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| Journal Name: | [**Asian Research Journal of Arts & Social Sciences**](https://journalarjass.com/index.php/ARJASS) |
| Manuscript Number: | **Ms\_ARJASS\_137140** |
| Title of the Manuscript:  | **BPJPH Mandatory Halal Campaign Strategy in Indonesia through the SEHATI Programme** |
| Type of the Article | **Qualitative Research** |

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| PART 1: Comments |
|  | Reviewer’s comment**Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | Research on the BPJPH Indonesia's mandatory halal campaign strategy through the SEHATI program is very important, both from the institutional and academic side. Because in addition to disseminating government programs, it is also for the dissemination and development of scientific studies in the field of halal products in Indonesia. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | The title is appropriate, but it would be even better if the title directly included the main findings of this research. |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | **The abstract is sufficient to represent the entire contents of the article.** |  |
| Is the manuscript scientifically, correct? Please write here. | Scientifically, this research article manuscript is scientific, because it meets scientific standards. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | In addition to quoting from the 2023 Job Creation Law which contains the obligation to be halal in Indonesia, the author also needs to cite the Decree of the Indonesian Minister of Religion regarding the SEHATI Program. |  |
| Is the language/English quality of the article suitable for scholarly communications? | Enough |  |
| Optional/General comments | * On page 5, the last paragraph contains a typo in the informant's name, it is written as Nuhan, even though the correct name is Nurhan.
* There is a typo on page 6 paragraph Number 2. It says LP3H (Lembaga Pemeriksa Proses Produk Halal) which is correct (Lembaga Pendamping Proses Produk Halal).
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| **PART 2:**  |
|  | **Reviewer’s comment** | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **Are there ethical issues in this manuscript?**  | *(If yes, Kindly please write down the ethical issues here in details)* |  |

**Reviewer details:**

**Muhammad Aziz, Universitas Al-Hikmah Indonesia, Indonesia**