**6.  Think about an academic subject that inspires you. Describe how you have furthered this interest inside and/or outside of the classroom. → Business Management**

Seeing so many online stores and studying business management made me think of the possibilities of whether I could be one of the people behind those stores too. The answer was, “yes,” as my business management teacher taught me the basic steps in starting my own business and encouraged me to experiment on it. This is why business management is exciting: I could immediately test out my idea to the potential target market.

But first, I need to obtain the essential skills. Upon hearing about recruitments for my school’s marketing internship, I immediately jumped onto the opportunity to learn more about the key parts of how to sell a product. I was able to learn the importance of knowing one’s target market and how to reach them. I expanded this knowledge further through my second internship with the e-commerce company SIRCLO to learn how to take advantage of e-commerce in this digital age to open a business easily.

Learning about e-commerce made me aware about how simple it was to open a store, which prompted me to open a clothing store online based on my personal interests in fashion. Lessons from business management in school taught me that businesses could act as a tool to solve issues, thus I aimed to minimize fashion waste through my store. I used this opportunity to sell sustainable clothing, such as vintage clothes and upcycling my old shirts into headbands to provide more unique products.

Relating back to lessons on using business to provide solutions, I was able to do so through my participation in business competitions. First by developing a product idea of a lip balm made out of seaweed to make use of maritime resources in my first competition. Then having the opportunity to create and present my second product, EduBee, which are educational games to help children improve their reading and counting skills in my second competition.

My path into business management has provided me with knowledge and experience in e-commerce, marketing, and product development. Not only that, my journey has also inspired me to continuously find solutions to help make people’s life more convenient while simultaneously promoting sustainability in the future. Thus, I’m excited to gain more business management skills and experiences in college.

**7. What have you done to make your school or your community a better place?**

I was lucky that the COVID-19 pandemic hit when I was 14. I had learned enough to know how to adapt to the changes quickly, but my 4 year old cousin was not so lucky. This was such a pivotal stage of development in his life, but learning virtually was hardly effective in honing his skills.

It was a difficult time for him, but also equally difficult for my aunt who struggled to assist his learning as he was a hyperactive child who found gadgets more interesting. Upon conducting a survey to 30 parents, I found that this was a common problem for other children. I became interested in finding a way that would allow children to learn effectively in an engaging way to make them motivated to learn on their own.

The FIKSI national business competition gave me a platform to make my ideas come to life. This birthed the idea of my business idea, EduBee, which provided games for children to learn reading, writing, and counting. The games served as a solution that could hopefully provide children with a more engaging independent learning experience to assist them alongside online school during the pandemic. Analog games provided by EduBee may also be the key to motivating children to interact more with their surroundings rather than their electronics.

I developed EduBee’s first prototype and showed it to my cousin and aunt. The prototype consists of features like card games, board games, puzzles, and blocks that spiked my cousin’s interest in learning. While still under trial, I found out later that my cousin’s learning habits have improved and that my aunt’s friends are eager to try out EduBee’s prototype.

More than two years later, the severity of the pandemic has reduced significantly, but the need for effective learning for young children is still strong. Thus, enthusiasm from children on my product has inspired me to pursue my business idea further in the future. I hope to continue helping more children in Indonesia develop their skills by providing the resources that could support them in their learning and development.