**Please provide a statement that addresses your educational journey, your reasons for transferring, and the objectives you hope to achieve. (Respond in 250-650 words.)**

I’m a “VIP” – the term coined for “Big Bang” fans. I’m so devoted to them that, despite its massive shipping costs, I would find myself constantly splurging on their merchandise. Realizing this costly shipping cost as a business opportunity, my fellow VIP best friend and I started “ShopZutter” to cater to the Indonesian market’s K-pop needs by shortening delivery time as well as minimizing both shipping and overhead costs. However, we failed because we lacked the operations and legal knowledge in marketing.

Ever since, I’ve been more determined than ever to learn more about marketing. I would observe why they used Lee Min Ho’s left side of the face on a Ginseng supplement packaging and study Big Bang’s international marketing efforts - to which I was amazed by their digital marketing campaigns and their ability to build global hype that captured millions of hearts. This led me to dive into the “science” of marketing, read Jonah Berger’s and Nicholas Webb’s marketing books, and pursued practical experience through internships and volunteers.

K-pop and Big Bang sparked my interest in marketing and communication, which has led me to pursue both fields at CUHK Shenzhen, China - as I wanted to stay close to home: Indonesia, and simultaneously have an overseas college experience. They have a good business program, and all courses are taught in English, so this was the perfect fit for me at the time.

Starting my second year, my expectations were not met. Thus, I was eager to find a program that better fit me. Through words of mouth, I was enticed by Purdue’s marketing program. I get to expand my knowledge in this field through its courses and career development opportunities, which can then be put to practice through Purdue’s co-op programs and internships.

Because of this, I made sure to obtain practical experiences through internships and volunteering programs before starting my journey at Purdue. I enjoyed helping the marketing of real companies, where I was able to lead several successful marketing campaigns. My internship experiences as a B2C Junior Associate at LingoTalk: an e-learning start-up, and a Public Relations Intern at Vanantara Communication: a communication advisory firm, double-confirmed my transfer decision as I learned how valuable on-the-field experiences are to me. From these two experiences, I learned and developed my own effective marketing strategy: timed and targeted client contacts, interactive social media campaigns, and implementing program teasers to take a fresh approach to social engagements. Purdue’s wide variety of marketing courses and co-op programs would enhance the skills I currently have, and enable me to fast-track my marketing career through these opportunities.

Marketing is a perfect balance between arts and science, and Prof. Jinsuh Lee’s years of professional experience in marketing and customer analytics would equip me with strong marketing fundamentals. His breadth of experience and knowledge in examining the effects of new digital technologies and social media on advertising effectiveness and competitive marketing strategies is exactly what I'm looking for at Purdue.

Purdue’s marketing program would enable me to pursue a career in digital and marketing communications, and create a successful digital marketing campaign like that of Big Bang’s. Furthermore, I would be able to experience learning more about media and technologies utilized in digital marketing from Purdue’s “[MGMT 42710 - Digital Marketing Strategy](https://catalog.purdue.edu/preview_program.php?catoid=14&poid=18698&_ga=2.158388851.81966990.1649063131-961152297.1646390411)”, “MGMT 43700 - Social Media Marketing”, and “MGMT 42910 - Experiential Marketing” to allow me to keep up with the continuously evolving marketing and communication strategies, and apply them to climb the corporate ladders.

My ShopZutter experience has shed a light on the struggles of small businesses and the importance of strong marketing to sustain business growth. I’m determined to use my gained skills to not only build the foundation for my future career, but also for the future of underrepresented small businesses. Thus, I’m confident that Purdue’s multitude of courses and environments would seamlessly integrate with my interest and career aspirations.