REFEREE'S REPORT: SUMMARY SHEET

Paper Title: BUMdesa Online Marketing Application Concept Design for Coconut Oil Business Development; based on Soft Skills Aspects

EVALUATION CRITERIA	SCORE (0-10)
1. Relevance of Topic	6
2. Scholarly Quality	7
3. English Usage	6
4. Use of Theory	7
5. Novelty and Originality of the idea	6
6. Technical Content and Correctness	7
7. Critical Qualities	7
8. Clarity of Conclusions	6

TOTAL SCORE %	65%

RECOMMENDATION

The following are indicative score ranges:

[ ] ACCEPT — * Accept (without qualification): 75-100%
[⇨] ACCEPT WITH MINOR REVISIONS — * Accept with minor revisions: 55-75%
[ ] ACCEPT WITH MAJOR REVISIONS — * Accept with major revisions 35-54%
[ ] REJECT — * Reject: Below 35%

Referee Comments:

1. More comprehensive evaluations are needed. Authors should present the experimental **results** and its corresponding analysis in **detail** supported by **graphical and tabular** data.

2. The **text labels in all the figures** used in the paper **are unclear**. Authors must develop original **image/figures** with **high resolution** for proper rendering of the final published paper and should not distort on zooming. The text labels in the images must be clearly visible.

3. **Fewer references** are used. Authors must focus on **referring more recent journal papers to include further study**. This also provides a **comparative study** which ultimately enhances the paper quality.

4. **All the listed references must be properly cited in the body of the paper** using **the numbered format of IJCA**. E.g. [1], [2], [3] etc.

5. **Conclusion** needs to be **elaborated** mentioning the future scope of the idea.

6. **The research paper should be written in perspective of third person.** Words such as **'I' 'we' 'our' etc.** needs to be avoided.

7. The paper is well written and **suitable for publication** with IJCA after minor revisions. Use IJCA paper template for final paper.

The paper is **suitable for publication** with IJCA after **minor revisions**. Use **IJCA paper template** for preparation of **camera ready copy (CRC)** of the paper.

Final Checklist for authors:
- **Perform Spell and grammar check.**
- **No word breaks at the end of lines.**
- **References appear consecutively in the paper.**