***Describe the unique qualities that attract you to the specific undergraduate College or School (including preferred admission and dual degree programs) to which you are applying at the University of Michigan. How would that curriculum support your interests?***

The informal sector, which includes street vendors and Micro, Small, and Medium Enterprises (MSME), makes up the majority of the Indonesian economy. However, due to the lack of financial literacy, many of these businesses (including my childhood vendors) struggle to survive, especially during this pandemic. Seeing this, I aspire to empower MSMEs by helping them sustainably grow their business, starting with financial literacy.

Enrolling in the Ross School of Business would be a huge step in realizing my dream. I am particularly interested in learning about ways to adapt business solutions to governmental and systemic challenges surrounding MSMEs to help them thrive in these dynamic conditions. One of the opportunities that caught my eye was Living Business, which gives first-year students an opportunity to live amongst fellow entrepreneur-minded youths. Not only that, it also gives me an opportunity to familiarize myself with Ross through alumni and local entrepreneur networks.

Having said that, I look forward to putting into practice the skills and knowledge I'll learn in the classrooms to the real world by participating in the Short-term and Summer Global Experiences to look into other countries’ business culture and how they adapt themselves to government regulations.

To get closer to my goal of empowering MSMEs, I plan to start my career in consulting, exposing myself to various industries and business cases and sharpening my decision-making abilities. I am looking forward to utilizing the facilities Ross provides, such as the Consulting Action Network, to help start my career in this field. Not only that, I feel that joining consulting clubs, particularly the Atlas Consulting Group, will give me the opportunity to expand my horizons by trading perspectives and gaining knowledge through other students and advisors. Atlas Consulting Group gives me the opportunity to engage with real-life business challenges in various industries, from nonprofits to startups. I believe that this will evolve my economic and business problem-solving skills, as well as connect me to leading consulting firms to work on global economic challenges.

Adding to what I've touched on, Ross also has strong connections to various communities, including Indonesia’s alumni network. I strongly believe that a widespread network will provide a strong support system and learning environment that will further develop my future career and purpose of empowering MSMEs.

Through the academic rigor and hands-on experience, together with the strong connections and communities that the University of Michigan has to offer in Indonesia, the US, and globally, I am confident that attending the Ross School of Business would be the right step towards achieving my dreams.