Your moment has arrived. Share with us the moments or experiences that have led you to apply to Babson College (500 words maximum).

I take art seriously and my passion for it has gradually expanded to my participation in local art competitions in middle school. Through these competitions, I gained the confidence and the opportunity to discover the reason I’m into arts: creativity. It amazes me that the sophisticated products that we enjoy now - electronics, consumables, etc. - came from creativity. Their mass adoptions are thanks to the creative minds being able to convince people to use and retain them.

Through one of these sophisticated products - the iPhone and the internet - I learned that the source of this creativity stemmed from inspirations found in what seems to be daily routines and brainstorming. Ever since, I would write journals about my surroundings and how they inspired me: I would observe things like my neighbor’s T-shirt as he walks his dogs, the design of commercial banners found in Jakarta’s traffic, and even the angle of the face of a famous person in the box of a Korean banana milk.

One defining moment during my journaling included my obsession with “Big Bang” - a rising K-pop boy band in the 2010s - and the fact that they were brand ambassadors of many different products sold and NOT sold in Indonesia. As part of “VIPs”, aka “Big Bang” fans, we would get ‘eaten’ by their marketing campaign and would go above and beyond to obtain the products they endorsed. Tracing back to the campaigns behind “Big Bang’s” endorsement, their marketing and advertising strategies are truly a work of art! How did the marketing campaigns team manage to catch the fans’ hearts and mine included? How were they able to build successful campaigns every single time? Upon further analysis, I may have found the answer.

First, they identified their target market: K-pop fans are notoriously royal and loyal. Next, these brands would drop teasers of their next ambassadors on social media posts to build hype and excitement in the community. With suspense, they made it grandly vague, but obvious enough for fans to figure it out. Finally, when the “VIPs” confirmed their favorite K-Pop Idol, they would buy them and voluntarily promote them to their fanbase. Then, they use this momentum to maximize their campaigns by advertising them everywhere: offline and online. The synergy of fans’ attachments, timing, curiosity, and, of course, creativity is mindblowing.

I aspire to break into the business front of media and entertainment, especially digital marketing. Babson’s rigorous marketing program in digital and marketing communication courses would enable me to pursue a career in marketing and create a successful marketing campaign like that of Big Bang’s. As an art enthusiast diving herself into the world of marketing, Prof. Mike McGuirk’s courses would serve as a bridge between the art and science of marketing. It would equip me with the strong fundamentals of the two sides of marketing - creative and analytical. At Babson, I am passionate about learning more about how media, technology, and systems can be utilized in marketing communication. Here, I hope to enhance my creative and diverse skill set through courses such as “Social Media and Advertising Strategy” and “Consumer Psychology and Shopper Marketing.” The world of marketing is endless, and in this digital age, marketing strategies are continuously evolving, opening new doors and opportunities for everyone every day. Thus, I am confident that Babson’s multitude of courses and environments would seamlessly integrate my interest and career aspirations.