

Review of: "Marketing Strategy Of “Tilik” Short Film Analyzed By Social Network"

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Potential competing interests: No potential competing interests to declare.

The paper does a great job at analyzing the digital marketing strategies on Twitter that helped promoting the movie Tilik.

It does not, however, perform a social network analysis. SNA is a set of methods and techniques to analyze the structure of a network and the connections among edges/connections. It has specific metrics, such as degree, centrality, modularity, and others. None of these metrics were addressed. Instead, the papers appears to just analyze the popularity of the accounts that tweeted about the short film. The paper has no SNA references as well.

My recommendation would be to revise the methodology section to specify what was actually done (the papers feels more like an exploratory case study of the marketing strategies used). It would be interesting to mention how data was collected and analyzed as well.

It is very challenging to write a paper on a different language, so I congratulate you on that, but at the same time I would also recommend a language revision at some point.