

# BUKTI KORESPONDENSI

Judul : Tinjauan Literatur Kesenjangan Kredibilitas Merek: Penurunan Kepercayaan Merek Massal, Hipokrisi Korporat, dan Strategi Autentisitas Niche sebagai Respons Kompensasi Konsumen

Penulis : Nurmoko, A. H., & Heru Wahyudi

Afiliasi : STIE YKP Yogyakarta & Universitas Pamulang

DOI : <https://doi.org/10.55606/jupsim.v5i1.6020>

## 1. Bukti submission

The screenshot shows the 'Production' stage of a submission workflow in a journal management system. The submission is titled '2-Adita Baru.docx' and was published on November 25, 2025. The 'Pre-Review Discussions' table shows the following entries:

Name	From	Last Reply	Replies	Closed
Comments for the Editor	adityahera 2025-11-25 10:43 AM	-	0	<input type="checkbox"/>
[JUPSIM] Editorial Assignment	viktorgayuh 2025-11-26 10:45 AM	-	0	<input type="checkbox"/>
Peninjauan Awal	viktorgayuh 2025-11-26 10:45 AM	adityahera 2025-11-28 09:36 AM	1	<input type="checkbox"/>

The screenshot shows a 'Comments for the Editor' dialog box. The participants listed are Aditya Hera Nurmoko (adityahera). The message content is as follows:

**Messages**

Note	From
Saya mengajukan manuskrip berjudul "Tinjauan Literatur Kesenjangan Kredibilitas Merek: Penurunan Kepercayaan Merek Massal, Hipokrisi Korporat, dan Strategi Autentisitas Niche sebagai Respons Kompensasi Konsumen" untuk pertimbangan publikasi di Jurnal Anda. Terima kasih atas waktu dan usaha Anda.	adityahera 2025-11-25 10:43 AM

## 2. Proses review

The screenshot shows the 'Workflow' page for a submission. The submission is titled 'Tinjauan Literatur Kesenjangan Kredibilitas Merek: Penurunan Kepercayaan Merek Massal, Hipokrisi Ko' by Nurmoko et al. The status is 'Published'. The workflow is currently in the 'Production' stage. The 'Round 1 Status' section indicates 'Submission accepted.' The 'Review Files' section shows a file named '2--Adita Baru.docx' submitted on November 29, 2025. The 'Reviewers' section shows a reviewer 'A A Gde Satia Utama' with a 'Complete' status and a recommendation to 'Accept Submission'. The 'Participants' section lists the 'Journal editor' as 'Viktor Gayuh' and the 'Author' as 'Aditya Hera Nurmoko'.

This screenshot shows the same workflow page with a modal window titled 'hasil review.' open. The modal displays the 'Participants' list: 'A A Gde Satia Utama (aagdesatautama)', 'Viktor Gayuh (viktorgayuh)', and 'Aditya Hera Nurmoko (adityahera)'. Under the 'Messages' section, a message is shown from 'aagdesatautama' dated '2025-12-06 12:42 PM' with the subject 'Hasil form review' and an attached file 'jupsim 6020.pdf'. The modal also includes 'Add Message' and 'Leave Discussion' buttons.

This screenshot shows the workflow page with a modal window titled 'Form Review' open. The 'Participants' list is the same as in the previous screenshot. The 'Messages' section shows a message from 'teguhansori' dated '2025-12-08 02:07 PM' with the subject 'JUPSIM - 6020' and an attached file 'JUPSIM - 6020.pdf'. The modal includes 'Add Message' and 'Leave Discussion' buttons.

### 3. Bukti publish

The screenshot shows the article page for 'Tinjauan Literatur Kesenjangan Kredibilitas Merek: Penurunan Kepercayaan Merek Massal, Hipokrisi Korporat, dan Strategi Autentisitas Niche sebagai Respons Kompensasi Konsumen' in the journal 'JUPSIM: Jurnal Publikasi Sistem Informasi dan Manajemen Bisnis'. The page includes the journal's logo (LPKD), ISSN numbers (E-ISSN: 2808-8980, P-ISSN: 2808-9383), and accreditation information (SINTA 5). The authors listed are Aditya Hera Nurmoko and Heru Wahyudi. The DOI is https://doi.org/10.55606/jupsim.v5i1.6020. The keywords are 'Authenticity Strategy in Niche Market, Brand Credibility Gap, and Corporate Hypocrisy'.

### 4. Tindak lanjut validasi Fakultas meliputi permintaan link publish.

Nama Jurnal: Jurnal Publikasi Sistem Informasi dan Manajemen Bisnis

Link: <https://journalcenter.org/index.php/jupsim/article/view/6020>