2nd Draft

I have always been a curious kid since I was young, growing up around family members who were all successful due to being in the business industry. This made me want to go in the opposite direction since everyone was doing the same thing, but when I was in my 3rd grade in elementary school, we had an activity to sell treats to the older students. I received one of the most significant amounts of money compared to my peers, and the exhilarating feeling I experienced had gotten me hooked. I continued to sell drinks towards my classmates until I was in 6th grade when it was then banned, and only students who were in senior grade could sell things for the fundraiser. The constant curiosity and amazement I felt when I successfully sold a product were addicting, like eating chocolate. I continued researching business as I tried working at my parent's store as a cashier to enhance my experience in the business industry. Being in the business industry made me realize that the ability to be a creative person yet still have a logical aspect made me want to continue to pursue this as my major. Helping others by donating to orphanages and raising money to enhance the mental health industry is one of the things I want to do in the future as I continue to pursue this degree in Business Management.

In my second year of high school, I had the opportunity to do an internship with Skitchen as a marketing intern. Learning about the world of Digital Marketing and how to enhance the webpage, focusing more on SEO and SEM. Wanting to grow more in my knowledge of the world of Digital Marketing, I joined several online courses like Revou and Sydney Romantics. Then we were able to enhance the clicks on the website, using the optimization of keywords using the AIDA formula in grabbing the attention of the reader with the heading and the subheading, using or interesting facts connecting the audience in a personal way, how content can solve their problems, and enhance user experience like table of content. It increased from 15 clicks per day to 180 clicks in the past 28 days. Through this opportunity, I learned the ability to enhance my ability to research and communicate as I had to communicate with the other marketing team and present ideas on how to improve our SEO and SEM. This helped in bringing our target audience to purchase our product but also helped in broadening our market as well.

My interest continued to grow and I decided to take part in an organization called What’s Going On as a Public Relations coordinator. The organization itself has a purpose of wanting to connect youths around the world through media, community, and activism. Being a part of the Public Relations team, we have to handle proposals and also planning for the post in our Instagram stories. In order to create an effective plan that would gain interaction, we researched ideas like doing Instagram Lives and Questions and Answers which helped us in increasing our interaction to 15% from a mere 5%. This helped me in gaining new insights in solving problems as a community and also understanding how to create proposals which helps in building my skills as I had to organize the meetings and create ideas on our posts.

Aside from my experience and curiosity into the world of digital marketing I wanted to expand my knowledge on the world of finance as it was one of the major subjects to learn in business management, I had the opportunity to volunteer in managing the money at a bazaar where we tried to gain money for our temple through working together with local restaurants. The event was held for three days in the summer where the first day was when the crowd was at an all time high. It was very hard at first since the crowd never stopped and it kept continuing on so I created a system where the orders were all place in numerical order so it would match to the receipt to the one the customer have as we would just check the number when he held back the receipt and it from the first to the last order. Handling money in this situation would always be hard but using analytical skills that I gained in my class I understood the importance of being accurate. Problem solving skills and finance is important skills needed in business management because in life itself we need to break down our problems which may seem very difficult but we are able to solve with our abilities and hardwork which applies as well to the business industry.

Wanting to enhance my ability and knowledge around the world of business, I began to join competitions on business. I joined the INCEPTION marketing competition which were created to be in groups of three. We were told to solve a business case about a travel agency give the profile of the company called Jet Set Travels in where they are experiencing a slump after the pandemic and we were give a marketing budget of $50,000. We were given seven questions which we had to answer to solve the problem one of which included creating a marketing plan for the business for the next five years and a financial report on the budget and the risk of failure. Our team had to meet three times in a week which was quite hard to manage due to our different schedules so when we met we discussed for at least three hours long which made me realize how important it is to work efficiently. We used different formula in order to create the risk of failure on the plan which was quite a learning curve since I was not used to doing financial reports. It taught me how to create a financial spreadsheet counting the risk of failure and have a good estimation when it comes to prices which supplies me with the knowledge in organizing spreadsheets for a business in handling the money or the finances.

As Covid has heavily impacted us in our community, so is the people's mental health. According to UNICEF figures, at least one in every seven children is directly harmed by quarantine, and 1.6 billion children are affected by the stoppage of the teaching and learning process. Mental health is a huge issue that has never been effectively solved here in Indonesia as a person who would want to expand in the business industry but also help towards the social impact of mental health. The opportunity to study in the UK provides everyone with mental health help, especially for students provided in every school. The opportunity that I have to learn from this and be able to bring it to Indonesia as a business to which can help further expand the mental health awareness of people in Indonesia