



**SDI Review Form 1.6**

Journal Name:	<a href="#">Asian Research Journal of Arts &amp; Social Sciences</a>
Manuscript Number:	Ms_ARJASS_54576
Title of the Manuscript:	THE ATMOSPHERE OF INFINITY MIRRORED ROOM (A WORK OF YAYOI KUSAMA) AS THE BRANDING OF MUSEUM MACAN IN JAKARTA
Type of the Article	Case study

**General guideline for Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

**PART 1: Review Comments**

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<b>Compulsory</b> REVISION comments	<p><b>The paper needs language review.</b></p> <p><b>Abstract:</b></p> <p>One of the well-known artists in the world, Yayoi Kusama, successfully hypnotizes the visitors of <i>Museum Macan</i> with the works shown. From his art works, there is a contemporary installation that is the hallucination of the mental disorder suffered. He named his work as Infinity Mirrored Room. The room atmosphere made has been copyrighted by museums all over the world; one of them is <i>Museum Macan</i> in Jakarta. The management party not only promotes this installation to the media, but also makes it as the city branding of <i>Museum Macan</i>. The research is interested in conducting a research (recommended rephrasing, there are two identical words in the same sentence) by using qualitative method (adding "a" or methods in plural) through (the/a) description process and analysis through interview techniques directly in the museum to the visitors, museum assistants, and security officers and documenting it in form of photos. The result of this research shows that the implementation of the atmosphere by using Barry and Evans's theory is able to realize the City Branding Image of <i>Museum Macan</i> based on Anholt theory.</p> <p><b>Introduction</b></p> <p>Infinity Mirrored Room is one of the works of Yayoi Kusama which expresses his soul brilliance delivered in form of installation. Every works of Yayoi is the expression of a hallucination caused by his sight disorder <del>suffered</del> (or the sight disorder that he had suffered). However, Yayoi is able to control the hallucination by expressing it in creativity. The creation of Yayoi obtains extraordinary appreciation both in international and in Indonesia in every exhibition conducted. Infinity Mirrored Room is in form of room installation which is narrow, mirror-wall, and LED-lighted with various colors. If the visitors come to this room, they will feel like in a limitless room and in a space atmosphere. However, unfortunately, to enter this room, the visitors only have 30 seconds for one-time entrance. If the visitors are not satisfied yet, they can enter this room by having a queue again in the line as the beginning. The creation (production?) of creative (a creative/ imaginative) room with this kind of atmosphere is (was?) never there (conceived/ represented?) in a gallery or in other museums. This Infinity Mirrored Room extremely attracts (attracts extremely) the people's attention especially millennial generation to come and to feel its sensation in it. They also look for prestige to post on their social media especially <i>Instagram</i>. Their posts will invite other <i>Instagram</i> followers to come to the location.</p> <p><b>And so on...</b></p> <p><b>Within references, the Instagram accounts used may be also listed.</b></p>	
<b>Minor</b> REVISION comments		
<b>Optional/General</b> comments	The paper addresses an interested and modern subject, has good method and provides conclusions and remarks.	



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PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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