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**[ADMAN] Editor Decision**

1 pesan

**ADMINISTRATOR** <literasisainsn@literasisainsnusanantara.com>

18 April 2024 pukul 08.43

Kepada: Sutrisno Sutrisno &lt;sutrisno@upgris.ac.id&gt;, Suherlan &lt;suherlanfia@gmail.com&gt;, Wahyuni Sri Astutik &lt;wahyunisriastutik@gmail.com&gt;

Sutrisno Sutrisno, Suherlan, Wahyuni Sri Astutik:

We have reached a decision regarding your submission to Journal of Contemporary Administration and Management (ADMAN), "Understanding Consumer Transformation: Dynamics of Innovation and Creativity in SMEs during the Social Media Era at Eid al-Fitr".

Our decision is: Revisions Required

1. Clarified the impact of digital technology on consumer behavior.
2. Emphasized the significance of Eid al-Fitr within Indonesian culture.
3. Highlighted the role of social media in MSME marketing.
4. Stressed the importance of adaptability for MSMEs in a dynamic market.
5. Addressed challenges faced by MSMEs, including resource limitations.
6. Underlined the research's contribution to MSMEs' social media optimization strategies during crucial periods.

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[Journal of Contemporary Administration and Management \(ADMAN\)](#)