**Statement of academic purpose**

I’ve heard heartbreaking stories about how people, including my relatives, downsized to smaller homes because of the 1997 Asian financial crisis. On the national level, this crisis caused an economic decline, particularly in the industrial sector, which led to premature deindustrialization. Many expected rapid recovery post-crisis, but it never occurred. Instead, investors prefer China’s industrial sector, trapping Indonesia in the ‘middle income level’ for 29 years.

“If only Indonesia was competitive enough, would Indonesia be able to return to its industrialization peak and attain ‘high income level’ status?” I asked myself this upon learning about our dismal economic history. These stories sparked my motivation to learn more about premature deindustrialization, inspiring me to want to help Indonesia regain its industrialization peak and economic strength.

When I took an optimization course during my undergraduate studies, I learned that Indonesia couldn’t compete with China due to inefficiencies in our manufacturing process, particularly manual labour. Delving into China’s industrial history, I learned the usage of data analysis and optimization was pivotal in reducing cost and increasing production capacity. Seeing a potential where Indonesia can also use data to optimise its manufacturing process reinforced my decision to pursue MSc in Operations Research and Analytics.

After completing my Master’s degree, I intend to gain expertise in the Indonesian industrialization sector by working in management consulting in Indonesia for several years and specializing in the industrialization landscape. I would then proceed to pursue a career in entrepreneurship, develop innovative optimization methods in factories, build my own high-tech, efficient factory, and assist other factories in Indonesia by offering consultation to streamline their operations. Through these consultation venture, my hope is to be able to lead the increase in the number of highly efficient and productive factories in Indonesia, putting Indonesia on track towards returning to its industrialization peak era or even more!

As part of my ambition of accomplishing my short term and long term goal, I sought internship opportunities for experience in applying data analysis for optimization and identifying factors affecting a company’s operating costs. My first data analysis experience was at Sayurbox, an e-grocery start-up with a declining customer satisfaction index (CSI) and, thus, declining competitiveness against similar start-ups. As I went through their customer experience’ data, I discovered inefficiencies in their customer journey flow, leading to higher user complaints and cost. To alleviate the issue, I suggested using a customer service bot to assist the customer service team, decreasing the average response time for customers as well as reducing their customer journey by 40%, leading to a 20% increase in CSI and 15% decrease in cost within months. Here, I learned the value of good data management and how to design an efficient network process flow using data analysis. This experience has shaped my proficiency in data analytics to optimise real-world problems, giving me the confidence to ensure that my future factory is highly efficient using data analysis.

Balancing my skills in optimization, I also worked to develop my business instincts in order to combine both technical skills and business perspectives for making decisions that aligns better with a company’s objective. Becoming a CEO Office Intern at Finku has helped shape my leadership and business acumen. The flexibility to rotate to other roles, such as business development and partnership as well as product management, allowed me to have a better bird’s eye view of the business. I discovered that the problems in early-stage start-ups are about discovering a suitable end-to-end system which is heavily related to operations management. This is also where I decided that I want to follow the career journey of Finku’s co-founder who used to work as a management consultant prior to becoming an entrepreneur that aspired to contribute in improving Indonesians’ financial literacy. In my case, I want to contribute to bring back Indonesia’s industrialization peak by providing consultation services that can help manufacturers increase their productivity while ensuring high quality production, so that Indonesia can become more competitive in industrialization, and eventually raise its income level.

My ambition to support Indonesia’s industrialization will be fostered by pursuing Operations Research and Analytics at LSE. Indonesia’s current industrialization practices still have many redundancies and inefficiencies, leading to increased likelihood of human errors and, thus, cost. It would be a game changing if Indonesia can combine both technology and labourers to minimize inefficiencies. I believe LSE’s Artificial Intelligence and Deep Learning course will help me develop a strong understanding in building intelligence that can be implemented in manufacturing, such as maintenance scheduling or machine failure prediction, to minimise human errors. The game theory and operations research modelling courses offered in the LSE OR program intrigue me because game theory studies strategic behaviour in decision making which is a very important component in running a company. Moreover, being able to receive guidance from Dr. Neil Olver will be an honour to fulfil my academic needs as his specialisation in building algorithms for optimisation in network has caught my interest, especially the publication about improving inventory problems using algorithms which can be applicable for industrialization problems in Indonesia.

Moreover, the emphasis of this program for consultancy roles to be part of its practical experience is designed to support the needs of students who aim to work in consultancy, like myself. Additionally, Castore Consulting, part of LSE’s career society, will provide rigorous training for future candidates applying for consultancy roles like me, while Women Leaders of Tomorrow can be a social space for ambitious future women leaders to connect and exchange thoughts. I understand that building and running a company is not an easy route, especially for women leaders, so being able to have a space where aspiring female entrepreneurs, like me, are nurtured can be a head start. It will be my personal honour if I can apply both my academic and professional skills gained from LSE to pursue my long-term goal of becoming an entrepreneur.