***Please respond to the following. Your statement can be up to 500 words in length. You do not need to answer every question; focus on the elements that you feel are most relevant to your candidacy.***

***What is your purpose in applying for graduate study in your specified degree program? Describe your area(s) of interest, including any subfield(s) or interdisciplinary interests.***

***What experiences have prepared you for advanced study or research in this degree program? What relevant skills have you gained from these experiences? Have your experiences led to specific or tangible outcomes that would support your potential to contribute to this field (examples: performances, publications, presentations, awards or recognitions)?***

***What additional information about your past experience may aid the selection committee in evaluating your preparation and aptitude for graduate study at UCLA? For example, you may wish to describe research, employment, teaching, service, artistic or international experiences through which you have developed skills in leadership, communication, project management, teamwork, or other areas.***

***Why is the UCLA graduate program to which you are applying is the best place for you to pursue your academic goals? If you are applying for a research master’s or doctoral program, we encourage you to indicate specific research interests and potential faculty mentors.***

***What are your plans for your career after earning this degree?***

START:

Indonesia has been trapped in the so-called “middle income level” for 29 years, and I suppose the main cause is premature deindustrialization, a condition where a country forcefully reduces its industrial capacity to high-value fields such as the service sector. While countries who successfully deindustrialize usually perform better economically, such as the US and UK, Indonesia happened to be the unsuccessful case of deindustrialization as we are still categorized as middle income countries, and I believe business analytical skills can help bring back Indonesia’s industrialization era.

Optimisation towards MSME industrialization in Indonesia cannot be underestimated as the possibilities are endless. The objective behind industrial businesses is actually simple: minimize cost to maximize profit. Business analytical skills help identify and implement optimized industrial end-to-end processes, such as in allocating human resources, or even building an efficient production process in factories to ensure competitive manufacturing costs with minimum waste disposal, supporting the Paris Climate Agreement. Thus, the intention of paving Indonesia’s way towards industrialization heightens my interest in pursuing business analytics for further studies.

My internship experience as CEO Office at Sayurbox allows me to learn the end-to-end process of a B2B and B2C supply chain involving short life cycle products. I learned the importance of having an optimized network flow from one process to another, which in this case is a combination of inventory management, transportation management and supply demand planning, with shelf life of the products as one of the constraints. This opportunity makes me realize how often we find issues that need to be optimized, showing the urgency of mastering business analytics, as I believe this type of issue will often be encountered in industries.

I also learned skills that will shape my leadership quality and business acumen through becoming a CEO Office at Finku. Having the flexibility to rotate to other roles, such as business development & partnership and product management, I discovered that problems in early-stage startups are mainly about discovering and testing a suitable end-to-end working system which is heavily related to operations management. Working alongside professionals with years of experience from multinational consulting companies, I acquire a professional working ethos; I believe it is important skills to work professionally because one will deal a lot with external parties.

Gaining specialization in the optimization area, especially for supply chain and manufacturing, has been my purpose of pursuing an advanced degree, and the undoubtedly distinguished education quality in UCLA Master of Science in Business Analytics program will be a step forward. Receiving guidance from Prof Velibor Mišić will be an honor to fulfill my academic needs as his specialization in optimisation and operations management caught my interest, especially the publication about using data analytics for operations management, a new approach driven by the current abundance of data, which may be applicable in Indonesia. The machine learning for decision making course offered also intrigues me because nowadays, the role of machine learning in industries cannot be underestimated - such as maintenance scheduling or machine failure prediction. I believe the opportunity of acquiring those knowledge and skills, along with summer internship opportunities, is a great choice for my personal development.

UCLA also ensures its students have the opportunity to upgrade their professional skills - a university life that I have been looking for. Management Consulting Association, part of UCLA’s professional clubs, provides rigorous training for future candidates applying for consultancy roles like me, while International Business Association can be a social space for aspiring leaders to connect and exchange thoughts with members from diverse backgrounds. These societies will ensure that my academic growth pairs up with honing my professional ethics. It will be my personal honor if I can apply both my academic and professional skills gained from UCLA to pursue my long-term goal of becoming an entrepreneur, and bring the reputation of UCLA as an alumni.