**TIU Prompt:**

**Describe the three following points in your essay**

* **A brief personal background**
* **Why you chose TIU and your major**
* **How studying at TIU will contribute to your future goals**

My realization regarding the shift in business operation landscape in industry 4.0 happened when a traditional culinary business owner told me about his struggle to maintain his customers. His story enlightened me on the disruptive changes in consumer preferences for digital transactions that exacerbates the disparity between the market share owned by giant digital corporations and failing local businesses, which has become more profound since the pandemic. My eagerness to help local businesses brought me to the world of digital transformation, enabling businesses to adapt to the changing consumer behaviors and the adoption of mobile technologies for real-time customer engagement to increase sales. The complex implementations in the digital transformation of local, conservative businesses fascinates me, thus, propelling me to pursue digital business.

My interest in digital business led me to complete Harvard's MOOC: Entrepreneurship in Emerging Economies, where I was introduced to the digital gap between conventional business and emerging startups & digital corporations. This course provided me with insights on the factors that have led to conventional businesses’ inability to close the gap with their more digitally sophisticated competitors: customer engagement & acquisition, supply chain management, and marketing. Equipped with this knowledge, I delved deeper into the state of digital transformation of Southeast Asian businesses leading me to BCG’s and Google’s joint report. Here, I learned how big conventional businesses who were struggling to compete with their younger, more digital savvy competitors finally opt to incorporate digital technologies into their operations. The results were astounding: a significant increase in sales in the first two months of digital implementation, faster distribution channels, and double digits percentage increase of customer exposures. This discovery has further increased my motivations on the mechanisms of digital implementation into conventional business.

My internship experience in a local health & fitness startup has enabled me to gain perspective on how a digital savvy business utilizes digital technologies to transform its business model. I learned the roles of digital marketing in enabling businesses to engage with their customers and potential customers in real-time and, thus, increase their market shares. I was also exposed to the role of digital products that allow businesses to become more agile, especially during the pandemic. My two-months tenure there stressed the positive impact that digital transformation can have on Indonesia's economy by evolving the way local conventional businesses operate.

TIU’s DBI program offers comprehensive exposure to topics relevant to my future goals in digitally transforming the Indonesian local businesses. In more detail, TIU’s unique curriculum will not only allow me to learn the need-to-know knowledge in digital marketing, but also ensure my mastery in IT and communications. TIU’s strong data and technology curriculum would allow me to understand Big Data, effective data management, and secure blockchain technologies. Thus, enabling me to both think strategically and digitally in successfully transforming local businesses in Indonesia.

Being at the forefront of one of the most technologically advanced nation in the world, TIU’s state-of-the-art digital facilities - supported by two global technology companies known for their excellence in IT (Tech Mahindra) and high-performance AI processors (GTI) - will enable me to gain hands-on experience in big data analysis and digital product and marketing development leading to a smoother digital transformation of businesses. Something that is still a major challenge in Indonesia due to continuously evolving consumer behavior, the lack of effective data management, and, thus, lack of defined strategy.

TIU’s robust, comprehensive, and practical curriculum spanning from different fields from marketing to blockchain applications has further confirmed my conviction to study at TIU. As a motivated individual, I aspire to contribute in the development of digital innovations to help digital transformations of conventional businesses in Indonesia.