

Evaluation of Digital Branding Strategy in OJS-Based Journals to Increase Dissemination of Scientific Publications

Marviola Hardini¹, Mardiana², Dwi Andayani³, Eka Dian Astuti^{4*}, Isabella Maria⁵

^{1,2,3,4}Faculty of Economics and Business, Universitas Raharja, Indonesia

⁵Faculty of Economics and Business, Mfinitee Incorporation, South Africa

¹marviola@raharja.info, ²mardiana@raharja.info, ³dwi.andayani@raharja.info, ⁴eka.dian@raharja.info, ⁵swart@mfinitee.co.za

*Corresponding Author

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ABSTRACT

The increasing competition among scientific journals requires effective digital branding strategies to enhance publication dissemination and journal visibility. **This study aims** to evaluate the implementation of digital branding in the ADIMAS Journal using the Electronic Word of Mouth (e-WOM) framework. A **descriptive qualitative** approach was employed through website observation, social media analysis, documentation, and evaluation based on five e-WOM indicators article sharing, user generated content, author testimonials, academic community, and research collaboration. **The findings** indicate that ADIMAS (ADI Pengabdian Kepada Masyarakat Jurnal) has established a strong digital presence through Open Journal Systems (OJS), website optimization, and meta-data management. However, user engagement, social media interaction, and collaborative promotion remain limited, reducing the effectiveness of publication dissemination. **The evaluation** demonstrates that integrating e-WOM practices with digital branding can strengthen journal credibility, improve online visibility, and expand the dissemination of scientific publications. This study contributes by providing an integrated evaluation framework that combines digital branding and e-WOM to support sustainable journal development and broader academic communication.

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1. INTRODUCTION

The development of information and communication technology has driven a major transformation in the scientific publication system globally [1]. Scientific publications, previously largely conducted through print media, have now shifted to digital systems, enabling faster and broader publishing, distribution, and access to research results [2]. This development is also influenced by the growing need in the academic community for open access to scientific knowledge. Digital based publication models enable research results to be accessed by researchers, practitioners, and the general public without geographical limitations. According to a report from Directory of Open Access Journals, the number of open access journals worldwide continues to experience a significant increase every year, reflecting the increasingly strong digitalization trend in the scientific publication ecosystem [3]. This development is also in line with the global development agenda launched

by the United Nations through the Sustainable Development Goals program, specifically SDG 4 quality education which emphasizes the importance of access to quality education through the provision of open knowledge sources, as well as SDG 9 Industry, Innovation and Infrastructure which encourages the strengthening of digital infrastructure and technological innovation in supporting the sustainable dissemination of knowledge [4].

To support the management of digital based scientific publications, various educational institutions and research organizations have begun utilizing electronic journal management systems to improve the efficiency of the editorial and publication processes of scientific articles [5]. One system widely used by journal managers in various countries is OJS, an open source journal management platform designed to facilitate the entire online journal publishing process [6]. This system provides various features that support the article submission process, management, and publication processes peer review, to online article publication [7]. Furthermore, OJS also allows integration with various scientific indexing systems, thereby increasing the visibility of published articles. This system makes scientific journal management more structured and efficient, and allows journals to reach a wider readership across diverse regions. However, utilizing OJS as a journal management system does not automatically guarantee high visibility and reach for scientific publications without an appropriate digital management strategy [8].

One important aspect of increasing the visibility and dissemination of scientific publications in the digital era is the implementation of a digital branding strategy [9]. Digital branding is not only related to the journal visual identity but also encompasses strategies for strengthening its digital presence through Search Engine Optimization (SEO), article metadata management, and the use of social media as a means of scientific promotion. This strategy can help journals increase their readership, strengthen their academic reputation, and increase the citation potential of published articles [10]. From a sustainable development perspective, optimizing the dissemination of scientific publications through digital branding also contributes to expanding access to knowledge. From a sustainable development perspective, optimizing the dissemination of scientific publications through digital branding also contributes to expanding access to knowledge. However, in practice, many scientific journals have adopted digital journal management systems but have not yet fully utilized their digital branding strategies [11]. As a result, published articles have relatively low visibility, thus suboptimal dissemination of scientific knowledge. This challenge is becoming increasingly important given the increasing number of scientific journals competing in the global publication ecosystem [12].

In the context of managing digital based scientific journals, one journal that utilizes the OJS system is ADIMAS. This journal focuses on publishing the results of community service activities aimed at disseminating innovations, best practices, and the results of social activities that provide direct benefits to the community [13]. As a journal that utilizes a digital platform, ADIMAS has great potential to expand the dissemination of scientific publications through the use of effective digital branding strategies. As a journal that utilizes a digital platform, ADIMAS has great potential to expand the dissemination of scientific publications through effective digital branding strategies [14]. However, to ensure that the resulting publications can reach a wider audience, an evaluation of the digital branding strategies implemented in the management of the journal is necessary [15]. Therefore, this study was conducted to examine how digital branding strategies are applied to OJS based journals and how these strategies can improve the dissemination of scientific publications [16].

Based on this background, the research problem formulation in this study is how digital branding strategies are applied to OJS based journals, specifically the ADIMAS journal, and how these digital branding strategies affect the dissemination of scientific publications produced by the journal. In line with this problem formulation, the purpose of this study is to evaluate the digital branding strategies applied to OJS based journals and analyze the influence of these strategies on increasing the dissemination of scientific publications. This research is expected to provide both theoretical and practical contributions. Theoretically, this research can enrich the study of the concept of digital branding in the context of managing digital based scientific publications. Meanwhile, practically, this research can provide strategic recommendations for scientific journal managers in developing more effective digital branding strategies to increase the visibility and dissemination of scientific publications in the era of digital scientific communication [11].

2. LITERATURE REVIEW

The development of digital technology has driven significant changes in the way academic organizations manage and disseminate scientific publications. In the modern scientific communication ecosystem, a journal success is determined not only by the quality of its published articles but also by its ability to build

digital visibility and reputation [13]. Therefore, a digital branding strategy is a crucial approach to enhancing the competitiveness of scientific journals in the digital era. Furthermore, the dissemination process of scientific publications is also a key factor in ensuring that research results reach a wider audience and deliver significant academic impact. In this context, the use of digital journal management systems such as OJS is crucial in supporting journal management and expanding the online distribution of scientific articles.

2.1. Digital Branding Concept

Digital branding is a strategy used to build an organization identity and image through digital platforms. In the context of scientific journals, digital branding includes managing website appearance, visual identity consistency, the use of structured metadata, and integration with social media and search engines. Digital branding plays a crucial role in increasing a journal recognition within the academic community and strengthening its scientific reputation. The role of branding in digital organizations extends beyond visual aspects to how the organization consistently and engagingly conveys information. In scientific journal management, digital branding can help increase author and reader trust, expand the reach of publications, and increase the citation potential of scientific articles [15].

In the context of scientific journal management, digital branding can also be strengthened through e-WOM. Positive digital interactions, such as article sharing, author testimonials, user generated content, academic community engagement, and research collaboration, help improve journal credibility, increase online visibility, and expand the dissemination of scientific publications. Therefore, e-WOM serves as a supporting strategy for implementing digital branding in OJS based journals [17].

2.2. Electronic Word of Mouth Strategy

Electronic communication has become an essential mechanism for disseminating information and influencing user behavior across digital platforms. Within this context, e-WOM refers to the process by which users share opinions, experiences, and recommendations through digital platforms. In the context of academic journals, e-WOM plays an important role in increasing publication visibility by encouraging article sharing, author testimonials, community engagement, and collaborative promotion among researchers. Compared with traditional promotion, e-WOM enables information to spread rapidly across digital networks and reach broader academic audiences [17].

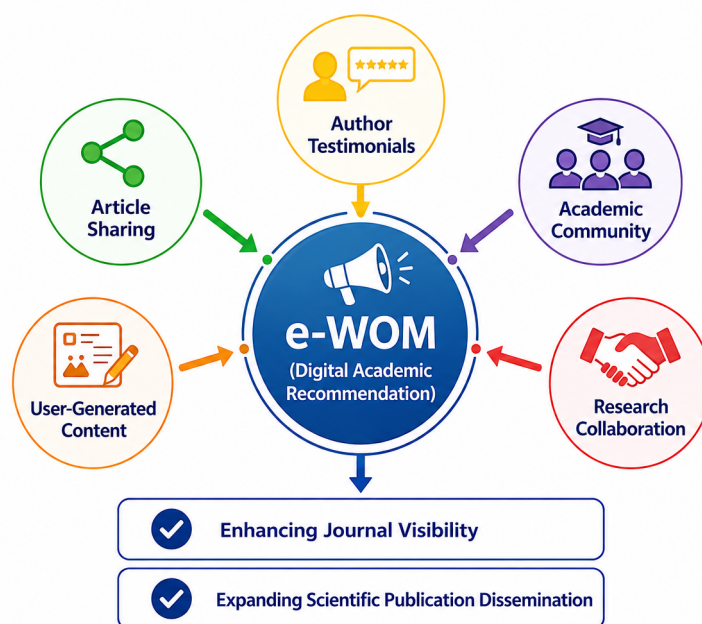


Figure 1. Proposed e-WOM Framework

Figure 1 presents the proposed e-WOM strategy model developed in this study to explain how digital interactions can enhance the visibility and dissemination of scientific publications in OJS based journals

[18]. The framework consists of five interrelated components including article sharing, user generated content, author testimonials, academic communities, and research collaboration. Each component represents a distinct dimension of digital engagement that contributes to strengthening journal branding, expanding publication reach, and fostering communication among researchers and academic stakeholders. Through the integration of these components, the proposed framework emphasizes that effective e-WOM practices not only improve journal visibility across digital platforms but also encourage broader dissemination, greater academic participation, and stronger collaboration within the scientific community.

2.3. Dissemination of Scientific Publications

Dissemination of scientific publications is the process of communicating research findings to the academic community and the wider public to promote knowledge exchange and scholarly advancement. As a core component of scholarly communication, it enables researchers to share scientific knowledge through journals, conferences, and digital platforms [19]. Effective dissemination ensures that research outputs are accessible, discoverable, and able to reach broader audiences, thereby increasing their academic value and societal impact [20].

Article visibility is a key factor in the success of scientific publication dissemination. Several factors influence visibility, including SEO, metadata quality, journal indexing, and digital promotion [21]. Greater visibility increases the likelihood that articles will be read, shared, and cited by other researchers. In addition to these factors, dissemination is increasingly supported by e-WOM, where articles are shared, recommended, and discussed through academic communities and digital platforms. These interactions strengthen journal visibility, expand publication reach, and enhance the overall dissemination of scientific publications [22].

2.4. Digital Journal Management System

A digital journal management system is a platform designed to support the editorial workflow and online publication of scientific articles in an integrated and efficient manner. One of the most widely used systems is OJS. The platform provides comprehensive features that facilitate manuscript submission, peer review, editorial management, copyediting, layout editing, and online publication. In addition, OJS supports metadata management, digital archiving, and user administration, enabling journal managers to improve editorial efficiency, maintain publication quality, and ensure a more transparent and standardized publishing process [23].

Beyond supporting editorial activities, OJS plays an important role in increasing the visibility and dissemination of scientific publications. The platform enables integration with various scientific indexing services, digital repositories, and search engines, allowing published articles to reach broader academic audiences [24]. Furthermore, OJS facilitates the implementation of e-WOM by improving article accessibility, encouraging content sharing, exposing structured metadata, and supporting integration with external communication platforms. These capabilities strengthen digital branding, enhance journal visibility, promote greater engagement among researchers, and contribute to the wider dissemination and impact of scientific publications.

2.5. Previous Research

Although previous studies have demonstrated that digital branding, SEO, social media utilization, and OJS contribute to improving journal visibility, these studies generally examine each strategy separately [25]. Limited attention has been given to integrating the e-WOM framework into the evaluation of digital branding for scientific publication dissemination. Therefore, this study addresses this research gap by combining digital branding with the e-WOM framework to evaluate how digital interaction supports the dissemination of scientific publications in OJS based journals. The following is a summary of previous research that is relevant to this research:

Table 1. Previous Research on Digital Branding and Dissemination of Scientific Publications

No	Writer	Year	Research Focus	Method	Key Findings
1	Smith & Johnson	2020	Digital branding in journals	Qualitative	Increase journal visibility.
2	Lee et al.	2021	Dissemination of scientific publications	Bibliometrics	Increase the number of citations.
3	Kumar & Patel	2022	Journal visibility	Case study	SEO improves article accessibility.
4	Rahman et al.	2023	Social media in journals	Survey	Expanding the dissemination of publications.
5	Wang & Chen	2024	Digital journal system	Comparative	OJS improves journal management.

Based on Table 1, previous studies have primarily investigated journal visibility, SEO, social media utilization, and OJS implementation separately. Although these studies provide valuable insights into digital journal management, they rarely integrate e-WOM as a digital branding strategy. Most previous studies focus on only one aspect of digital promotion, such as SEO or social media, without comprehensively evaluating how e-WOM components contribute to strengthening digital branding and improving publication dissemination. Therefore, this study fills the existing research gap by integrating digital branding theory with the e-WOM framework to evaluate the dissemination of scientific publications in OJS based journals.

3. RESEARCH METHOD

Research methodology is a crucial step used to explain the approach, objectives, data collection techniques, and analysis methods used in the research [26]. In this study, the methodology was designed to evaluate digital branding strategies in journals based on digital journal management systems and analyze their impact on the dissemination of scientific publications. The approach used is tailored to the characteristics of the research, which focuses on systems analysis and digital strategies in scientific journal management and supports SDG 4 quality education and SDG 9 industry, innovation, and infrastructure [27].

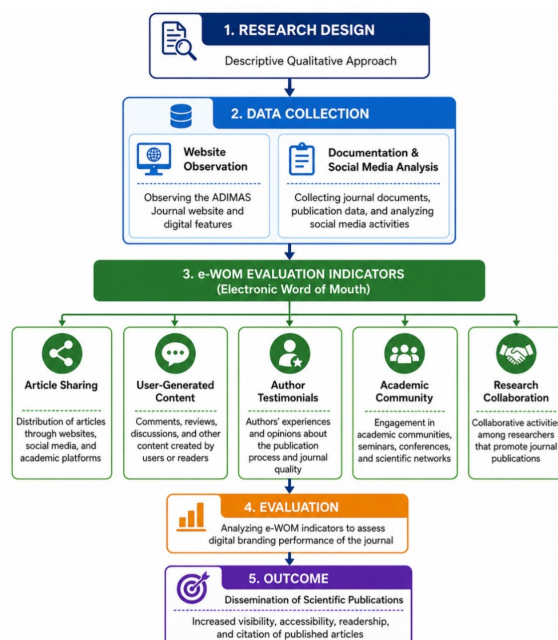


Figure 2. Research Methodology Based on the e-WOM Framework

Figure 2 illustrates the research methodology used in this study. The research employed a descriptive qualitative approach through website observation, documentation, and social media analysis. The collected data were evaluated using the five e-WOM indicators, namely article sharing, user generated content, author testimonials, academic community engagement, and research collaboration. The evaluation results were then used to assess digital branding performance and its influence on the dissemination of scientific publications in the ADIMAS Journal.

3.1. Research Object

The object of this research is the ADIMAS Journal, a scientific journal managed using the OJS system. This journal focuses on publishing the results of community service activities and has a digital platform used to manage the editorial process and publication of scientific articles. The selection of the ADIMAS journal as the research object is based on its relevance to the research topic, namely as an OJS based journal that has the potential in developing digital branding strategies to increase the dissemination of scientific publications and The selection of ADIMAS Journal is based on its relevance as an OJS based journal with potential for developing digital branding strategies to improve scientific publication dissemination.

3.2. Data Collection Techniques

Data collection in this study was conducted using multiple techniques to obtain comprehensive and reliable information regarding the implementation of digital branding and e-WOM strategies in the ADIMAS Journal [28]. The selected methods were designed to capture both the technical aspects of journal management and the digital interactions that support scientific publication dissemination [29]. By combining several complementary data collection techniques, this study aimed to provide a systematic evaluation of the journal digital branding practices and their contribution to enhancing publication visibility and dissemination [30]. The data collection methods employed in this study included the following:

- **Journal Website Observation**
This observation was conducted to identify the implementation of digital branding and to evaluate e-WOM practices, including article sharing facilities, accessibility of publication information, and interaction features available on the journal website.
- **OJS Feature Analysis**
Reviewing the use of features in OJS, such as article metadata, navigation systems, archive management, and integration with scientific indexing systems.
- **Journal Social Media Analysis**
Social media analysis was conducted to evaluate e-WOM implementation through article dissemination, audience engagement, user generated content, and interactions among researchers within digital academic communities.
- **Publication Data Documentation**
Documentation was used to support the evaluation of e-WOM indicators by collecting publication statistics, article dissemination records, journal activities, and other relevant supporting documents.

3.3. Technique Analysis Data

After the data collection process was completed, the collected data were systematically analyzed to evaluate the implementation of digital branding and e-WOM strategies in the ADIMAS Journal [31]. The analysis began with a descriptive analysis to examine the implementation of digital branding practices and identify how e-WOM strategies were applied to support journal visibility and scientific publication dissemination [32]. Subsequently, the collected data were evaluated using five key e-WOM indicators, namely article sharing, user generated content, author testimonials, academic community, and research collaboration, to assess the effectiveness of each component in supporting digital engagement.

The findings from the e-WOM indicator evaluation were then analyzed to determine their contribution to the overall digital branding performance of the journal [30]. Finally, a dissemination analysis was conducted to examine how digital branding and e-WOM practices influenced the dissemination of scientific publications through improvements in journal visibility, article accessibility, and publication reach [32]. This analytical approach provided a comprehensive understanding of the relationship between digital branding strategies and the effectiveness of scientific publication dissemination [33].

4. RESULTS AND DISCUSSION

The development of the digital scientific publication ecosystem requires academic journals to rely not only on technology based management systems but also on optimizing digital branding strategies to increase the visibility and dissemination of scientific publications [34]. In this context, the existence of journal management platforms such as OJS is a key foundation in supporting the online editorial and publication process. However, the effectiveness of scientific publication dissemination is determined not only by the existence of such systems but also by the ability of journal managers to utilize digital strategies to strengthen the journal presence and reputation in the global academic environment [35]. One example of the implementation of an OJS based journal is the accredited ADIMAS Journal. SINTA 5, indicating that this journal has met national quality standards in scientific publications, but still has the opportunity to increase visibility and competitiveness at a broader level through optimal digital branding strategies [36]. This results and discussion section aims to comprehensively analyze the implementation of digital branding strategies in OJS based journals using the ADIMAS Journal as a case study. The analysis was conducted by examining the journal profile, the application

of digital branding elements, and the level of dissemination of the resulting scientific publications. Furthermore, the results of this study are also linked to digital branding theory and previous research findings to provide a deeper understanding of the role of digital strategies in increasing the visibility and distribution of scientific publications. With this approach, it is hoped that the research will provide a clear picture of the effectiveness of digital branding in supporting scientific journal management in the digital era and serve as a basis for developing strategies to improve journal quality towards a higher level of accreditation [37].

4.1. Journal Profile and Management System

ADIMAS Journal is a scientific journal dedicated to publishing the results of community service activities across various disciplines, including education, social development, technology, and community empowerment [38]. The journal is managed using OJS, which supports an integrated editorial workflow covering manuscript submission, peer review, editorial decision making, copyediting, and online publication. This integrated system enables editors, reviewers, and authors to collaborate efficiently throughout the publication process while ensuring transparency, consistency, and quality in scholarly publishing [39]. As a result, OJS has become an essential platform for supporting the sustainable management of scientific journals [34].

In addition to streamlining editorial management, OJS facilitates article archiving, metadata management, and integration with scientific indexing services, thereby improving the accessibility and discoverability of published articles. These features enable research outputs to reach wider academic audiences and increase opportunities for citation and scholarly engagement [40]. However, the effectiveness of scientific publication dissemination depends not only on the use of OJS but also on the implementation of appropriate digital branding strategies. Through digital branding supported by e-WOM activities, journals can encourage article sharing, strengthen interactions within academic communities, enhance journal visibility, and expand the dissemination of scientific publications across digital platforms.

4.2. Implementation of Digital Branding

The implementation of digital branding was evaluated qualitatively using the e-WOM framework to examine how digital communication strategies contributed to enhancing journal visibility and the dissemination of scientific publications. The evaluation focused on interpreting the effectiveness of the journal digital branding practices across five key dimensions including article sharing, user generated content, author testimonials, academic community, and research collaboration. Each dimension was analyzed to assess its role in promoting digital engagement, encouraging interaction among academic stakeholders, strengthening journal credibility, and expanding the reach of scientific publications through various digital communication channels. The findings from this evaluation provided a comprehensive understanding of the strengths and areas for improvement in the journal digital branding strategy.

4.2.1. Journal Website

The ADIMAS website serves as the primary platform for implementing the Article Sharing indicator within the e-WOM framework. Through the OJS, published articles are openly accessible, allowing authors, readers, and researchers to share scientific publications more easily. This supports digital branding by increasing article accessibility and strengthening journal visibility.

4.2.2. Visual Identity (Supporting Author Testimonials)

The ADIMAS Journal has established a consistent visual identity through its logo and website design. A professional visual identity enhances the credibility of the journal and strengthens positive perceptions among authors. This condition supports the Author Testimonials dimension of e-WOM because authors are more likely to recommend and share their publication experiences when they perceive the journal as trustworthy.

4.2.3. Social Media (User Generated Content and Academic Community)

Social media serves as an important platform for implementing user generated content and academic community interactions. Although ADIMAS has utilized social media for publication promotion, user engagement remains limited. Increasing interactions such as comments, article sharing, and discussions among researchers would strengthen e-WOM and improve digital branding performance.

4.2.4. SEO and Metadata (Supporting Research Collaboration)

Metadata optimization and SEO improve article discoverability and facilitate access by researchers. Better visibility in search engines increases opportunities for citations and research collaboration, which indirectly supports the research collaboration dimension within the e-WOM framework.

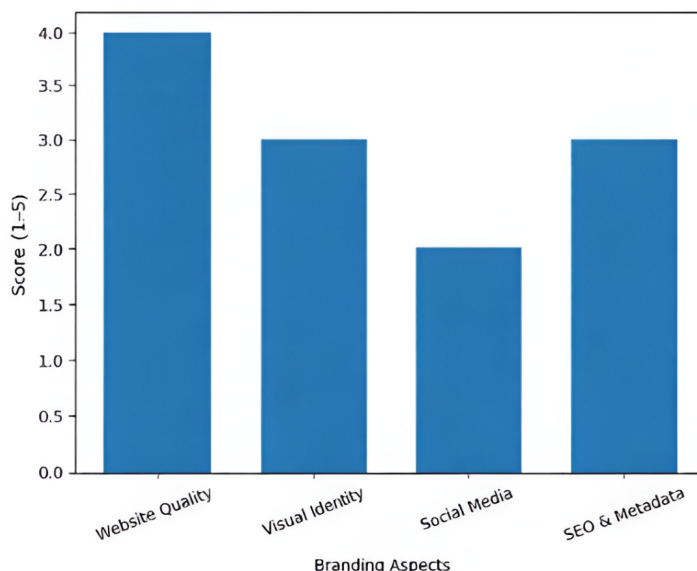


Figure 3. Evaluation of Digital Branding Based on the e-WOM Framework

Based on Figure 3, the digital branding evaluation results for the ADIMAS journal show that the website quality aspect has the highest score, indicating that the journal platform is well structured and easily accessible to users. However, social media utilization still has the lowest score, indicating that the journal has not optimized the use of these digital platforms to expand the dissemination of scientific publications. Meanwhile, the visual identity and SEO aspects are at a moderate level, indicating that improvements are still needed to strengthen the journal image and optimize article visibility in search engines [41]. Therefore, a comprehensive digital branding strategy is needed to increase the ADIMAS journal readership and the broader impact of its scientific publications [39].

4.3. Analysis of Dissemination of Scientific Publications

The results of the analysis indicate that the dissemination of scientific publications in the ADIMAS Journal is influenced by several interrelated factors, including article accessibility, reader reach, and journal indexing. Article accessibility plays a fundamental role in ensuring that published research can be openly accessed by users from different regions and academic backgrounds. By supporting the principles of open access, the journal increases the likelihood that its articles will be read, utilized, and referenced by a broader audience. In addition, wider accessibility contributes to improving the overall visibility and impact of scientific publications.

Another important factor is reader reach, which is closely associated with the journal visibility across search engines and digital platforms. Without an effective digital branding strategy, the dissemination of scientific publications is likely to remain limited to specific academic communities. Furthermore, journal indexing significantly enhances publication visibility by integrating the journal with reputable scientific indexing systems. The inclusion of articles in multiple indexing databases increases their discoverability, expands their reach to a wider academic audience, and creates greater opportunities for citation and scholarly recognition.

4.4. Discussion

The findings indicate that digital branding positively contributes to scientific publication dissemination by improving journal visibility through website accessibility, metadata quality, search engine discoverability, and content promotion. These results support Digital Branding Theory, suggesting that publication dissemination depends not only on the adoption of OJS but also on the effective implementation of digital branding

strategies. While OJS provides the technological infrastructure for journal management, its effectiveness is enhanced when combined with consistent branding activities.

Overall, this study demonstrates that digital branding plays an important role in increasing article accessibility, expanding readership, and strengthening the dissemination of scientific publications in OJS based journals. Unlike previous studies that focused on individual aspects such as social media or SEO, this research examines multiple digital branding components simultaneously, providing a more comprehensive perspective. As this study uses a qualitative descriptive approach, future research is recommended to apply quantitative or mixed method approaches to further validate the effectiveness of digital branding dimensions in supporting scientific publication dissemination.

5. MANAGERIAL IMPLICATIONS

The findings of this study imply that journal managers should view digital branding as a strategic component of journal management rather than merely a promotional activity. While OJS provides an effective technological infrastructure for editorial workflows and publication management, maximizing publication dissemination requires a comprehensive digital branding strategy. Journal managers should prioritize website optimization, structured metadata management, SEO, and a consistent digital identity to improve journal discoverability, strengthen institutional credibility, and increase the accessibility of scientific publications across digital platforms.

In addition, the study highlights the importance of strengthening digital engagement through more active and sustainable communication strategies. Journal managers are encouraged to utilize social media not only as a channel for announcing newly published articles but also as a platform for building academic communities, encouraging article sharing, facilitating author testimonials, and promoting research collaboration. Integrating e-WOM practices into digital branding activities can increase audience engagement, expand publication reach beyond existing academic networks, and enhance the journal long term scientific visibility and reputation.

From a managerial perspective, the implementation of digital branding should also be supported by continuous performance evaluation and data driven decision making. Journal managers should regularly monitor key performance indicators, including website traffic, article downloads, citation metrics, social media engagement, and search engine visibility, to assess the effectiveness of their branding initiatives. The results of these evaluations can serve as the basis for refining digital branding strategies, allocating promotional resources more effectively, and developing sustainable publication management practices that strengthen the competitiveness and scientific impact of OJS based journals at both national and international levels.

6. CONCLUSION

This study evaluated digital branding strategies in an OJS based journal using ADIMAS as a case study and examined their impact on the dissemination of scientific publications. The findings indicate that digital branding contributes positively to journal visibility through website optimization, metadata management, SEO, and the utilization of digital communication channels. Although these strategies have been implemented, several aspects, particularly the consistent use of social media and the strengthening of digital identity, require further improvement to maximize publication dissemination.

The findings also demonstrate that the effectiveness of publication dissemination depends not only on the adoption of OJS as a journal management system but also on the consistent integration of digital branding strategies across multiple digital platforms. These results highlight the importance of combining technological infrastructure with well planned branding activities to improve article accessibility, expand readership, and strengthen the scientific impact of journal publications. Consequently, journal managers should adopt structured and sustainable digital branding practices as an integral part of journal management.

As this study employed a qualitative descriptive approach, the findings are based on observational evaluation rather than statistical measurement. Future research is recommended to apply quantitative or mixed method approaches to examine the effectiveness of individual digital branding dimensions, including e-WOM, social media engagement, and SEO performance, in enhancing scientific publication dissemination. Comparative studies involving multiple OJS based journals are also encouraged to improve the generalizability of the findings and provide broader insights into digital branding strategies in scholarly publishing.

7. DECLARATIONS

7.1. About Authors

Marviola Hardini (MH)  <https://orcid.org/0000-0003-3336-2131>

Mardiana Mardiana (MM)  <https://orcid.org/0000-0003-4367-9562>

Dwi Andayani (DA)  <https://orcid.org/0009-0007-1095-4093>

Eka Dian Astuti (ED)  <https://orcid.org/0009-0009-2576-4617>

Isabella Maria (IM)  -

7.2. Author Contributions

Conceptualization: MH; Methodology: MM; Software: ED; Validation: MH and DA; Formal Analysis: IM and ED; Investigation: IM; Resources: ED; Data Curation: MH; Writing Original Draft Preparation: MM and MH; Writing Review and Editing: DA and MM; Visualization: DA; All authors, MH, MM, DA, ED and IM have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

In line with our commitment to research transparency, the dataset underlying this study has been archived in the Zenodo Repository <https://doi.org/10.5281/zenodo.21858024>.

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7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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