
JOURNAL ARTICLE PUBLICATION STATEMENT

Letter Of Accepted (LoA)

Number : 396/J-SIME/Vol2/No1/2025

Dear.

R. Azka Putri Zahrah, Populasi Novita Pasaribu, Hanif Zaidan Sinaga

Thank you for submitting your best article to be published on **Jurnal Semesta Ilmu Manajemen dan Ekonomi** with the title:

**"Optimalisasi Platform Media Sosial Instagram untuk Viral Marketing
UMKM melalui Analisis Kinerja Konten dan Engagement (Study Kasus
pada Jilbrave) "**

Based on the results of the review and the decision of the editorial team, the article is declared **ACCEPTED** for publication in the **Jurnal Semesta Ilmu Manajemen dan Ekonomi** edition **Volume 2 Number 1**

Thus we submit this letter of information to be used as it should be, we express our gratitude.

No Reg : LOA20250818104316

Palembang, 18 August 2025

Editor In Chief



The authenticity of
the LOA can be
checked by scanning
the QR code on the
side!

LOA20250818104316



Muhammad Zulkarnain, S.E., M.Si.

Publisher :

Lembaga Penelitian dan Pengembangan Pustaka Cendekia

Jl. Sei Sahang, NO. 5296, Kec. IB 1, Kel. Lorok Pakjo, Kota Palembang

0895404313613 / 081274887803

admin@jurnalpustakacendekia.com