1. Personal Statement

The personal statement is limited to 250-words in length and tells the admissions committee about your fit for the program.

“Rather choose to buy skincare is better than healthy food”

According to the Indonesia National Basic Health Survey (Riskesdas) in 2018 shows that 95.5% of Indonesians consume less vegetables and fruit, 33.5% lack physical activities, 29.3% of productive age people smoke every day, and over the past two decades, the number of obese Indonesian adults has doubled. The percentage of obese adults increased from 10.3 percent to 21.8 percent between 2007 and 2018. This growing number sparks concern, tend to have a higher risk of chronic non-communicable diseases, such as diabetes. In fact, in daily life, primary health needs are often neglected by the public. Many people prefer tertiary needs over choosing healthy food. There are still many who do not realize the importance of health until they experience the disease themselves. They thought of chronic diseases as a natural part of growing old. From here realized that it is necessary to shift the Indonesian healthcare paradigm from curative to preventive

To counteract these systemic health misconceptions, I created two platforms which aim to increase health literacy among people of all levels of society, "Mlijo Sehat" and "Sycomora." Observing the condition of individuals in Indonesia who still spread information through word of mouth, I founded “Mlijo Sehat,” with the aim of educating society about the implication how a healthy lifestyle in daily life through the distribution of pamphlets and sharing sessions. In Indonesia, many households rely on vegetable traders (“mlijo/tukang sayur”) to meet their daily needs. Hence, I believe that a humanistic approach and synergy with local wisdom will be more effective in increasing awareness about healthy living. Meanwhile, "Sycomora" utilizes multiple social media outlets, such as Instagram, a website, and a podcast, as part of its comprehensive approach to engaging the community, particularly the younger generations who are active users of social media. It is a quickly-expanding platform that focuses on promotive and preventive medicine. It strives to present health information in an accessible, visually-appealing format. The services of “Sycomora” are dedicated to clarifying the myths and facts that arise in society. To date, it has amassed 16.300 followers on Instagram in a year, demonstrating the importance of conveying information in an accessible manner to improve health literacy. Despite the fact that basic health information is crucial, many still struggle to accept the information, largely because of norm mismatches, especially information that contradicts the beliefs of the community that have been passed down from generation to generation. This motivates me to delve deeper into various intervention media to improve health literacy in the community. These experiences have allowed me to hone my storytelling skills and develop a keen understanding of the power of media to engage and inform audiences. I believe that the Media, Medicine, and Health program is the perfect fit for my interdisciplinary interests and career goals. I am eager to collaborate with faculty and fellow students from diverse backgrounds to explore the intersections of media, medicine, and public health and develop innovative approaches to improving health communication.

Having graduated from medical school located in Hangzhou, China, the healthcare service delivered in the more developed country is strongly driven by research, which most likely results in quality healthcare and better patient satisfaction. Even though we live in the digital era, I was surprised to witness the healthcare quality discrepancies between big cities and rural areas in Indonesia. Not everyone has access to digital media, only around 67 percent of the population in Indonesia use a smartphone, and the ones that do have access still lack the awareness of health. It could be due to the unattractive methods that the media portrays health awareness. I believe people still do care about their health. With all my experience, I would like to be given the opportunity for another role to manage the media in Indonesia to be more informative and public friendly in the health sector. This is the reason I chose a Master of Media, Medicine, and Health in Harvard Medical School. This is the only master’s degree program in the United States to offer an evidence- based multidisciplinary storytelling and arts driven curriculum focusing on health education and interventions. The program challenges students to deeply understand and unmask the structural and political roots of disease, shine a light on the gaps in current health education and delivery strategies, and advocate to correct health inequities through storytelling interventions.

As a candidate for the Media, Medicine, and Health program, I am excited to share my passion for interdisciplinary studies and my commitment to improving public health through media and communication. With a background in both healthcare and media, I believe I have a unique perspective on how these two fields can intersect to create powerful and effective health messaging.

Throughout my career as a healthcare professional, I have witnessed firsthand the challenges of communicating complex medical information to diverse audiences. As a result, I have become increasingly interested in how media and communication can be used to bridge this gap and promote health literacy among the general public. My experience working in both clinical and community settings has taught me the importance of tailoring health messaging to different audiences and using a variety of media channels to reach them.

1. Why are you a good fit for this program, and how does the program fit into your career plans in 5-10 years? 250 words remaining

The Media, Medicine, and Health program aligns perfectly with my long-term career goals, being equipped with this knowledge and skills would benefit me as a leader in my community to build a healthier population which could lead to the four pillars of Indonesia's 2045 vision, especially for Human Development and Mastery of Science and Technology in the field of health. Despite the country's significant economic growth in recent years, Indonesia still faces significant health disparities in health outcomes between different regions, ethnic groups, and socioeconomic groups. The country has a large population and limited healthcare infrastructure, which makes it difficult to respond effectively to health information. It is important, therefore, for Indonesia to have a strong healthcare delivery system to address these issues and prevent them from becoming more severe. This phenomenon is not only found in rural areas but also big cities. This is what makes the urgency for the existence of media in health delivery even more pressing.

After graduation, my short-term goal is to utilize the new skills and knowledge gained from my education in MMSc-MMH program to bridge the discrepancy between healthcare literacy at each individual level. I would like to maximize my effort in health delivery with a continuation of my personal platform, “Mlijo Sehat” and “Sycomora,” to craft a novel public health intervention. The goal is to increase knowledge and awareness of health. I am also planning to contribute to the digital transformation team in the Ministry of Health (DTO), In order to collaboratively realize a healthy Indonesia with all healthcare industry stakeholders. Individual readiness for technology acceptance is needed in the development of the Indonesia Health Services (IHS) platform. Therefore, it is essential to increase health awareness since the healthcare services currently received by the public are not based on a personal approach, which is evidenced by the lack of personal health education. Consequently, the health education provided to the public often misses the mark, which underscores the importance of personalizing health education to improve its effectiveness. Improving health literacy in digital health transformation programs in Indonesia is critical to ensuring that individuals can access and effectively use digital health technologies to improve their health outcomes. These strategies can help to promote health literacy and ensure that digital health programs are accessible and effective for all individuals.

By following this career goal, it is going to be feasible to make important modifications primarily based on my experience. I will give myself approximately ten years in this capacity to broaden my skills and a strong network of professionals in the society and government. As such, I aspire to eventually build healthcare literacy NGOs, Health Education and Literacy Partners. Improving the healthcare system in Indonesia would lead to saving costs in the long run by preventing and managing chronic diseases, reducing the need for expensive medical treatments, and reducing mortality and morbidity rates from preventable diseases. This would increase productivity and decrease the economic burden. I hope to be at the forefront of the shift in the Indonesian health sector from one that focuses on provider actors to one that is more user-centered and utilizes digital technology and shifts the Indonesian healthcare paradigm from curative to preventive action and enables diverse cross-sector partnerships to achieve a healthy paradigm and foster an Indonesian society that is equitable, empowered, and prosperous.

1. What health issue are you interested in exploring for your capstone, and what drew you to this issue? 250 words remaining

For my capstone project in the Media, Medicine, and Health program, I propose to develop a multimedia health literacy campaign aimed at improving awareness and management of chronic diseases in underserved populations. Chronic diseases such as diabetes, heart disease, and cancer are major public health challenges that disproportionately affect low-income and minority communities. These populations often face significant barriers to accessing healthcare services and have limited health literacy, making it difficult for them to understand and manage their conditions. Through my capstone project. The campaign will be designed to provide culturally appropriate and easy-to-understand information on the prevention and management of chronic diseases, with a focus on empowering individuals to take an active role in their own health.

Media in the delivery of global health, as it is crucial in trust- building between healthcare providers and individuals. This area has not been explored fully in Indonesia, partly because of the unattractive methods the media currently uses to portray health awareness. I am confident that people still prioritize their health, and I would welcome the opportunity to take on a role in making public health media in Indonesia more informative and accessible. This could involve a variety of strategies, such as social media and information video to increase access to health-related information and improve communication between media outlets, health experts and the general public. Given the significant number of individuals in Indonesia who are unable to read and write, would the visual learning modality be a suitable option to consider.

Public service announcements can be used to raise awareness of health issues and to provide information on how to access health services, and can be distributed through television, radio, and social media, as there is currently a lack of public education about the preventive measures of diseases and a lack of media coverage in Indonesia. Moreover, cultural and linguistic heterogeneity should be taken into account and the potential health literacy impediments should be addressed. As Indonesia is a multi-ethnic nation with a variety of cultures and customs, it is essential that media be used to guarantee that all citizens, regardless of their background, are provided with reliable health information and resources. Furthermore, I seek to ensure that healthcare facilities in rural areas have access to these resources.

The campaign will be developed in collaboration with healthcare providers, community organizations, and individuals with lived experience of chronic disease. It will also incorporate feedback from target audiences through focus groups and surveys to ensure that the messaging resonates with the intended audience. The success of the campaign will be evaluated through pre- and post-campaign surveys to measure changes in health knowledge, attitudes, and behaviors among target populations. The results of the evaluation will be used to refine the campaign and develop recommendations for future health literacy initiatives and has the potential to make a significant impact on improving health outcomes in underserved communities by addressing health literacy barriers and empowering individuals to take control of their health.