

Review Report ISVSej_12.02.08_ Ina Helena
Compiled from Two Reviews

Please use this number to identify the revision.

Title of paper: **Study on Islamic Cultural Tourism in Cirebon through Neuroscience**

General

This paper examines an issue related to culture of Cirebon in Indonesia. The paper is reasonably well written. However, it has some issues that need to be resolved.

Title: Title is not well composed. It does not reflect the study well. Following title is suggested: **Significant Islamic Cultural Attractions of Tourism in Cirebon Revealed through Neuroscience.**

Language: Language is reasonably good. However, there are some grammar errors in the statements. Please pay attention to language. Write short and meaningful sentences and make sure that a line of argument is constructed. Start a new paragraph when a new idea is talked about.

Formatting: This paper has some formatting issues. The template used is the right one. Sub titles must be 12 points. References must be 11 points. Please use the ISVS e-journal template to the last dot.

Abstract

Abstract is reasonably well-written. Introduction to the issue is adequate. It also says what is examined clearly. Research methods are explained well. However, conclusions are written poor: inadequate. Please produce specific conclusions arrived at based on data, as related to significant Islamic cultural attractions of tourism in Cirebon. Name them and explain what they are and why they may be attractive.

Paper

1. **The introduction:** Introduction is written reasonably well, in terms of introducing the issue. It rightly explains that the interest in cultural heritage of Indonesia is largely abandoned by the young people, although Cirebon still attracts cultural tourists. It argues that without timely action, cultural heritage risks permanent loss, meaning that a significant part of Indonesia's history and culture could disappear. It says that Cirebon's primordial Islamic culture can be presented through visual media, such as short films about the historical space and traditional Cirebon Mask Dance. However, the paper does not say what the problem is, in doing so, although this is a good issue. It should not attach methods to the aims as it says that 'this research investigates how tourists engage with Cirebon's Islamic culture through a neuroscience approach, utilizing Electroencephalography (EEG)'. Simply say what it investigates. Aim is poorly written. It says that 'the aim is to describe tourists' interest in Cirebon's Islamic culture'. Moreover, there are no objectives. Describing cannot be an aim.

Please note that aims are noble, unmeasurable, long term, almost-impossible-to-fully-achieve expectations while objectives are practical, measurable, short term, achievable intentions. Objectives must be always listed starting with 'To'. The introduction must end with them. What is written as aim is an objective. There should be preferably only one aim, which should be noble, unmeasurable, long term, almost-impossible-to-fully-achieve expectations.

2. **Theoretical Framework:** This paper must present a theoretical discussion about 'Islamic culture', 'tourism' and 'neuroscience', and any other theoretical notions explored in this paper. It must refer to the most outstanding theoreticians who have articulated these ideas. A theoretical framework must be produced employing the voice of the authors with statements such as 'according to Godman (1999), or Lawrence (2000) argues, instead of the author making statements and putting references within brackets. The author of this paper cannot theorize because she/he is not a theoretician. Currently, there is nothing written.

The concepts are unknown to readers and in any research, the key concepts must be defined and any theoretical articulations offered previously must be presented.

3. Review of Literature:

A review of literature should discuss the major research that have examined the issue previously, to show the status of current knowledge and where the gaps of knowledge exists. The issue here is the 'significant cultural attractions of tourism' in general. The review should not be only about the research on Cirebon or Indonesia, but general and then be specific about Indonesia and Cirebon at the end. Demonstrate the current knowledge and where the gaps of knowledge exist.

A review of literature must be written employing the voice of the authors with statements such as 'according to Oliver (1999), or Rapoport (1969) points out, instead of the authors making statements and putting references within brackets. It should be a 'critical review'. Please see 'how to write a review of literature' in the ISVS e-journal web site and follow suit. Write in the present tense because it discusses current knowledge. Sum up at the end and show what the status of current knowledge is and where the gaps of that knowledge exist. 12-15 references are needed. Currently, there is no review of literature at all. This is not acceptable.

4. Research Methodology: This is done well. The research employs a neuroscience method, measuring brain activity in response to visual stimuli. 14 respondents have been chosen but it does not say how they were selected.

Research methods and data gathering techniques must be explained in such a way that another person can carry out the same task and see if they will get the same results. That is the test of science. This paper provides reasonably detailed information. However, the present discussion lacks some details as to when this experiment was done, and how the respondents were chosen. How long was the duration of the video?.

The discussion abruptly ends with a figure. This figure is not useful at all.

After the methodology, the Palace and the Cirebon Islamic culture mask dance must be introduced separately demonstrating how they represent Cirebon culture.

5. Findings: Currently, findings are named as results which is OK, given the fact this is more like a science experiment. However, the first two paragraphs are still explaining and justifying the research method, talking about videos and cultural attractions which should not be under results. It talks about the authenticity of the images in the video. These are not results. All the material up to the end of Fig. 6 must be part of the research methods and not part of the results.

Results must begin with the sub title 'Results of Brain Wave Channel Mapping in Response to the Islamic Cultural Attraction in Cirebon. However, even after this sub title, it is still describing the research method. Therefore commence Results after the Figure 8. It talks about channels but does not say what a channel is. This is why the theoretical framework is needed, where the ideas arising from Neuroscience should be defined and clearly explained.

Brain Channel mapping seems to not relate to any tourist attractions but general culture, although this was the intention. The aim is to describe tourists' interest in Cirebon's Islamic culture represented by places or activities.

In the results and analysis, the parietal lobe has been active. It says that the parietal lobe is involved in processing sensory information such as touch, temperature, size, shape, and spatial awareness. The analysis showed that the respondents were reacting to the surroundings where they were seated.

It is noted that all the lobes except the parietal lobe responded to the stimulus. This discussion is well presented.

6. Discussion: This should discuss the findings of this research with other research that have examined the same issue using other methods and what the findings mean and what their implications are. There is no such discussion in this paper.

7. Conclusions: Inadequate. The writing mostly summarize what this research did. It says that this study highlights the prominent activation of the Frontal Lobe during the visual stimulus. 'Highlight' is not a conclusion. It also says that 'This study demonstrates how EEG can measure real-time brainwave responses to spatial and cultural attractions'. This is true and was known even before this research was done. That is why it was employed as a method. Hence, it is not a conclusion. In any case, this research was not conducted to establish if EEG can measure real-time brainwaves. Its intention was to identify and confirm the significant Islamic cultural attractions of Tourism: it tested if the palace and the dance were good cultural attractions and that is what this research confirms.

8. Conclusions must relate to the issue of Islamic culture (represented by the building and the dance) being either good attractions or not. Be specific. Making general statements is not acceptable as conclusions. Please discuss the strengths and weaknesses of this research after the conclusions separately.
9. **References:** References are well done. Remove the words Vol. and PP. make sure that they are complete and listed according to the alphabetical order.

Follow the template to the last dot.

Final Decision: Major Revisions

Summary of the overall observations of the paper:

This is a very valuable paper that could potentially make a significant contribution to knowledge about the significant Islamic cultural attractions of tourism in Cirebon. The research employs neuroscience to revealed brain activities to map out how tourists react to images of selected cultural artefacts: a palace and images of a dance. The paper presents the experiment of showing the tourists these artefacts through a selected video comprised of images and then measures how the brain activity is happening. However, it needs major revisions to bring this knowledge to be meaningful and cohesive supported by clear findings.

Abstract is not written well; the conclusions are inadequate. Research methodology is well done although some details such as the tourists and how they were selected are missing. Conclusions are inadequate. Introduction needs to end with proper aims and objectives. Introduce a proper theoretical framework, and write a proper review of literature.

The research methodology is explained well although some details are missing in terms of how the tourists were selected. Findings continue to explain the method, but the link between the brain activities and the images of places and the artefacts is not established well.

Write the conclusion with only the specific conclusions arising from the findings related to the places and artefacts that represent Bahraini culture. Do not make general statements about what the paper did. This should not be 'concluding remarks' but 'conclusions derived and substantiated by data'.

At the end, discuss the strengths, weaknesses and limitations of this research. Re-examine and reproduce the references to be compatible with the ISVS e-journal template/standards.