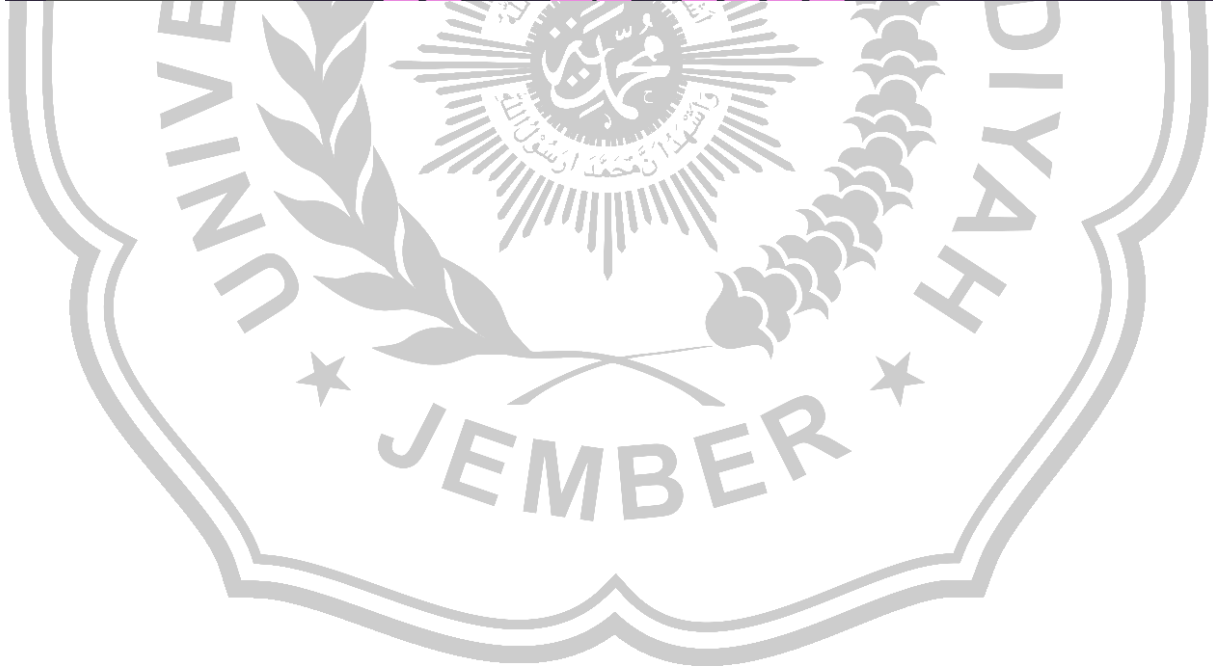


LAMPIRAN

Lampiran 1. Screenshot Submit

The screenshot shows a web interface for the 'Ijomata International Journal of Management'. The page title is 'Comparative Study of Artificial Intelligence (AI) Utilization in Digital Marketing Strategies Between Developed and Developing Countries: A Systematic Literature Review' by Muhammad Umam Mubarak, Maheni Ika Sari, Yohanes Gunawan Wibowo, and Raisun Mathew. The user is logged in as 'umammoker'. The interface includes a 'Submission Library' and 'View Metadata' section. Under 'Submission Files', there is a table with one entry: '6307-1 umammoker, Template IJJM.docx' submitted on 'November 18, 2024' as 'Article Text'. Below this, there is a 'Pre-Review Discussions' section which is currently empty, showing 'No Items'. The browser's address bar shows the URL: 'https://www.ijomata.com/index.php/ijomata/author/view/author-15348/submit/1'. The Windows taskbar at the bottom shows the date 'Hujan pada Rabu' and '09/02/2025'.

Name	From	Last Reply	Replies	Closed
No Items				



Lampiran 2. Proses Revisi dengan *Reviewer* Jurnal

1. Dokumentasi Revisi dari Editor

The screenshot shows the 'Ijomata International Journal of Management' submission portal. The 'Round 1 Status' section indicates 'Submission accepted.' Below this, a 'Notifications' section lists two messages from '[ijjm] Editor Decision' with timestamps of 2024-11-19 03:11 AM and 2024-11-25 09:33 AM. The 'Reviewer's Attachments' section contains a table of files:

File Name	Date
6346-1_1534-Umam W-R1-181124.docx	November 19, 2024
6349-1_FORMULIR REVIEW -1534-W-181124.docx	November 19, 2024

This screenshot shows an email notification titled '[ijjm] Editor Decision' dated 2024-11-19 03:11 AM. The content of the email is as follows:

Dear author,

Thank you for submitting your article for review in our journal. After passing the first review stage, we appreciate your contribution and dedication to compiling this scientific work.

Based on the evaluation of the reviewers, your article **has good potential to be accepted, but revisions required**. However, **to increase the chances of passing the publication and strengthen the research's credibility, we suggest adding an author from an international institution as the last author**. This will expand the academic network and increase the article's appeal at the global level.

This recommendation is based on practices often applied in scientific publications to strengthen the article. Therefore, although it is a recommendation, we strongly encourage more optimal results in the selection process and final consideration.

We hope you follow this advice to be considered for publication in our journal and complete the revision based on reviewer feedback. If you have any questions or need additional guidance, please don't hesitate to contact us.

Thank you for your attention and cooperation.

Best regards,
Editor

This screenshot shows an email notification titled '[ijjm] Editor Decision' dated 2024-11-25 09:33 AM. The content of the email is as follows:

Muhammad Umam Mubarak, Maheni Ika Sari, Yohanes Gunawan Wibowo:

We have reached a decision regarding your submission to Ijomata International Journal of Management, "COMPARATIVE STUDY OF ARTIFICIAL INTELLIGENCE (AI) UTILIZATION IN DIGITAL MARKETING STRATEGIES BETWEEN DEVELOPED AND DEVELOPING COUNTRIES: A SYSTEMATIC LITERATURE REVIEW".

Our decision is to: Accept Submission

Pandoyo
pandoyo@gmail.com

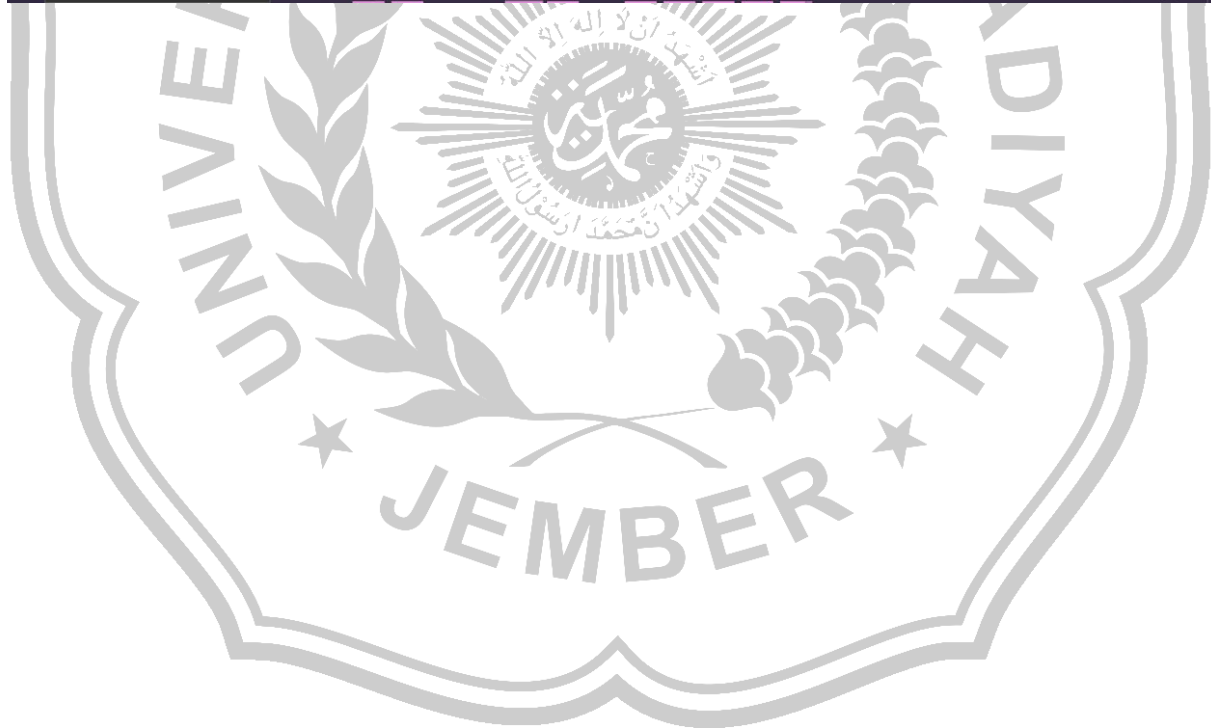
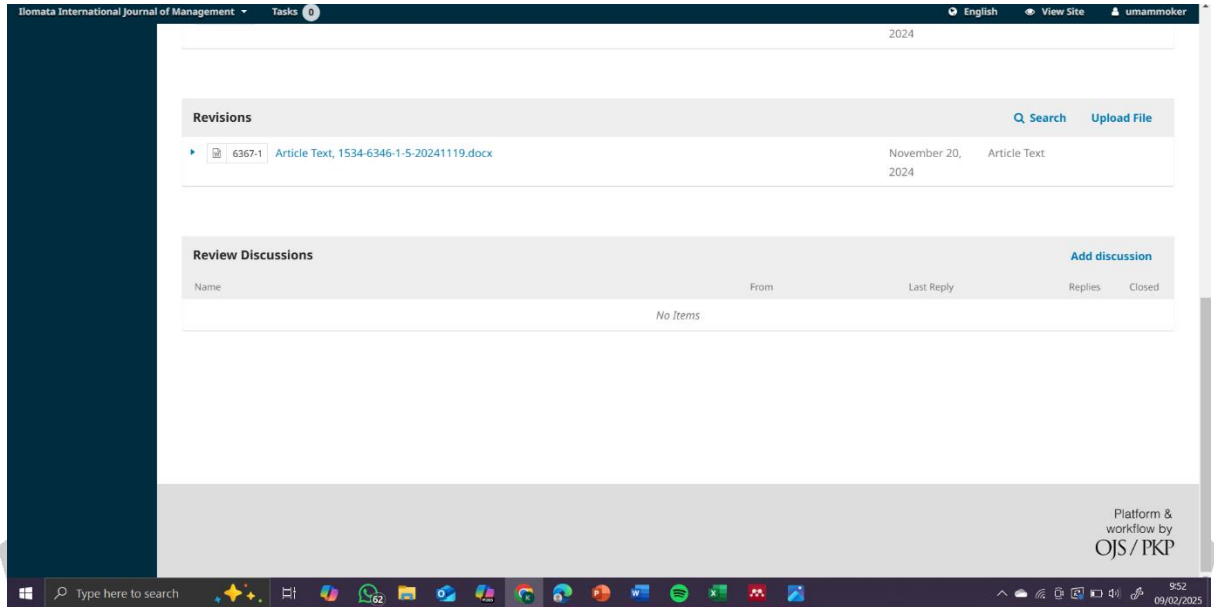
Novianita Rulandari
Chief Editor
Ijomata International Journal of Management

2. Tabel Review Form

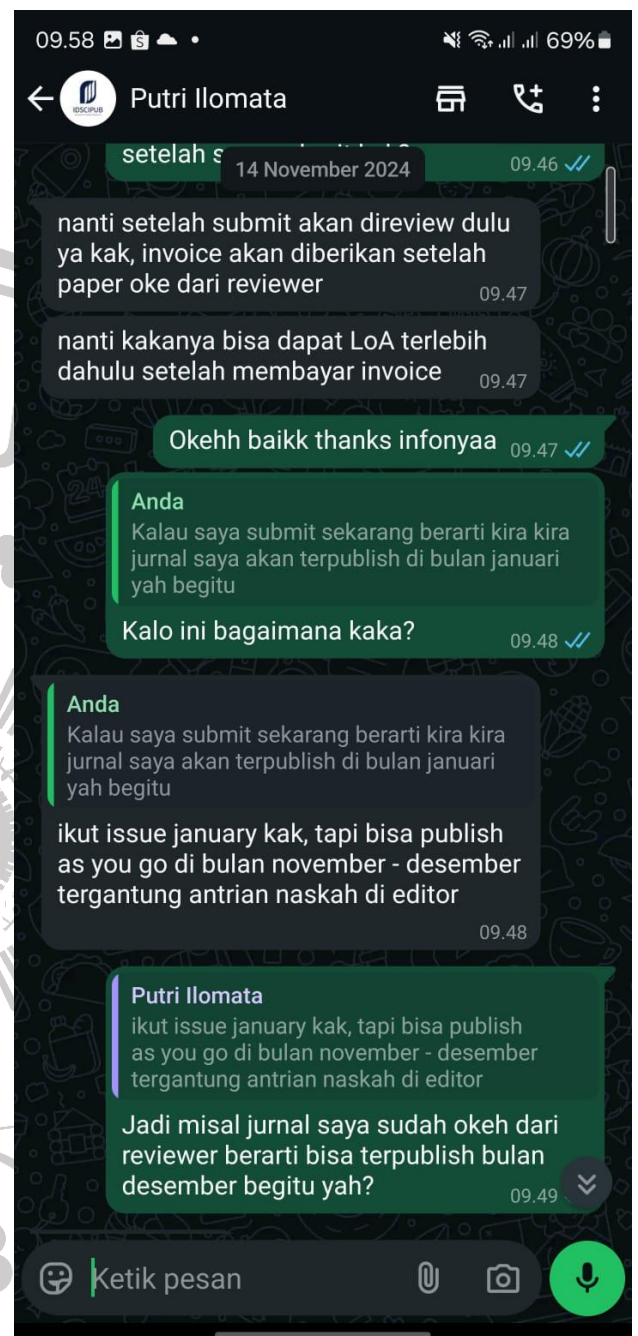
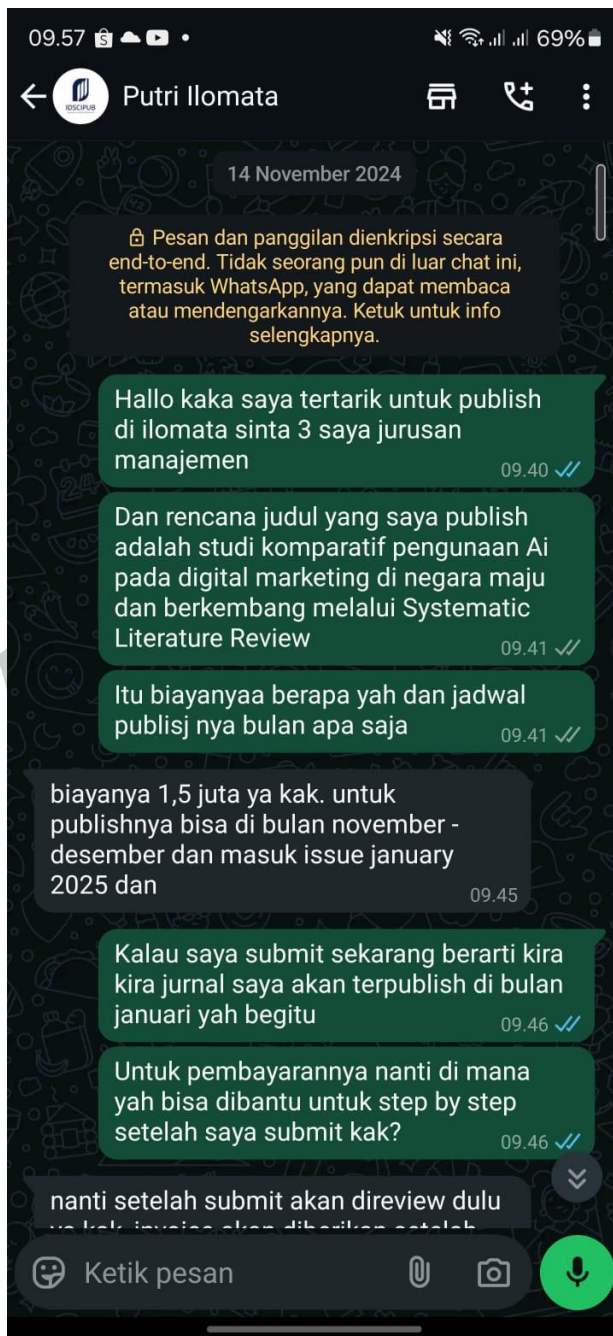
<p>Article Code: 1534 Article Title: COMPARATIVE STUDY OF ARTIFICIAL INTELLIGENCE (AI) UTILIZATION IN DIGITAL MARKETING STRATEGIES BETWEEN DEVELOPED AND DEVELOPING COUNTRIES: A SYSTEMATIC LITERATURE REVIEWE</p>		
<p>Fill in the column below with either "meets criteria" or "does not meet criteria." Explain your reasons and suggestions. Provide revision suggestions within the article Word document by:</p> <ul style="list-style-type: none"> - Highlighting the section needing improvement - Clicking on the "Review" menu - Selecting "New Comment" and entering suggestions for revisions or alternative word/phrase choices in the comment box 		
NO	REVIEW ITEMS	REVIEWER'S SUGGESTIONS
1	Is the article a research result in a field relevant to the journal's scope?	Relevant
2	Has the article title been previously unpublished?	Never
3	Does the title clearly reflect the article's content?	already appropriate
4	Is the title a maximum of 16 words in English?	already appropriate
5	Is the abstract a maximum of 250 words in English?	already appropriate
6	Does the abstract contain elements such as research problem, research objectives, methodology, and clear, adequate findings and conclusions?	already appropriate
7	Are the keywords relevant to the content and limited to 5 words?	already appropriate
8	Does the introduction contain background information, including data from reliable sources?	already appropriate
9	Does the introduction include prior research studies?	It is not in accordance
10	Does the introduction include the state of the art?	It is not in accordance with
	Does the introduction provide relevant theories or concepts?	already appropriate
12	Does the introduction contain a clear research objective?	already appropriate
13	Does the research methodology cover study type, object/location, population/sample, respondents, data collection technique, and data analysis technique in a complete, methodologically relevant way?	is in line with repairs
14	Do the research findings and discussion demonstrate findings relevant to the research questions/problem statements?	already appropriate
15	Are the findings and discussion supplemented with informative, complementary tables/graphs/images?	is in line with repairs
16	Do the findings and discussion include scientific analysis, synthesis, and reference support?	is in line with repairs
17	Are the conclusions based on the research findings and discussions presented?	already appropriate
18	Do the conclusions include practical/theoretical implications and suggestions?	already appropriate
19	Does the reference list contain at least 30 relevant sources using APA 7th style?	already appropriate
20	Are 80% of the references from journals?	already appropriate

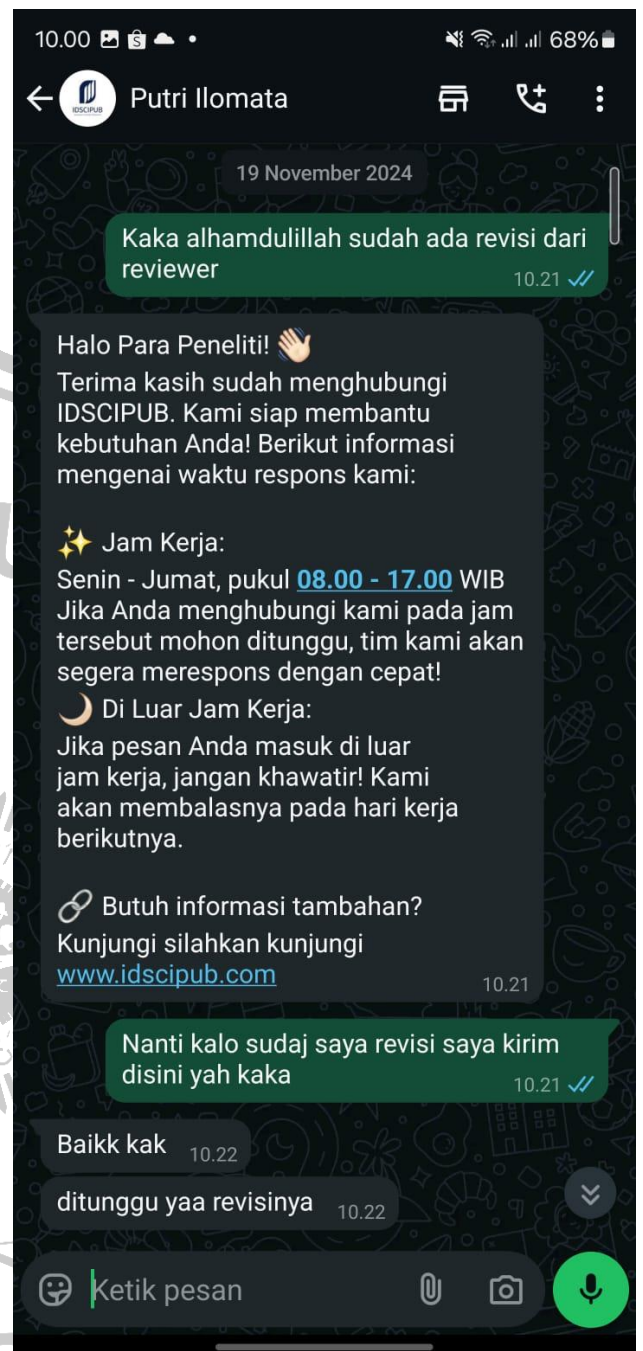
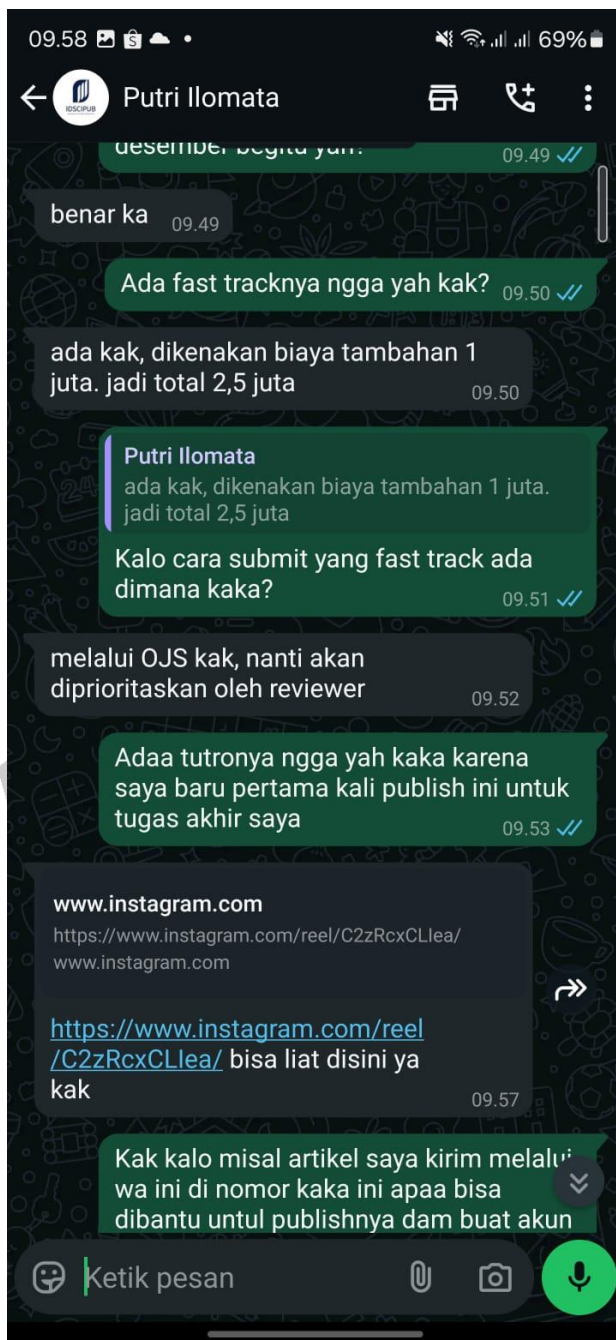
21	Are 80% of the references no older than 10 years?	already appropriate
22	Is the entire article written in correct and proper language?	reasonable

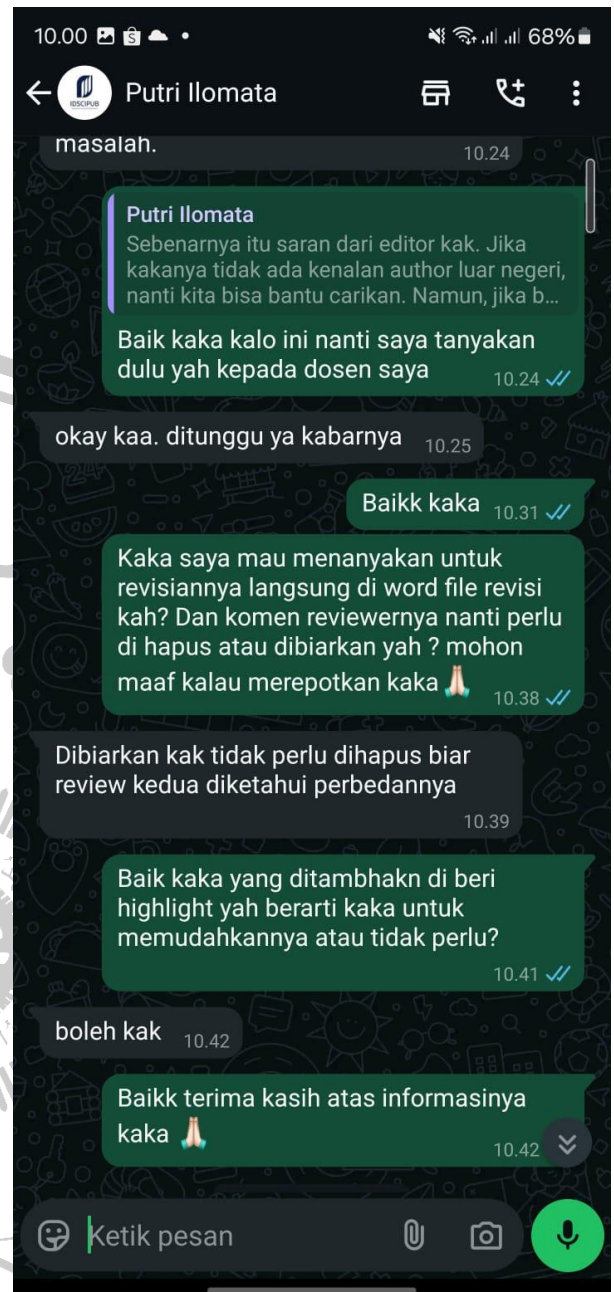
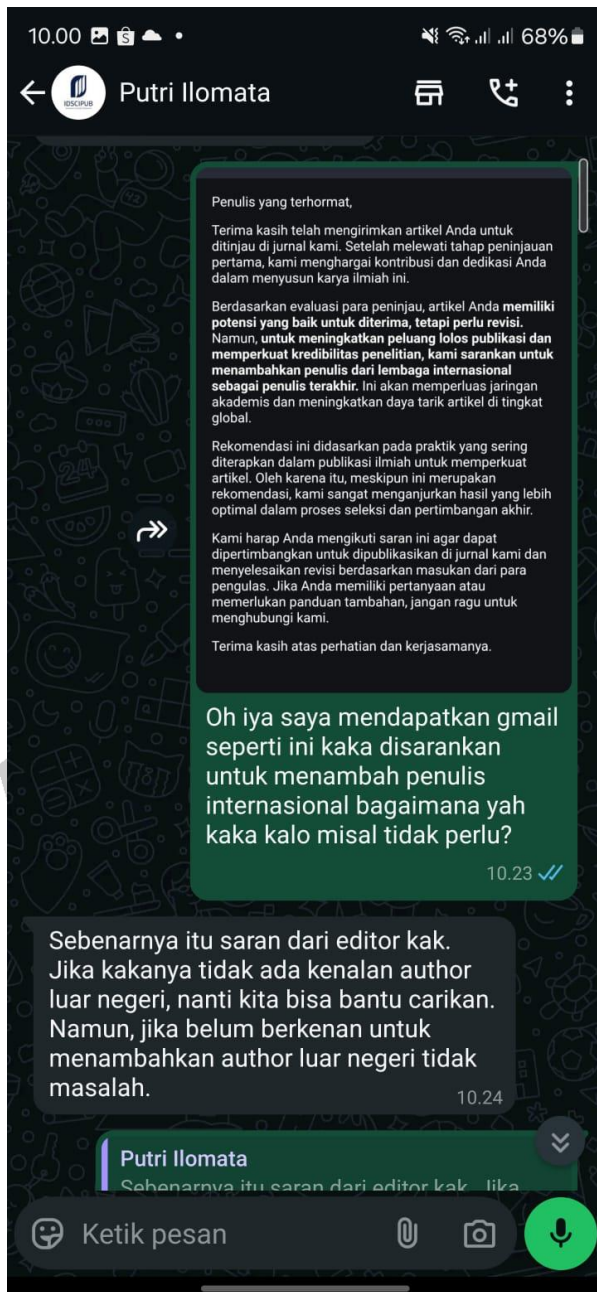
3. Dokumentasi Submit ulang setelah Proses Revisi



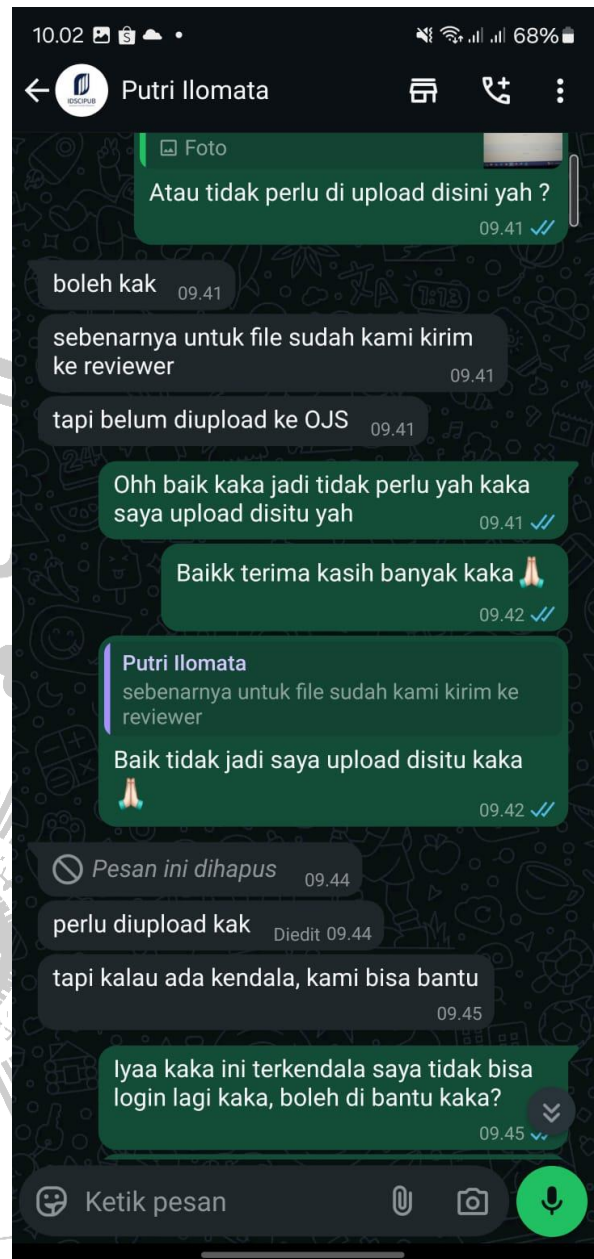
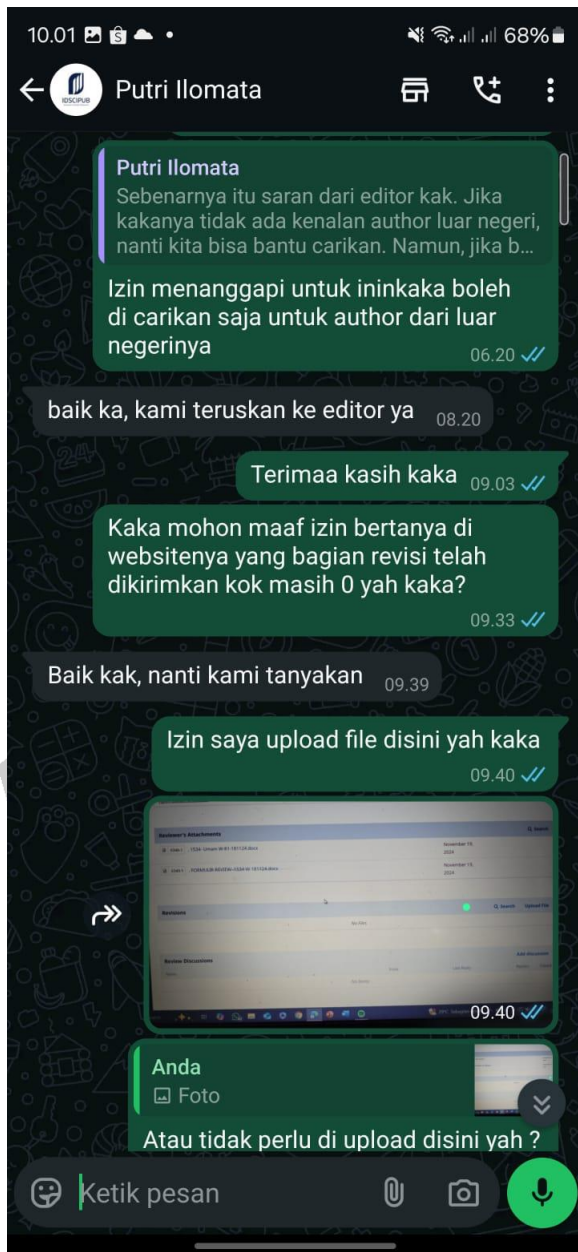
Lampiran 3. Dokumentasi Komunikasi proses awal pemilihan jurnal sampai terbit LoA dengan *Support Contact Iiomata International Journal of Management*



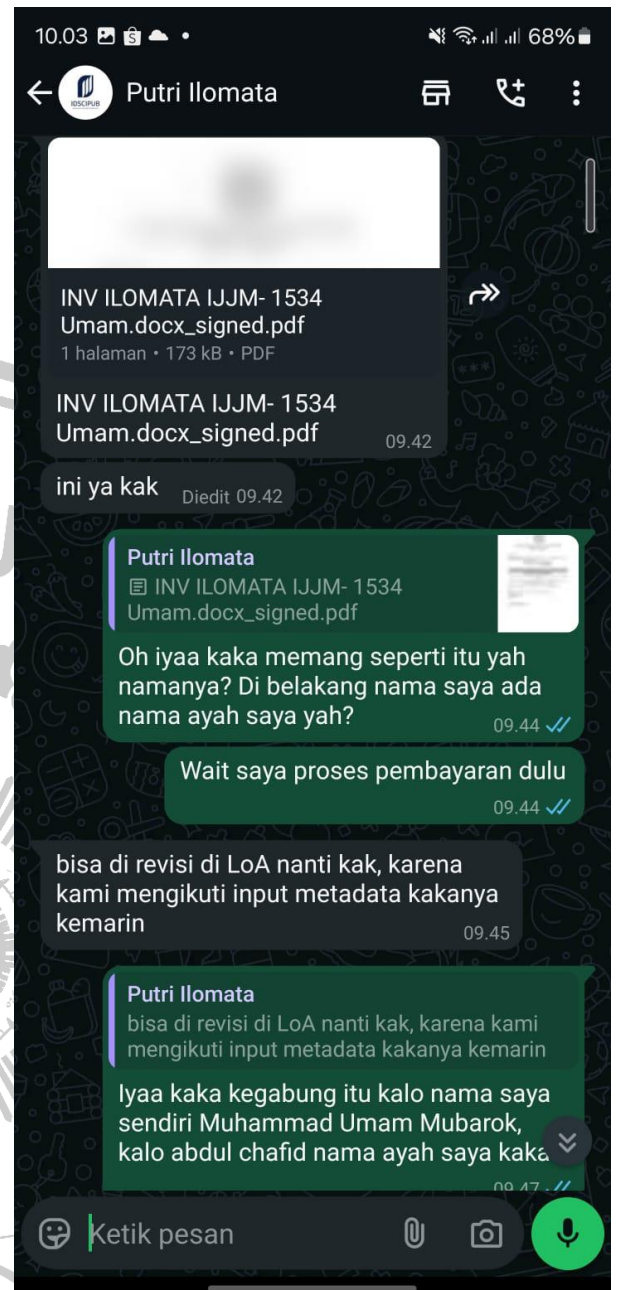
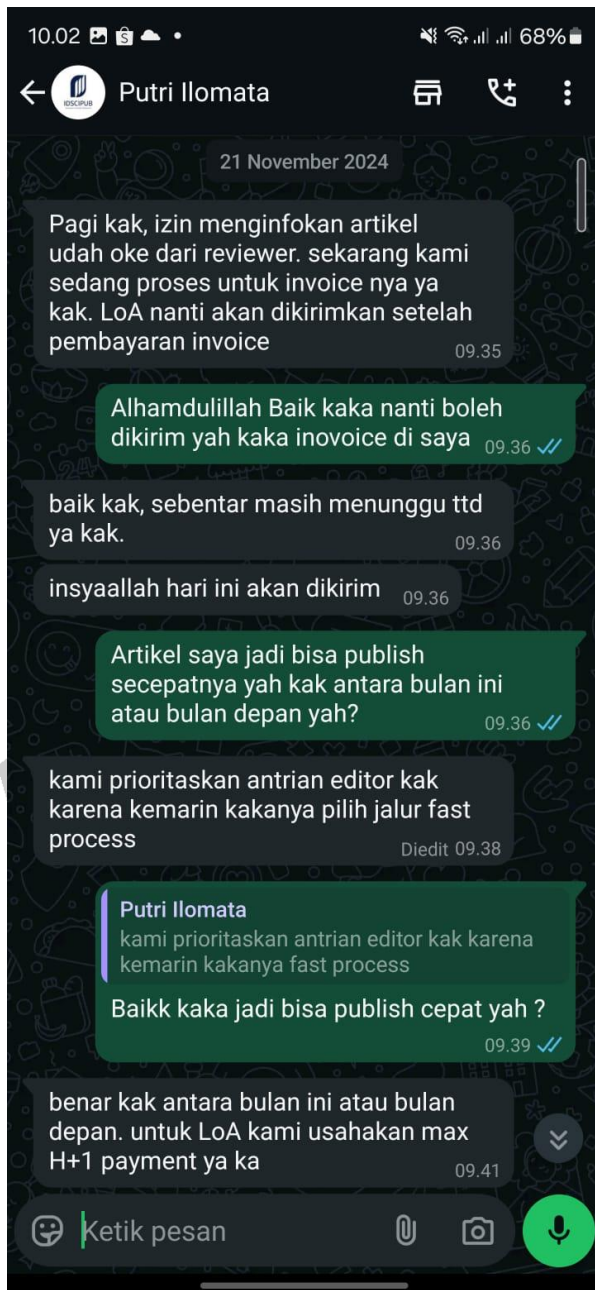


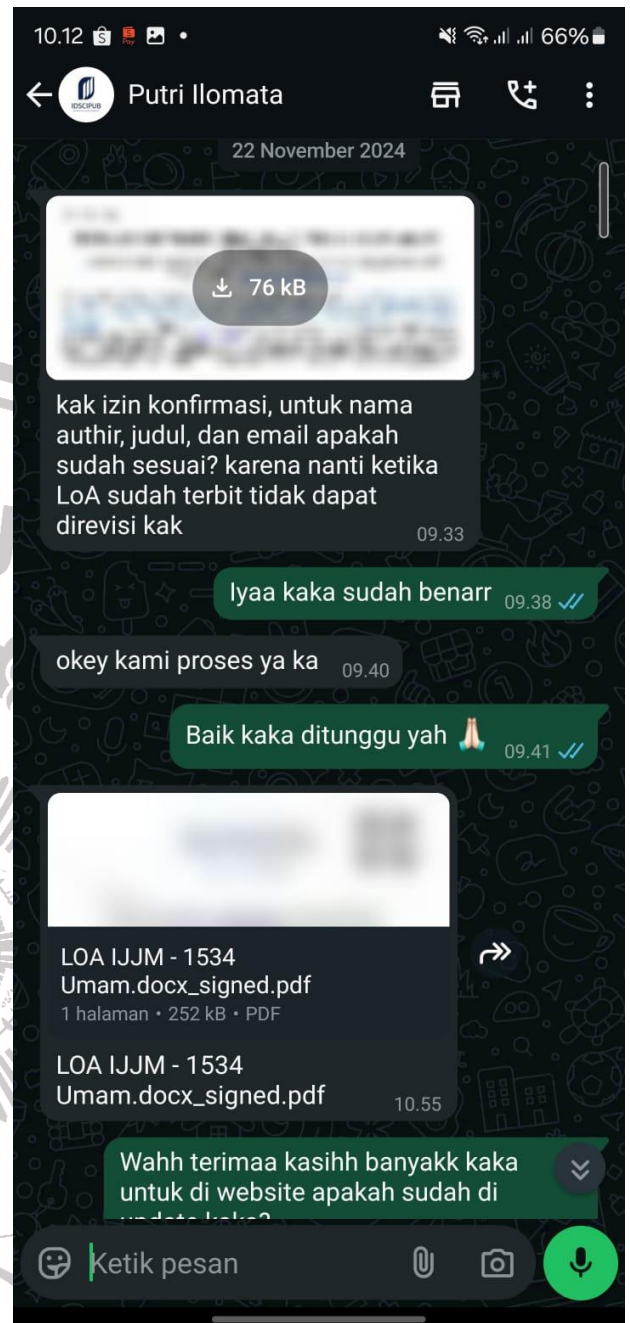
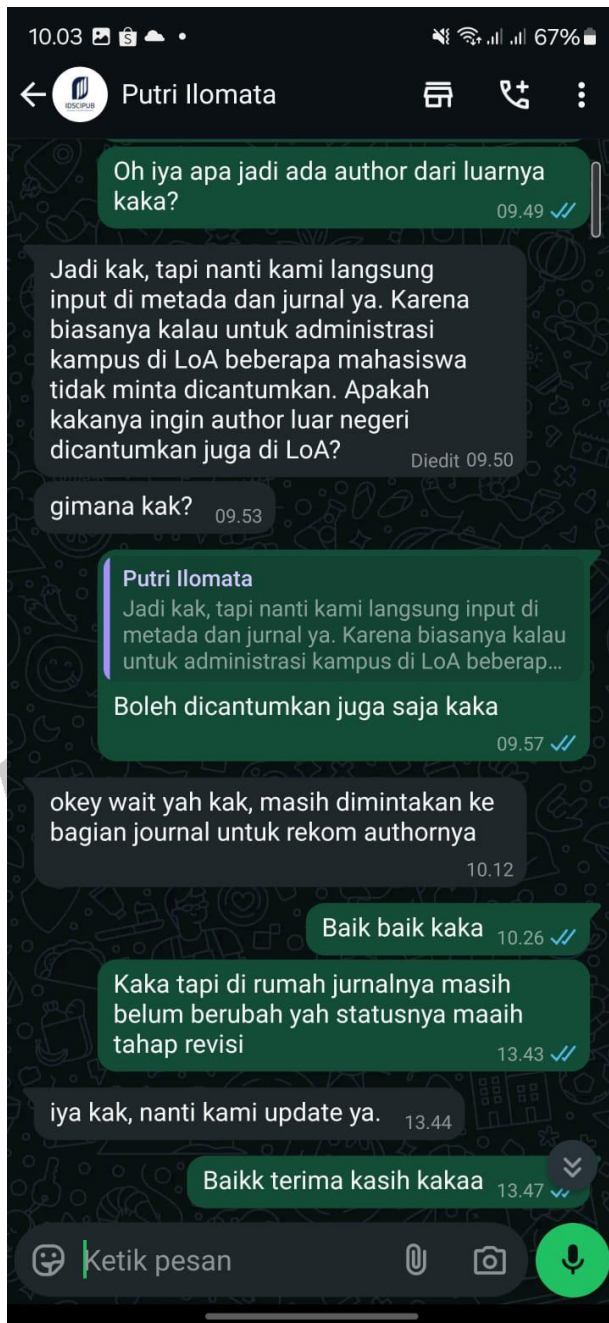


JEMBER



JEMBER





25 November 2024



Comparative Study of Artificial Intelligence (AI) Utilization in ...
Artificial Intelligence (AI) has becom...
www.ilomata.org

<https://www.ilomata.org/index.php/ijim/article/view/1534>

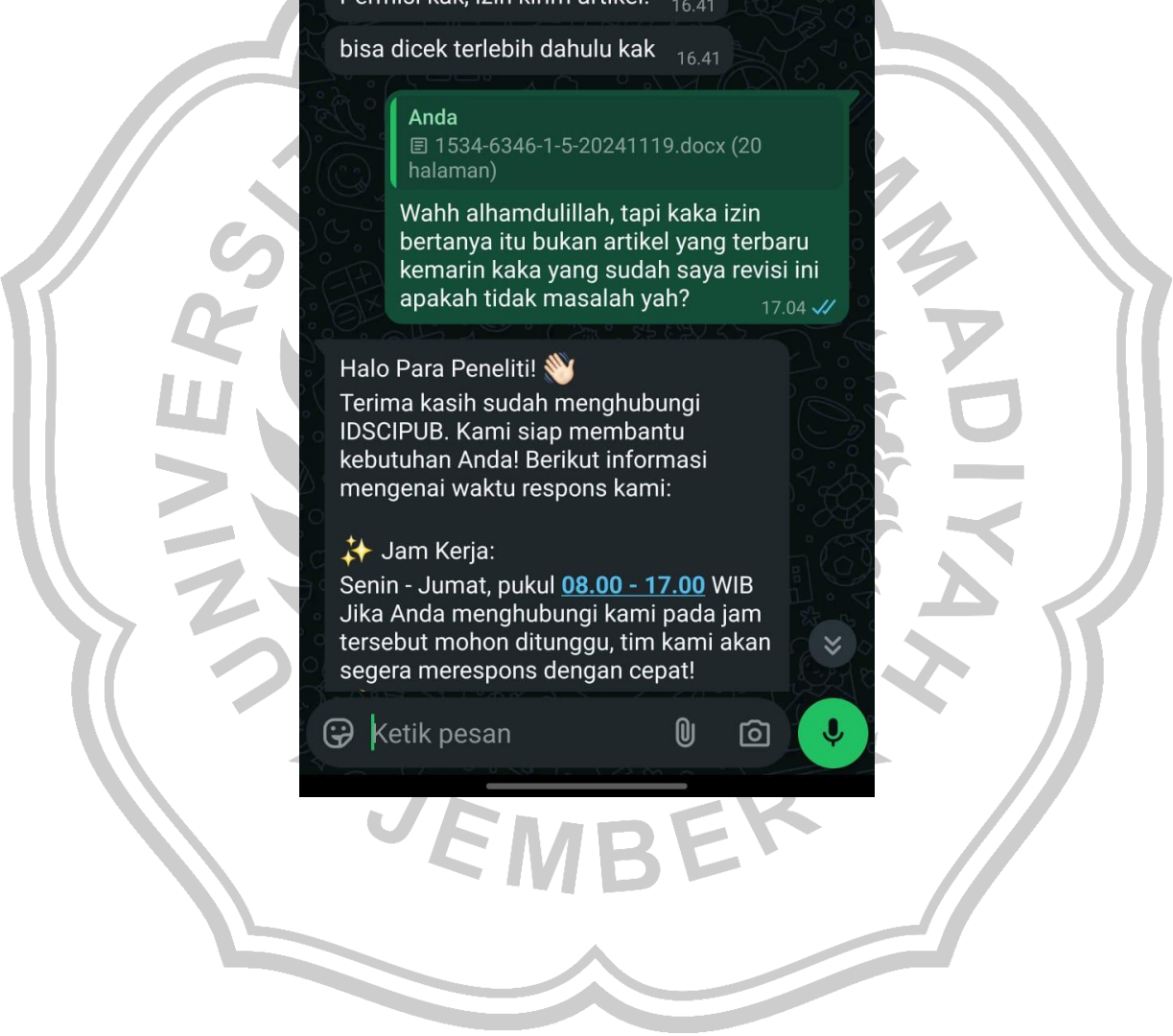
Permisi kak, izin kirim artikel.

bisa dicek terlebih dahulu kak

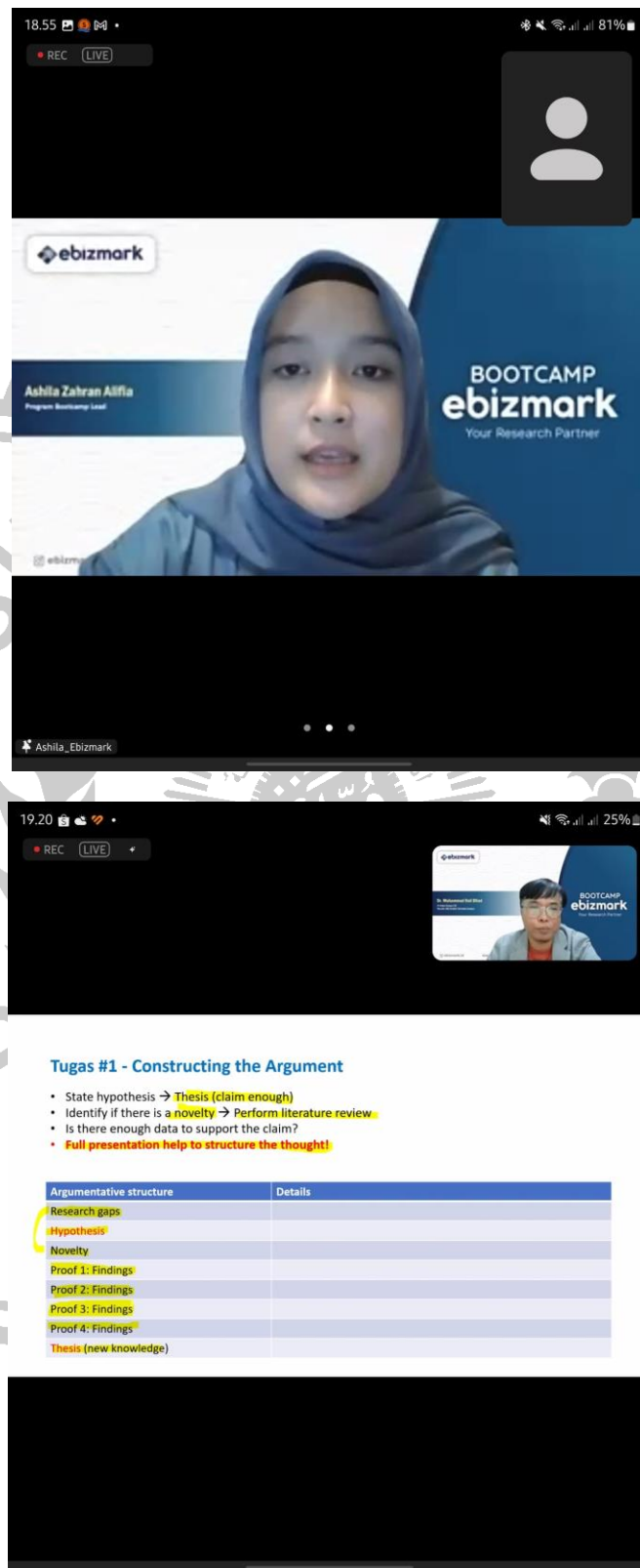
Anda
1534-6346-1-5-20241119.docx (20 halaman)

Wahh alhamdulillah, tapi kaka izin bertanya itu bukan artikel yang terbaru kemarin kaka yang sudah saya revisi ini apakah tidak masalah yah?

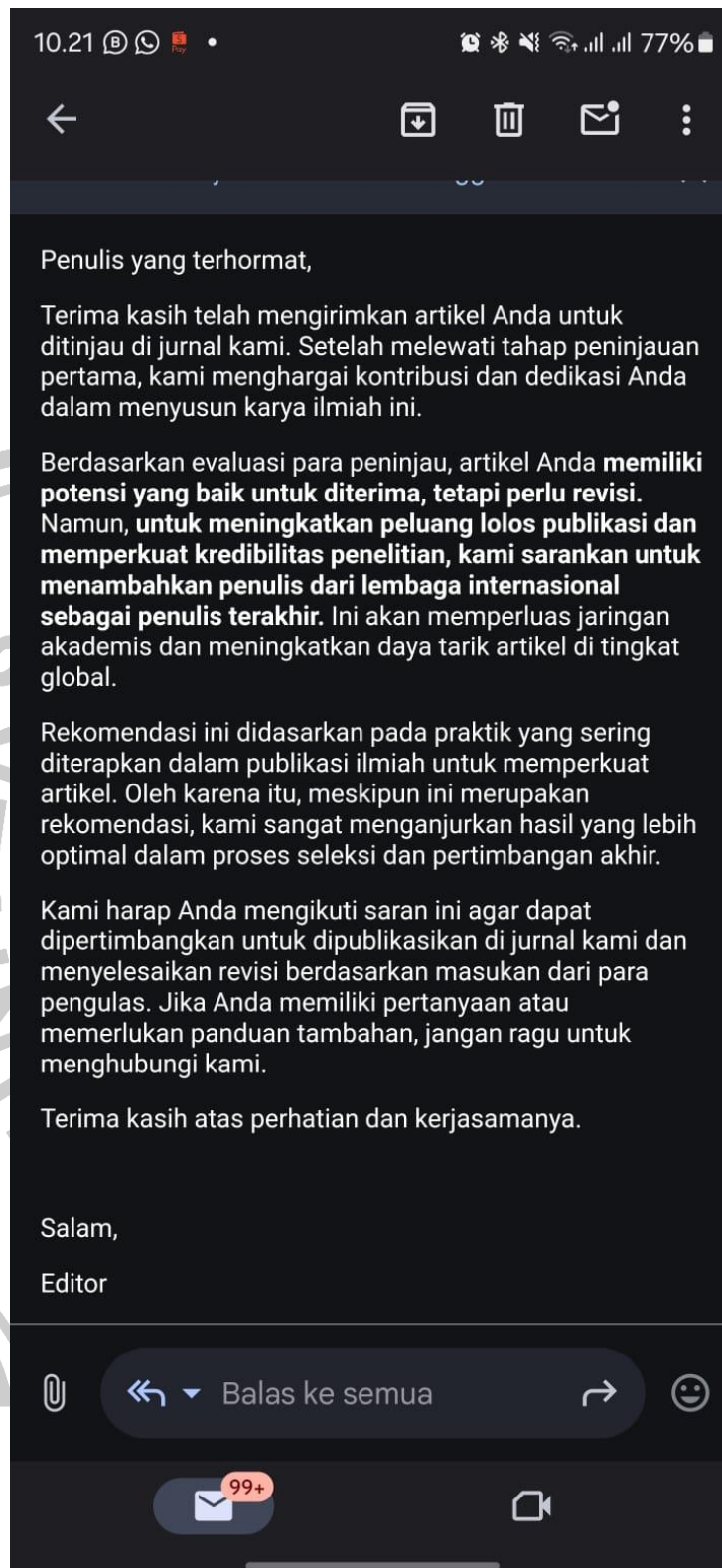
Halo Para Peneliti! 🙌
Terima kasih sudah menghubungi IDSCIPUB. Kami siap membantu kebutuhan Anda! Berikut informasi mengenai waktu respons kami:
🌟 Jam Kerja:
Senin - Jumat, pukul **08.00 - 17.00** WIB
Jika Anda menghubungi kami pada jam tersebut mohon ditunggu, tim kami akan segera merespons dengan cepat!



Lampiran 4. Partisipasi dalam Seminar Bootcamp Ebizmark guna Memperdalam materi mengenai Pemanfaatan *Artificial Intelligence* (AI)



Lampiran 5. Dokumentasi Proses Penambahan *Author* Internasional



Lampiran 6. Implementation of Agreement Research With the Authors

IMPLEMENTATION OF AGREEMENT

RESEARCH WITH THE AUTHORS

On this, 18 December 2024, the undersigned:

Name : Muhammad Umam Mubarak

Position : Student

NIM : 2110411031

Institution : Universitas Muhammadiyah Jember

As the responsible party at the Faculty of Economic and Business Universitas Muhammadiyah Jember.

Name : Dr. Raisun Mathew

Position : Assistant Professor

Institution : Chinmaya Vishwa Vidyapeeth (Deemed to be University), India

In accordance with the agreement between the two authors, both authors agree to collaborate in research associated with the following terms:

1. [Muhammad Umam Mubarak] is the author and Corresponding author while [Dr. Raisun Mathew] as the co-author and consultant in the research paper entitled "Comparative Study of Artificial Intelligence (AI) Utilization in Digital Marketing Strategies Between Developed and Developing Countries: A Systematic Literature Review"

The Implementation of this agreement is solely a declaration by the authors involved and does not create any legally binding obligation. This declaration states that the authors have collaborated for submitting the research paper to IJomata International Journal of Management.

Acknowledged by



Muhammad Umam Mubarak
Date: 20 November 2024



[Dr. Raisun Mathew]
Date: 20 November 2024

Lampiran 7. Letter of Acceptance

**Ilomata International
Journal of Management**

(Print) ISSN : [2714-8971](#)
(Online) ISSN : [2714-8963](#)



Dear authors,

**Muhammad Umam Mubarak¹, Maheni Ika Sari², Yohanes Gunawan Wibowo³,
Raisun Mathew⁴**
Universitas Muhammadiyah Jember¹²³, Chinmaya Vishwavidyapeeth India⁴
Correspondent: umammoker0@gmail.com

It's my pleasure to inform you that, after the peer review, your paper *"COMPARATIVE STUDY OF ARTIFICIAL INTELLIGENCE (AI) UTILIZATION IN DIGITAL MARKETING STRATEGIES BETWEEN DEVELOPED AND DEVELOPING COUNTRIES: A SYSTEMATIC LITERATURE REVIEW"* has been ACCEPTED to publish in our journal namely *Ijomata International Journal of Management*. ISSN: [2714-8971](#). It will be published in the Regular Issue of January 2025. I believe that our collaboration will help to accelerate the global knowledge creation and sharing one step further. Please do not hesitate to contact me if you have any further questions.

Sincerely,

November 21th, 2024

A handwritten signature in black ink, appearing to read "Novianita Rulandari".

Dr. Novianita Rulandari, M.Si
Managing Editor

Ilomata International Journal of Management



Lampiran 8. Surat Keterangan SK dan *Journal Hiistory* ILOMATA

1. SK ILOMATA Jurnal yang menyatakan Jurnal Terakreditasi Sinta 3



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET DAN TEKNOLOGI
DIREKTORAT JENDERAL PENDIDIKAN TINGGI,
RISET, DAN TEKNOLOGI

Jalan Jenderal Sudirman, Senayan, Jakarta 10270
Telepon (021) 57946104, Pusat Panggilan ULT DIKTI 126
Laman www.dikti.kemdikbud.go.id

Nomor : 0547/E5/DT.05.00/2024

15 Mei 2024

Lampiran : 1 (satu) berkas

Hal : Pemberitahuan Hasil Akreditasi Jurnal Ilmiah Periode I Tahun 2024

Yth.

1. Pimpinan Perguruan Tinggi
2. Koordinator LLDikti I s.d. XVI
3. Ketua Himpunan Profesi
4. Pengelola Jurnal Ilmiah
di seluruh Indonesia

Sehubungan dengan telah selesainya penilaian usulan akreditasi Tahun 2023 dan telah diterbitkannya Surat Keputusan Direktur Jenderal Pendidikan Tinggi, Riset, dan Teknologi Nomor 72/E/KPT/2024, tanggal 1 April 2024 tentang Peringkat Akreditasi Jurnal Ilmiah Periode I Tahun 2024, dengan hormat bersama ini kami sampaikan hasil akreditasi sebagaimana terlampir. Adapun ketentuan penerbitan sertifikat akreditasi sebagai berikut:

1. Bagi jurnal usulan Tahun 2023 yang belum berada pada hasil Akreditasi Jurnal periode I Tahun 2024, maka akan diumumkan pada hasil Akreditasi Jurnal Periode II Tahun 2024.
2. Bagi usulan akreditasi baru maka sertifikat akreditasi akan diterbitkan dan diberikan kepada pengelola jurnal dengan masa berlaku akreditasi dimulai dari volume dan nomor yang dinilai baik.
3. Bagi usulan akreditasi ulang yang hasil akreditasi peringkatnya tetap, naik peringkat atau turun peringkat maka sertifikat akreditasi akan diterbitkan dan diberikan kepada pengelola jurnal dengan masa berlaku akreditasi dimulai dari volume dan nomor yang diajukan dan dinilai.
4. Bagi jurnal yang sudah terakreditasi dan namanya tercantum dalam SK sebelumnya serta belum memiliki sertifikat dapat meminta sertifikat terdahulu.
5. Penerbitan sertifikat dilakukan secara bertahap setelah pengumuman ini dan dilakukan pemutakhiran data di laman: <http://sinta.kemdikbud.go.id/journals> , sertifikat dapat diunduh langsung secara bertahap melalui akun pengusul di laman: <http://arjuna.kemdikbud.go.id/> .

2. Journal History

09.18 4G+ 65%

Issues ▾ People ▾ Announcement Contact

Journal History

Make a Submission

Citedness i Scop

About the Journal

Aims and Scope

Author Guidelines

Author & Affiliation

Publication Ethics

Open Access Policy

Journal Business Mo

Copyright Statement

Peer Review Process

Plagiarism Policy

R-W-C Policy

Archiving Policy

History

Journal Template

00067191 View My Stats

Timelines	Achievements
2024	The journal publisher has undergone a change from Yayasan Ilomata to Yayasan Sinergi Kawula Muda. This change has been accompanied by adjustments to the publisher in the ISSN portal.
2024	Accredited by the Ministry of Research Technology and Higher Education, the Republic of Indonesia in the ranking of "SINTA 3" (Link to Decree)
2023	Agreement with ARIMBI and APJI (agreement available below this table)
2022	Accredited by the Ministry of Research Technology and Higher Education, the Republic of Indonesia in the ranking of "SINTA 4" (Link to Decree)
2022	Indexed by Dimensions
2022	Indexed by ROAD Directory of Open Access Scholarly Resources
2022	Indexed by Scilit
2022	Indexed by Google Scholar
2021	Use a new template from Volume 2, Number 4, 2021, use a new template from now on
2021	Use a new template from Volume 2, Number 1, 2021
2021	Indexed in GARUDA (Garba Rujukan Digital)
2020	Use a new template from Volume 1, Number 2, 2020
2019	The first issue, Volume 1 No 1 (2019)
2019	Received P-ISSN from the Indonesian Institute of Sciences (Center for Data and Scientific Documentation) with Decree no. 0005.27148971/Jl.3.1/SK.ISSN/2019.12
2019	Received E-ISSN from the Indonesian Institute of Sciences (Center for Data and Scientific Documentation) with Decree no. 0005.27148963/Jl.3.1/SK.ISSN/2019.12

Lampiran 9. Link Publikasi Akhir dan Dokumentasi Artikel setelah Publish

<https://www.ilomata.org/index.php/ijjm/article/view/1534>

The screenshot displays the article page on the IJMM website. The title is "Comparative Study of Artificial Intelligence (AI) Utilization in Digital Marketing Strategies Between Developed and Developing Countries: A Systematic Literature Review". The authors listed are Muhammad Umam Mubarak, Maheni Ika Sari, Yohanes Gunawan Wibowo, and Raisun Mathew. The abstract text is partially visible, starting with "Artificial Intelligence (AI) has become crucial in digital marketing strategies in the rapidly advancing digital era." The page also shows a download button and a read counter of 265.

Home / Archives / Vol. 6 No. 1 (2025): January 2025 / Articles

Section Articles

Comparative Study of Artificial Intelligence (AI) Utilization in Digital Marketing Strategies Between Developed and Developing Countries: A Systematic Literature Review

<https://doi.org/10.61194/ijjm.v6i1.1534>

Muhammad Umam Mubarak
umammoker@gmail.com (Primary Contact)
Universitas Muhammadiyah Jember

Maheni Ika Sari
Universitas Muhammadiyah Jember

Yohanes Gunawan Wibowo
Universitas Muhammadiyah Jember

Raisun Mathew
Chinmaya Vishwa Vidyapeeth

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Read Counter : 265 Download : 88

Abstract

Artificial Intelligence (AI) has become crucial in digital marketing strategies in the rapidly advancing digital era. Developed and developing countries exhibit significant differences in adopting and implementing this technology, influenced by infrastructure readiness, human resources, and policy support. This study aims to compare the use of AI in digital marketing strategies between developed and developing countries to understand each group's challenges and opportunities. The research employs a Systematic Literature Review (SLR) method by analyzing 50 articles from leading databases such as Scopus, Springer, and IEEE Xplore. The analyzed articles were selected based on inclusion criteria, including relevance to the topic, publication year (2018-2024), and full accessibility. Data were analyzed

