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REVIEWER'S REPORT

Manuscript No.: IJAR-55961

Title: SOCIAL MEDIA COMMUNICATION STRATEGIES OF PT. MINESKI INDONESIA IN ENHANCING AUDIENCE ENGAGEMENT DURING THE MOBILE LEGENDS PROFESSIONAL LEAGUE INDONESIA SEASON 15

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity		✓		
Significance		✓		

Reviewer Name: Dr.M.Devaki

Detailed Reviewer's Report

Overall Evaluation

The paper titled “*Social Media Communication Strategies of PT. Mineski Indonesia in Enhancing Audience Engagement during the Mobile Legends Professional League Indonesia Season 15*” is a well-structured and relevant study. The topic is timely and important, especially considering the rapid growth of esports and social media platforms like Instagram and TikTok. The study clearly explains how communication strategies are used to improve audience engagement. The research objectives are clear, the methodology is appropriate, and the discussion is well linked with theory. Overall, the paper makes a meaningful contribution to digital communication and esports research.

Strengths of the Study

1. Clear and Relevant Topic

The study focuses on esports and social media engagement, which is a growing and relevant area of research.

2. Strong Theoretical Foundation

The Uses and Gratifications theory is well explained and effectively applied to analyze audience engagement.

3. Appropriate Research Methodology

REVIEWER'S REPORT

The qualitative case study approach is suitable for understanding communication strategies in depth. The use of interviews, observation, and content analysis strengthens the credibility of the study.

4. Well-Organized Structure

The paper is logically organized with clear sections for introduction, methodology, results, discussion, and conclusion.

5. Practical Insights

The findings provide useful practical implications for esports organizers and social media managers.

6. Clear Platform Differentiation

The distinction between Instagram (informational) and TikTok (entertainment-based) is clearly discussed and well supported by data.

Areas for Improvement

1. Limited Generalizability

Since the study focuses on a single organization and one esports season, the findings may not be easily generalized to other esports contexts or regions.

2. Sample Details

More detailed information about the number of audience informants and their selection criteria would improve transparency.

3. Quantitative Support

Although the qualitative approach is strong, including basic engagement metrics (likes, shares, comments) could further strengthen the findings.

4. Language Simplification

Some sections, especially in the introduction and discussion, use complex academic language. Simplifying sentences would improve readability.

5. Future Research Direction

The study briefly mentions future research, but this section could be expanded with clearer suggestions.