

Peer Review

Review of: "Digital marketing strategies in expanding the market for MSME creative products in Indonesia—state of art"

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"I have carefully reviewed the article titled '**Digital marketing strategies in expanding the market for MSME creative products in Indonesia—state of art**'. The study provides a comprehensive overview of how digital tools can empower small enterprises in the creative sector. To further enhance the quality of the manuscript, I have provided specific suggestions regarding the methodology and the depth of the literature review. My goal is to offer constructive feedback that helps the authors refine their findings and contribute more effectively to the field of digital marketing. I appreciate the opportunity to evaluate this timely and relevant work."

Declarations

Potential competing interests: No potential competing interests to declare.