***We would like to know more about your interest in NYU. What motivated you to apply to NYU? Why have you applied or expressed interest in a particular campus, school, college, program, and or area of study? If you have applied to more than one, please also tell us why you are interested in these additional areas of study or campuses. We want to understand - Why NYU? (400 word maximum) \****

When Kim Kardashian’s shapewear brand arrived at my door 9,000 miles away from the U.S, it was the moment that prompted me to apply to New York University.

The words “I AM NOT PLASTIC” stamped on the surface left me stunned. After years of helping my grandmother sell glutinous rice, distributing them with countless plastic bags, only then came the knowledge of “compostable packaging.” This idea is alien in Indonesia, but this eye-opening experience catalyzed my desire to understand how sustainable alternatives are essential in modern business today.

Determined to find solutions without purchasing more plastic, I researched alternatives on YouTube. Instead, I stumbled upon Director Tensie Wheelan’s “10 Minutes to Change the World.” Her speech regarding NYU’s commitment to social impact through business ventures became the very reason why Stern is my first choice. While not many schools offer a comprehensive study in sustainable business, NYU Stern puts great emphasis on flexibility, allowing me to explore other fields such as entrepreneurship and innovation. One day I’m selling food with plastic bags, and another day I’m using bamboo leaves with raffia strands instead (compostable materials!); an immediate shift reminds me of our rapidly evolving generation to demand more eco-friendly alternatives economically and socially.

At NYU, I envision a future contribution to the process of making compostable materials more accessible to countries like Indonesia and selling such products at a lower price. Learning competitive advantage in AP Macroeconomics highlights the ever-evolving market, which is why specific courses such as Social Entrepreneurship (BSPA-UB 41) and Global Economic Trends (ECON-UB 240) will intersect both innovation and sustainability on a macro-scale. Further, Professor Ari Ginsberg’s research on sustainable corporate practices facilitating profitability has intrigued me as an aspiring businesswoman who wishes to implement practical methods to uphold environmental social responsibility and gain revenue.

The Stern Program for Undergraduate Research (SPUR) will allow me to gain hands-on experience in my pursuit of researching better alternatives such as compostable packaging to become cheaper and attainable worldwide. Moreover, clubs like Stern Women in Business will enable collaboration with female students who wish to contribute beyond school while advancing in gender equality – a value I hold in high regard.

Whether it may be short-term immersions to Ghana or a “handshake” in the Wasserman Center, NYU will facilitate my future beyond academics and I look forward to being a part of a diverse student body.