJSOC Editorial Board.

Always check your email because the correspondence is only via email.

Best Regards,

--

Dr. Chen Xue
Editorial Board IJSOC

[Kutipan teks disembunyikan]

Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>
Kepada: Dr. Chen Xue <chen_xue@editor-ijsoc.com>

24 Juni 2021 09.04

Dear Editor
IJSOC

Thank you for your response.

I am happy to wait for the next stage.

Kadar Nurjaman
UIN Sunan Gunung Djati Bandung, Indonesia
[Kutipan teks disembunyikan]

Dr. Chen Xue <chen_xue@editor-ijsoc.com>
Kepada: Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>

6 Juli 2021 17.27

Dear
Kadar Nurjaman
UIN Sunan Gunung Djati Bandung, Indonesia

Thank you for submitting your manuscript to IJSOC.

We have completed our evaluation, and the reviewers recommend reconsidering your manuscript following minor revisions. Please resubmit your revised manuscript by August 14th, 2021 or ask whether an alternate date would be acceptable. We invite you to send it back after addressing the comments below.

When revising your manuscript, consider carefully all issues mentioned in the reviewers' comments: outline every change made in response to their comments and provide suitable explanations for any remarks not addressed. Please also note that the revised submission may need to be re-reviewed.

To submit your revised manuscript, please log in as an author at this email, and navigate to the "Revision" folder. IJSOC values your contribution, and I look forward to receiving your revised manuscript.
Editor and Reviewer comments:

Reviewer #1:

1. **Condensed Abstract:** This abstract provides an overview of the research topic but could be improved by condensing the information presented more. Instead, be more specific about how the COVID-19 pandemic impacted the MSMEs sector and explain why a new marketing strategy is needed.
2. **Use of Citations or Supporting Data:** It is important to include relevant citations or supporting data to support the statements presented in the abstract. For example, you could cite previous studies on the impact of the economic crisis on the MSMEs sector or include figures regarding the decline in sales or business activity due to the pandemic.
3. **Clarification of Research Methods:** In the abstract, it is better to explain the research methods used in more detail. For example, explain how you got the data and information used in this research. This will provide clarity to the reader on how you arrived at the findings outlined later in the article.
4. **Linkages to Existing Literature:** As well as clarifying research methods, it is also important to mention the linkages of this research to existing literature. Is there any previous research that has discussed the use of social media in MSME's marketing strategies? If so, state and explain how this research complements or continues previous research.
5. **More Specific Research Objectives:** The end of this abstract states that this research aims to develop marketing strategies for small businesses. However, the purpose of this research should be stated more specifically, such as identifying the most effective marketing strategies using social media during the COVID-19 pandemic or evaluating the impact of using social media on the growth and continuity of the MSMEs business.

I hope you can make improvements as soon as possible and send the revised article again via this email.

[Kutipan teks disembunyikan]

Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>

Kepada: Dr. Chen Xue <chen_xue@editor-ijso.com>

Dear
Editor IJSOC

Thank you for the Editorial Board response to IJSOC.

I have read the revised instructions from the Reviewers.
I will immediately correct the article according to the reviewers.

Best Regards,

Kadar Nurjaman
UIN Sunan Gunung Djati Bandung, Indonesia
[Kutipan teks disembunyikan]



Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>

Revision Article for IJSOC

4 pesan

Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>
Kepada: Dr. Chen Xue <chen_xue@editor-ijsoc.com>

14 Agustus 2021 18.35

Dear
Editor IJSOC

Thank you for the patience of the IJSOC Editorial Board. I was waiting for the revision of my article.

I have made improvements according to the reviewer's instructions. I will be happy if there are still points that need to be improved again in the article.

The revised Article is Attached.

Best Regards,

Kadar Nurjaman
UIN Sunan Gunung Djati Bandung, Indonesia

**Revision1_IJSOC_Article_Kadar.doc**
495K**Dr. Chen Xue** <chen_xue@editor-ijsoc.com>
Kepada: Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>

27 September 2021 16.23

Dear

Kadar Nurjaman
UIN Sunan Gunung Djati Bandung, Indonesia

Thank you for your efforts to make improvements to your article.
Based on the Reviewers' considerations, the article has, at some point, increased.
However, you have to improve on a few more points. Hopefully, you are willing to do it.
Please follow the following revision instructions:

#Reviewer 2:

1. **Context and Significance of Research:** In the introduction to the article, it is important to provide the broader context of this research within the framework of the COVID-19 pandemic. Explain in more detail why social media marketing strategies are relevant and important for MSMEs in this pandemic era. Provide a strong argument on how this research can contribute to understanding and developing effective marketing strategies.
2. **More Detailed Methodology:** In the methodology section, describe how you collected data and information for this study. Explain the qualitative approach used and the reasons behind choosing that approach. Also include data collection techniques, such as interviews or observation, and the number of samples used.
3. **Analysis and Findings:** The analysis and findings section should include information on how the collected data was analyzed and what findings resulted from the analysis. Provide a detailed explanation of the main findings that emerged from this study, especially those related to the use of social media in the marketing strategy of MSMEs in the era of the COVID-19 pandemic. Use data and concrete examples to support the findings.
4. **Discussion and Implications:** After presenting the findings, provide a more in-depth discussion of the implications of this research for MSMEs and related fields. Explain how these findings can provide new insights or practical recommendations for developing marketing strategies with social media. Also, discuss the limitations of the research and future research opportunities that might arise from the results of this study.
5. **Strong Conclusion:** Convey a strong and clear conclusion based on the findings and discussion that you have presented. Recapitulate the main findings and explain the contribution of this research to understanding the marketing strategy of MSMEs in the era of the COVID-19 pandemic. Also, describe the potential practical impact of this research and make recommendations for future research.

Articles that have been revised and please send them back via this email.

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Dr. Chen Xue

Editorial Board IJSOC
International Journal of Science and Society

Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>
Kepada: Dr. Chen Xue <chen_xue@editor-ijsoc.com>

10 Oktober 2021 00.32

Dear
Editor IJSOC

Thank you for your response. I will be happy to revise the article according to these instructions.

Kadar Nurjaman
UIN Sunan Gunung Djati Bandung, Indonesia
[Kutipan teks disembunyikan]

Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>
Kepada: Dr. Chen Xue <chen_xue@editor-ijsoc.com>

20 November 2021 12.02

Dear
Editor IJSOC


Thank you for the patience of the IJSOC Editorial Board. I was waiting for the revision of my article.

I have made improvements according to the reviewer's two instructions. I will be happy if there are still points that need to be improved again in the article.

The revised Article is Attached.

Best Regards,

Kadar Nurjaman
UIN Sunan Gunung Djati Bandung, Indonesia

 **Revision2_IJSOC_Article_Kadar.doc**
498K



Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>

ACCEPTANCE LETTER

1 pesan

Dr. Chen Xue <chen_xue@editor-ijso.com>

22 November 2021 09.32

Kepada: Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>

Dear Author

Kadar Nurjaman

Warm Greetings!

ACCEPTANCE LETTER

It's a great pleasure to inform you that, after the peer review process, your article entitled **"MSMEs Marketing Strategy with the Use of Social Media in the COVID-19 Pandemic Era"** have been accepted for publication in the International Journal of Science and Society Regular Issue 2021, please make a payment publication fee.

Thank you for submitting your work to this journal. We hope to receive it in the future too.

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Dr. Chen Xue

Editorial Board IJSOC

International Journal of Science and Society

**LoA_IJSOC_Kadar.pdf**

178K