



Oda I. B. Hariyanto <oda@uib.ac.id>

Submit Manuscripts Seybold

5 pesan

Oda I. B. Hriyanto <oda@uib.ac.id>
Kepada: Jonathan Dingel, Ph.D <editor@seyboldreport.org>

10 Januari 2022 09.20

Dear Mr. Jonathan Dingel
Editor The Seybold Report Journal (TSRJ)

I hope this email finds you well. I am a lecturer from Universitas International Batam, Indonesia.

I have completed an article entitled "**Implementation of tiktok popular culture as a digital marketing technique to attract consumers**".

I believe this article adhere to your journal's Aims and Scope.

I hope this article can be published in your journal for its result can contribute to the field of Management.

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

Best Regards,

Oda I. B. Hariyanto
Universitas International Batam, Indonesia

**Oda-Article-Seybold.doc**

753K

Jonathan Dingel, Ph.D <editor@seyboldreport.org>
Kepada: Oda I. B. Hriyanto <oda@uib.ac.id>

18 Februari 2022 11.10

Dear
Oda I. B. Hariyanto
Universitas International Batam, Indonesia

The Seybold Report Journal (TSRJ), Editorial Board has received your article. We appreciate your interest in TSRJ.

Your article will be processed according to the publication standards at The Seybold Report Journal (TSRJ). I will notify you as soon as there is a decision from the Editorial Board.

Please be sure to check your email, and follow the review instructions.

Best Regards,

--
Jonathan Dingel, Ph.D
Editorial Board Seybold
[Kutipan teks disembunyikan]

Oda I. B. Hriyanto <oda@uib.ac.id>

25 Maret 2022 11.21

Kepada: Jonathan Dingel, Ph.D <editor@seyboldreport.org>

Dear: Mr. Jonathan Dingel
Editor The Seybold Report Journal (TSRJ)

Thank you for your response.

I look forward to hear from you.

Best Regards,

Oda I. B. Hariyanto
Universitas Internasional Batam, Indonesia
[Kutipan teks disembunyikan]

Jonathan Dingel, Ph.D <editor@seyboldreport.org>

20 April 2022 10.21

Kepada: Oda I. B. Hriyanto <oda@uib.ac.id>

Dear
Oda I. B. Hariyanto
Universitas Internasional Batam, Indonesia

The TSRJ Editorial Board has reviewed your article, the research topic is very interesting, but we decided that your article could not be accepted immediately. You must improve your article on several points.

I am sure you are willing to make this improvement in order to meet TSRJ editorial standards. Please correct your article according to the instructions from the TSRJ Reviewers.

REVIEWER 1

The author can improve the abstract, especially from the aspect of the findings. In the introduction, the author needs to present appropriate reference notes so that it is interesting to read related to the implementation of digital marketing. Conceptual findings need to be stated clearly and unambiguously!.

There is a considerable relationship with the normative literature. However, the authors are advised here to broaden the focus, using a more recent journals.

The research methodology section needs to be added with how the data is collected, because this will be transparent to the reader.

The conclusions are too short and do not clearly interpret the content of the study. Authors are advised to rewrite their conclusions.

There are theoretical implications presented. However, I would like to see the implications for policy recommendation as well and briefly in the abstract.

REVIEWER 2

Author must show why this research is important or urgent to do in relation to the current literature.

Abstract is too long and wordy, the abstract must be concise and interesting in showing the problems, objectives, methods and novelty of the research results.

The author must map similar studies beforehand to show the novelty of this research.

The discussion is not in depth, so deepen the discussion with the findings of previous researchers

References need to be added to the latest relevant journal articles in the last 5 years.

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

Best Regards,

--
Jonathan Dingel, Ph.D
Editorial Board Seybold
[Kutipan teks disembunyikan]

Oda I. B. Hriyanto <oda@uib.ac.id>

23 April 2022 10.13

Kepada: Jonathan Dingel, Ph.D <editor@seyboldreport.org>

Dear: Mr. Jonathan Dingel
Editor The Seybold Report Journal

Thank you for your fast response.

I will immediately revise the article according to reviewers. I will resubmit the revised result and follow all the editor's requests.

Best Regards,

Oda I. B. Hariyanto
Universitas International Batam, Indonesia
[Kutipan teks disembunyikan]



Revision Article for Seyboald

4 pesan

Oda I. B. Hriyanto <oda@uib.ac.id>

29 April 2022 11.45

Kepada: Jonathan Dingel, Ph.D <editor@seyboldreport.org>


Dear Mr. Karmazin
Editor The Seybold Report Journal.

I have revised my article following reviewer's instructions.

I have explained in the introduction regarding Digital Marketing, as well as looking for supporting literature to strengthen the results of this study. I hope the editor can provide more input. Thank you for the TSRJ Editorial Board's continuous support and patience for me to revise my article. I here buy attached the revised article.

Best Regards,

Oda I. B. Hariyanto
Universitas International Batam, Indonesia

 **Revision1_TSRJ.doc**
479K

Jonathan Dingel, Ph.D <editor@seyboldreport.org>

12 Juni 2022 10.49

Kepada: Oda I. B. Hriyanto <oda@uib.ac.id>

Dear

Oda I. B. Hariyanto
Universitas International Batam, Indonesia

Based on 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 1

Abstract must be made in a solid, consisting of all essential things related to the written topic, not repeating the conclusions of the research you have done.
The discussion section must be deepened, the author must link the topics discussed with previous references. In this section the discussion is still weak because the references cited do not support the research related to the contribution to security studies.
Conclusions must be brief and clear explaining the core research findings related to MSME management research, not just conclusions

REVIEWER 2

The existing method does not describe in detail the research process carried out. The conclusions do not describe the overall results. The references must be current and in the form of a journal article. And, the author must explain what the limitations of this study are.
Good Luck!

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

Best Regards,

--

Jonathan Dingel, Ph.D
Editorial Board Seybold

Oda I. B. Hriyanto <oda@uib.ac.id>

13 Juni 2022 11.50

Kepada: Jonathan Dingel, Ph.D <editor@seyboldreport.org>

Dear Mr. Jonathan Dingel
Editor The Seybold Report Journal.

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

Best Regards,

Oda I. B. Hriyanto
Universitas Internasional Batam, Indonesia

[Kutipan teks disembunyikan]

Oda I. B. Hriyanto <oda@uib.ac.id>

27 Juni 2022 10.11

Kepada: Jonathan Dingel, Ph.D <editor@seyboldreport.org>

Dear Mr. Jonathan Dingel

Editor The Seybold Report Journal

Thank you for the patience of the TSRJ Editorial Board in waiting for the submission of my second article revision.

I have made improvements according to the instructions from reviewers, regarding abstracts, introductions, methods must be clearer and conclusions are appropriate. I am ready to wait for the next process. Attached Revised Article.
Best Regards,

Oda I. B. Hriyanto
Universitas Internasional Batam, Indonesia



Revision2_TSRJ.doc

493K



Oda I. B. Hariyanto<ernirusyani@unpas.ac.id>

Acceptance Letter

1 pesan

Jonathan Dingel, Ph.D <editor@seyboldreport.org>
Kepada: Oda I. B. Hriyanto <oda@uib.ac.id>

13 Juli 2022 10.50

Dear

Oda I. B. Hariyanto
Universitas International Batam, Indonesia

Warm Greetings!

It's a great pleasure to inform you that, after the peer review process, your article entitled: "**Implementation of tiktok popular culture as a digital marketing technique to attract consumers**". has been accepted for publication in The Seybold Report Journal (TSRJ) Volume 17, Issue 07 of 2022, please make a payment for publication fee.

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

Best Regards,

--

Jonathan Dingel, Ph.D
Editorial Board Seybold



Accepted Letter_Oda I. B. Hariyanto.pdf

413K