

SEARCH JMCR : Submission Received S2020.09.01

From: search.jmcr (search.jmcr@taylors.edu.my)

To: morissan@yahoo.com

Date: Monday, March 18th 2019 at 10:56 AM GMT + 7

(Former title: *SEARCH: The Journal of the South East Asia Research Centre for Communication and Humanities*)
Online ISSN: 2672-7080

Date: 18th March 2019

Dear Moris Morissan,

Paper Submission Received: Manuscript ID: 52020.09.01: "EFFECT OF CELEBRITY ENDORSER IN ADVERTISING IN INDONESIA: A REVIEW OF CONSUMER-CELEBRITY RELATIONS"

Thank you for taking the time and effort to submit your work to *SEARCH: Journal of Media and Communication Research*.

Please refer to this ID whenever you communicate with our Editorial Team in the future.

After receiving this email, your paper will undergo the initial round of internal review, which will take approximately 1-3 weeks before the author is informed of the Editorial Team's decision to proceed with the external reviews.

The whole review process including the internal review will take 3 to 6 months to complete, depending on the availability of reviewers.

To expedite the review process, papers sent to us should abide by the requirements set in the Author's Submission Guideline. The Editor will be contacting you soon, should your manuscript submission be found incomplete.

Once again, thank you very much for your submission to *SEARCH: Journal of Media and Communication Research*.

Best regards,

Nur Haniz Mohd Nor (Ph.D)

MANAGING EDITOR,

SEARCH: Journal of Media and Communication Research,

School of Media and Communication,

Faculty of Social Sciences and Leisure Management,

Taylor's University, Malaysia.

SEARCH : Extended Decision for Desk Reviews

From: search.jmcr (search.jmcr@taylors.edu.my)

To: morissan@yahoo.com; choiri.wahyuni@gmail.com; ruchi.jaggi@gmail.com; muhammadashfaq@msn.com; itchyicha@gmail.com; vsukmayadi@upi.edu; priyanka.chaudhary@jaipur.manipal.edu; mastewalm2012@gmail.com; sushmaveera@xmu.edu.my; thinavan@utar.edu.my; drina18001@mail.unpad.ac.id; shahrillramli@yahoo.com; fitria.irwanto@upnvj.ac.id; soniak@utar.edu.my; witanti.p@upnvj.ac.id

Date: Thursday, May 28, 2019, at 01:42 PM GMT + 7

Dear Authors,

Greetings from SEARCH. Thank you so much again for your submission to SEARCH.

I would like to humbly request up till 9th June 2019 to give a decision whether your manuscript will proceed to external reviews or otherwise

Thank you so much for your kind understanding.

Best,

Nur Haniz Mohd Nor (Ph.D) (UM)
Managing Editor SEARCH JMCR
Senior Lecturer
School of Media and Communication, FSLM,
Taylors University

SEARCH JMCR: Manuscripts to Undergo External Review

From: search.jmcr (search.jmcr@taylors.edu.my)

To: morissan@yahoo.com

Date: Friday, June 9, 2019, at 09:52 AM GMT +7



(Former title: *SEARCH: The Journal of the South East Asia Research Centre for Communication and Humanities*)
Online ISSN: 2672-7080

9th June 2019

Dear Moris Morissan,

Manuscript to Undergo External Review: "EFFECT OF CELEBRITY ENDORSERS IN ADVERTISING IN INDONESIA: A REVIEW OF CONSUMER-CELEBRITY RELATIONS' ID S2020. 08010.2 "

I am pleased to inform you that your manuscript submission "**EFFECT OF CELEBRITY ENDORSERS IN ADVERTISING IN INDONESIA: A REVIEW OF CONSUMER-CELEBRITY RELATIONS' ID S2020. 8010.2**" has successfully undergone the desk review, and it will be sent out to our external reviewers very soon.

Please allow a period of 3-6 months for the external review process to complete. I will inform you once the reviewing process has completed.

Thank you.

Best regards,

Nur Haniz Mohd Nor (Ph.D)
MANAGING EDITOR,
SEARCH: Journal of Media and Communication Research,
School of Media and Communication,
Faculty of Social Sciences and Leisure Management,
Taylor's University, Malaysia.

REVIEWER 1

Strengths of the Article

The article asserts the importance of marketers who use celebrities to influence consumer-purchasing decisions with the aim to increase sales and expand their product market share. This study intends to measure the influence of consumer demographic factors on their attitude towards celebrities as products endorsers. The research topics and hypotheses, which address celebrity's expertise in a field related to a particular product can help create a relationship or association. Celebrities' choice, media used, marketing strategies, and the relative representation of popular figures, are clearly stated in the article. It is reasonable to analyze the effect of celebrities endorsing using the celebrity influencing model. The quantitative analysis is made more rigorous by the statistics used

Identified Weaknesses

Language and Writing Errors:

- Typos and grammatical errors, e.g., "countris" instead of "countries" in the abstract, and inconsistent tenses throughout the text.
- Overly lengthy sentences reduce clarity in some sections.
- Incorrect phrasing, such as "the selection of celebrity endorsers is very dependent on product segmentation, targeting and positioning in certain markets and for this reason, consumer demographic profiles are important in marketing." could be more concisely rephrased.

Lack of Theoretical Depth:

- While the celebrities' influence model is applied, the article does not critically engage with or expand upon the theory. The discussion could benefit from linking findings more deeply to theoretical implications.

Over-reliance on Previous Studies:

- The introduction and literature review heavily cite prior work without clearly delineating how this study advances the field beyond filling a geographical gap.

Sample Size Justification:

- The justification for using 464 respondents, while practical, lacks detailed reasoning, given Indonesia's size and media diversity. The difference influence between traditional media and new media is not clearly defined. The word "media" is used repeatedly but I could not find any operationalization of it.

Limited Insights into New Media:

- The article highlights that media dominate celebrities endorers in their commercials but fails to explore how this dominance affects public opinion or policy-making in advertising products in Indonesian media.

Superficial Policy Discussion:

- The comparison with studies in other countries is underdeveloped. The article misses an opportunity to discuss how advertisers could influence or reflect policy the buying action among Indonesian consumers.

Presentation of Data:

- Tables lack clarity in formatting and labels. For instance, Table 1 ("Respondents' demographics ") does not clearly indicate the significance of its findings.
- Interpretation of Chi-Square results could be simplified for accessibility.

Suggestions for Improvement

Enhance Writing Quality:

- Proofread the article thoroughly to correct grammatical errors and typos.
- Use concise, clear sentences, especially in technical sections like methodology and results.

Strengthen Theoretical Engagement:

- Elaborate on how findings contribute to the theory used, particularly in the context of celebrity's endorers use by advertisers in developing countries.
- Discuss implications for media studies in the digital age.

Expand the Sample:

- Consider justifying the population and sample size more convincingly.
- Include a broader range of media sources to capture diversity within various media.

Integrate Policy Analysis:

- Explore how celebrities' endorers could influence consumers acceptance and policymaking for consumers protection in Indonesia.
- Expand the discussion on the lack of a consumers protection law and its implications.

Deepen Analysis of Media Use:

- Examine the role of social media and user-generated content in marketing and promoting products.
- Investigate whether these celebrities use in advertising foster misinformation or promote awareness.

Improve Data Presentation:

- Revise tables to ensure clarity, and include clear captions and context for the data presented.
- Summarize Chi-Square results in simpler terms to emphasize key findings.

Discuss Broader Implications:

- Link findings to global promoting and advertising trends of using celebrities' endorsers to influence consumers.
- Address how Indonesian unique consumers characteristics could serve as a model for other countries with similar demographic profiles.

Reviewer 2

The language level in the article needs improvement, as there are several misspellings (for example contris in the abstract) and limited vocabulary.

1. The arguments in the introduction are thorough; however, I suggest improving the transitions between paragraphs to ensure better flow. Additionally, the authors should clearly highlight the significance of the study. Why is this research important? This justification is currently missing.
2. The review is comprehensive, but the authors overly rely on Spears and Singh (2004). It would be beneficial to compare their findings with other scholars conducting similar research on the influence of celebrity's endorser.
3. The authors need to justify their choice of using The celebrities' influence model over other approaches proposed by other scholars. Furthermore, the decision to use cross-tab analysis and Chi-square test requires explanation.
4. In the discussion section, the authors should delve deeper into explaining the "why" behind the results. While this is addressed, it is not sufficiently apparent and needs greater emphasis.
5. A strong conclusion should highlight the significance of the findings and demonstrate how the results contribute to the field or address the research gap. This is currently lacking and should be included in a concise manner, perhaps in three sentences.

SEARCH: APA Style

From: search.jmcr (search.jmcr@taylors.edu.my)

To: morissan@yahoo.com; choiri.wahyuni@gmail.com; ruchijaggi@gmail.com; muhammadashfaq@msn.com; itchyicha@gmail.com; vsukmayadi@upi.edu; priyanka.chaudhary@jaipur.manipal.edu; mastewalm2012@gmail.com; sushmaveera@xmu.edu.my; thinavan@utar.edu.my; drina18001@mail.unpad.ac.id; shahrillramli@yahoo.com; fitria.irwanto@upnvj.ac.id; soniak@utar.edu.my; witanti.p@upnvj.ac.id

Date: Thursday, September 12, 2019, at 03:32 PM GMT + 7

Dear Dr. Morissan,

Dear Moris Morissan:

An initial screening of "Effect of celebrity endorsers in advertising in Indonesia: A review of consumer-celebrity relations. Please make sure that:

1. The references (in-text and list of references) are formatted according to APA style

If this paper is written based on an unpublished thesis or student paper, we would request that you kindly provide evidence/ documentation and attach them as "supplementary documents" in a new submission through our OJS system.

Please note that this e-mail has been sent at the initial screening stage and that the publication of your manuscript is still subject to reviewer and editor evaluation.

Thank you for your kind cooperation and your continuous support of SEARCH Journal.

Best,

Nur Haniz Mohd Nor (Ph.D) (UM)
Managing Editor SEARCH JMCR
Senior Lecturer
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Taylors University



**SEARCH Journal of
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Manuscript Acceptance Letter

Dear Author: Morissan Morissan

We are pleased to inform you that our Editorial Board has been accepted and approved your manuscript entitled "Effect of celebrity endorsers in advertising in Indonesia: A review of consumer-celebrity relations." for publication in the forthcoming issue of "SEARCH Journal of Media and Communication Research" after successfully passing the review process and revisions made by the authors. The manuscript also checked for plagiarism that showed the similarity index (SI) is acceptable ($SI < 25\%$) and all the similarities in the manuscript belong to the "General Knowledge Domain". All the accepted manuscripts in this journal will go under advanced English editing by our native editors. The authors will also receive the galley proof of the final revision after all of the quality control checks and prior to publishing the article. Thank you for choosing to publish in our journal

Best Regards,

Nur Haniz Mohd Nor (Ph.D)
MANAGING EDITOR,
SEARCH: Journal of Media and Communication Research,
School of Media and Communication,
Faculty of Social Sciences and Leisure Management,
Taylor's University, Malaysia.