



Kadar Nurjaman &lt;kadarnurjaman@uinsgd.ac.id&gt;

## Submit Article for INFLUENCE Journal

5 pesan

Kadar Nurjaman &lt;kadarnurjaman@uinsgd.ac.id&gt;

7 Maret 2022 12.41

Kepada: influence.editor@gmail.com

Dear Editor  
International Journal of Science Review  
(INFLUENCE Journal)

I read and use scientific articles published in INFLUENCE Journal.

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

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

I have completed a scientific article entitled "**Digital Marketing Strategy in Promoting the City's Brand.**"

I hope this article can be published in the INFLUENCE Journal 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 INFLUENCE Journal standards.

Best Regards,

Kadar Nurjaman  
UIN Sunan Gunung Djati Bandung, Indonesia

**INFLUENCE\_Article\_Kadar.doc**

648K

Mustafa Acar &lt;influence.editor@gmail.com&gt;

9 Maret 2022 12.45

Kepada: Kadar Nurjaman &lt;kadarnurjaman@uinsgd.ac.id&gt;

Dear  
Kadar Nurjaman  
UIN Sunan Gunung Djati Bandung, Indonesia.

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

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

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

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

Best Regards,

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Mustafa Acar

Editorial Board INFLUENCE

[Kutipan teks disembunyikan]

**Kadar Nurjaman** <kadarnurjaman@uinsgd.ac.id>  
Kepada: "Mustafa Acar" <influence.editor@gmail.com>

15 Maret 2022 18.53

Dear Editor  
INFLUENCE Journal

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]

**Mustafa Acar**<influence.editor@gmail.com>  
Kepada: Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>

25 April 2022 09.12

Dear  
Kadar Nurjaman  
UIN Sunan Gunung Djati Bandung, Indonesia

Thank you for submitting your manuscript to INFLUENCE.

We have completed our evaluation, and the reviewers recommend reconsidering your manuscript following minor revisions. Please resubmit your revised manuscript by May 20<sup>th</sup>, 2022 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. INFLUENCE values your contribution, and I look forward to receiving your revised manuscript.  
Editor and Reviewer comments:

Reviewer #1:

1. Examining more in-depth aspects of research methodology: In this abstract, the explanation of the research method used is too brief. It is recommended to provide more detailed information regarding the semi-structured interview technique and direct observation used. Also, include the number of respondents or visitors observed to provide a stronger picture of the study's validity.
2. Explaining more specific benefits: Write more detail about the concrete benefits expected from implementing this digital marketing strategy. Is there a specific goal you want to achieve, such as increasing the number of tourists, tourism revenue or new business opportunities? Explain clearly how this digital marketing strategy will help increase Samarinda's tourism and business selling points.
3. Clarify the research's unique contributions: More clearly identify the contributions of this research to the existing literature. Are new approaches proposed or additional elements included in the digital marketing and application guide? Explain how this research can provide new understanding or practical solutions for practitioners promoting city brands.
4. Broaden the scope of the analysis: Besides interviews and observation, consider including other methods to support the research findings. For example, surveys of visitors or analysis of secondary data such as sales data or visit statistics. By involving more data sources, the resulting conclusions can be more credible and comprehensive.
5. Include concrete examples or case studies: To support your argument for the success of your digital marketing strategy, consider including concrete examples or case studies from the city of Samarinda or other cities that have implemented similar strategies. This will provide concrete evidence and a strong foundation for your claims in this article.

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

[Kutipan teks disembunyikan]

5 Mei 2022 19.42

**Kadar Nurjaman** <kadarnurjaman@uinsgd.ac.id>

Kepada: "Mustafa Acar" <influence.editor@gmail.com>

Dear  
Editor INFLUENCE Journal

Thank you for the Editorial Board response to INFLUENCE Journal.

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 &lt;kadarnurjaman@uinsgd.ac.id&gt;

## Revision Article for INFLUENCE

4 pesan

**Kadar Nurjaman** <kadarnurjaman@uinsgd.ac.id>  
Kepada: "Mustafa Acar" <influence.editor@gmail.com>

20 Mei 2022 11.13

Dear  
Editor INFLUENCE Journal

Thank you for the patience of the INFLUENCE Journal Editorial Board. 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\_INFLUENCE\_Article\_Kadar.doc**

637K

**Mustafa Acar** <influence.editor@gmail.com>  
Kepada: Kadar Nurjaman <kadarnurjaman@uinsgd.ac.id>

21 Juni 2022 14.22

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. Clarification of the proposed digital marketing strategy: In more detail, explain the digital marketing strategy proposed in this study. Include concrete steps, such as using social media, search engine optimization or digital advertising campaigns. Explain how this strategy will effectively achieve Samarinda's city brand promotion objectives.
2. Review the keywords used: Consider adding or replacing some keywords to make them more specific and fit the focus of the research. For example, keywords such as "*digital marketing channels*" or "*brand positioning*" can help strengthen the relevance of this research to the topics discussed.
3. Describe the expected impact of using digital applications: In more detail, explain the expected benefits and impacts of using the digital applications that are being developed. Will this app help visitors find information about tourist attractions, city events, or other unique experiences? Describe how this app will increase visitor engagement and the city's competitiveness.
4. Strengthen the relevant literature review: Review the existing literature review and ensure it includes the most recent and relevant research in digital marketing, city branding and tourism. In addition, expand the literature review to include any conceptual frameworks or models that can support your research analysis and discussion.
5. Identify the limitations of the research: Include a section that identifies the limitations. For example, if this research focuses solely on the city of Samarinda, explain that the findings and recommendations may not directly apply to the context of other cities. This will help shape the reader's expectations and clarify the generalizable scope of this study.

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

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Mustafa Acar

Editorial Board INFLUENCE  
International Journal of Science Review

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**Kadar Nurjaman** <kadarnurjaman@uinsgd.ac.id>  
Kepada: "Mustafa Acar" <influence.editor@gmail.com>

28 Juni 2022 09.24

Dear  
Editor INFLUENCE Journal

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]

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**Kadar Nurjaman** <kadarnurjaman@uinsgd.ac.id>  
Kepada: "Mustafa Acar" <influence.editor@gmail.com>

12 Juli 2022 17.37

Dear  
Editor INFLUENCE Journal

Thank you for the patience of the INFLUENCE Journal Editorial Board. 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\_INFLUENCE\_Article\_Kadar.doc**  
326K



Kadar Nurjaman &lt;kadarnurjaman@uinsgd.ac.id&gt;

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## ACCEPTANCE LETTER

1 pesan

**Mustafa Acar** <influence.editor@gmail.com>

25 Juli 2022 11.31

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 "**Digital Marketing Strategy in Promoting the City's Brand**" has been **Accepted** for publication in the International Journal of Science Review Regular Issue 2022. 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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Mustafa Acar

Editorial Board INFLUENCE

International Journal of Science Review



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