Review of: "Digital Persona: Reflection on the Power of Generative AI for Customer Profiling in Social Media Marketing"

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Potential competing interests: No potential competing interests to declare.

Comment on: Digital Persona: Reflection on the Power of Generative AI for Customer Profiling in Social Media Marketing, By: Swapnil Morandé and Mitra Amini

Overall, the article is good and I agree and agree with its findings. However, there are several things that may need to be considered regarding the framework in writing scientific papers.

1. In the abstract, it would be better to briefly review the research methods, so that it becomes clear who is the research subject, etc.
2. The article is still ambiguous, where there is an impression that the methodology of the article is still a proposal and not the result of research.
3. For elements that contain several sub-elements, it would be better to use numbers instead of dots.
4. The results of the discussion and conclusions will be more trustworthy for readers if they can show important evidence that leads to efforts to draw decisions or arguments contained in the article. So, don't give the impression that this is just the author's opinion.