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Evaluating The Impact of Social Media Sentiment on University Enrollment Decisions Using Machine Learning Classifier

Painem Painem, Hari Soetanto, Achmad Solichin, Anju A Nair

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Submissions

Evaluating The Impact of Social Media Sentiment on University Enrollment Decisions Using Machine Learning Classifier

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Submission

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Round 1



Round 1 Status

Submission accepted.

Notifications

[INFOTEL] Editor Decision	2025-11-12 12:42 PM
[INFOTEL] Editor Decision	2026-01-06 04:33 PM
[INFOTEL] Editor Decision	2026-02-28 05:46 PM

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iin lin <painem@budiluhur.ac.id>

[INFOTEL] Editor Decision

1 pesan

Dr Andi Prademon Yunus <infotel@ittelkom-pwt.ac.id>

12 November 2025 pukul 11.42

Kepada: Painem Painem <painem@budiluhur.ac.id>, Hari Soetanto <hari.soetanto@budiluhur.ac.id>, Achmad Solichin <achmad.solichin@budiluhur.ac.id>, Anju A Nair <anju2775@acharya.ac.in>

Painem Painem, Hari Soetanto, Achmad Solichin, Anju A Nair:

We have reached a decision regarding your submission to JURNAL INFOTEL, "Evaluating The Impact of Social Media Sentiment on University Enrollment Decisions Using Machine Learning Classifier".

Our decision is: Revisions Required

Please submit your revision file include:

1. Revisions Form [download](#)
2. **Please indicate your revision with a highlight in a different color**

--The deadline for submitting the revised results is a maximum of 14 days--Dr Andi Prademon Yunus
Institut Teknologi Telkom Purwokerto
andidemon@ittelkom-pwt.ac.id-----
Reviewer A:
Recommendation: Revisions Required

A. Relevance: this paper has conformity between its content and offered topics.

Good

B. Contribution: this paper contains originality, novelty and innovation.

Fair

C. Grammar: this paper is grammatically correct, uses appropriate dictions, has clear explanation and easily to understand.

Good

D. Abstract: concise, clear, comprehensive, and readable.

Good

E. Suggestion(s):

The paper is good. However, there are some points that make to do revisions.

1. Title

Not Clear. please be more specific

2. Abstract

Add a practical contribution statement for university stakeholders.

3. Introduction

Strengthen the urgency with national-level data (e.g., DIKTI statistics on declining private university enrollments in Indonesia).

Clarify the research gap:

Many studies apply ML for sentiment analysis in Indonesia.

Very few directly link sentiment trends to student enrollment decisions.

Add a novelty statement

4. literature review

Required Changes:

Shift from descriptive listing to critical comparison.

Compare at least 2–3 studies that found significant correlation vs no correlation between sentiment and consumer/student behavior.

Add relevant international literature from the last 3–5 years.

Include a "Research Gap" sub-section at the end.

5. Methodology

Required Changes:

Clarify data preprocessing steps with a flowchart.

Specify tools/libraries used (Python, Scikit-learn, NLTK, etc.)

6. Results

Required Changes: -

7. Discussion

Required Changes:

Compare findings with prior studies and explain why the correlation is insignificant (e.g., external variables influence).

Provide a practical discussion on what these results mean for university marketing teams.

Address limitations (small dataset, only Twitter, single university case study).

8. Conclusion

Required Changes:

Reiterate both scientific and practical contributions.

Give future research recommendations (multi-platform, multi-university, deep learning methods).

Reviewer D:

Recommendation: Revisions Required

A. Relevance: this paper has conformity between its content and offered topics.

Bad

B. Contribution: this paper contains originality, novelty and innovation.

Fair

C. Grammar: this paper is grammatically correct, uses appropriate dictions, has clear explanation and easily to understand.

Good

D. Abstract: concise, clear, comprehensive, and readable.

Good

E. Suggestion(s):

This study conducts an evaluation titled "Evaluating the Impact of Social Media Sentiment on University Enrollment Decisions Using a Machine Learning Classifier." There are several aspects that require improvement. A detailed review is provided in the attached document.

Best Regard,

Editor-in-Chief
[JURNAL INFOTEL](#)

Andi Prademon Yunus, Ph.D



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iin lin <painem@budiluhur.ac.id>

[INFOTEL] Editor Decision

1 pesan

Dr Andi Prademon Yunus <infotel@ittelkom-pwt.ac.id>

6 Januari 2026 pukul 15.33

Kepada: Painem Painem <painem@budiluhur.ac.id>, Hari Soetanto <hari.soetanto@budiluhur.ac.id>, Achmad Solichin <achmad.solichin@budiluhur.ac.id>, Anju A Nair <anju2775@acharya.ac.in>

Painem Painem, Hari Soetanto, Achmad Solichin, Anju A Nair:

Letter of Acceptance (LoA)

=====

On behalf of the Editor, we are pleased to inform that your submission to JURNAL INFOTEL, "Evaluating The Impact of Social Media Sentiment on University Enrollment Decisions Using Machine Learning Classifier" **is Accepted**

Here are some important things we would like you to do in relation to manuscript acceptance:

1. Please kindly complete the payment by below scheme
 - The cost paid by the Author with Indonesia citizenship is Rp 2,500,000 (IDR)
 - The cost paid by non-Indonesia citizens is \$150 (USD)

The payment should be transferred to the following
Virtual Account (VA) Number: 8321066202500002
Name: Pembayaran Registrasi Jurnal INFOTEL TUP
Bank: BNI (Bank Negara Indonesia)

2. Confirm your payment through our email on: infotel@ittelkom-pwt.ac.id by uploading the scan of the receipt of payment and put remarks for any details we need to concern.
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4. Please send all **high-resolution figure files** of your article to infotel@ittelkom-pwt.ac.id

We thank you a lot for your participation and again congratulate you for your achievement, we are looking forward to seeing you at the next issue

Dr Andi Prademon Yunus
Institut Teknologi Telkom Purwokerto
andidemon@ittelkom-pwt.ac.id

Best Regard,

Editor-in-Chief
[JURNAL INFOTEL](#)

Andi Prademon Yunus, Ph.D



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