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

I’m a “VIP” - the term used for “Big Bang” fans (a famous K-pop band in the 2010s). VIPs are so devoted that we don’t want to be generalized as just a K-pop fan. As a result, we would get ‘eaten’ by the products that have “Big Bang’s” face on them, including me. I was so obsessed with G-Dragon (a “Big Bang” member) that I went above and beyond to buy all the things that he endorses, even when they’re not sold in Indo. I would buy merchandise on any available e-commerce platform and gladly pay the overseas shipping cost, which sometimes cost more than the product getting me into trouble.

As I got older, I immersed myself into marketing. This was when I realized that the people behind the “Big Bang” marketing campaign were geniuses: How did the marketing campaigns team catch the fans’ hearts? How were they able to build successful campaigns every single time? These questions pondered me, which encouraged me to start an Instagram-based K-pop online store called “ShopZutter” with a fellow VIP classmate. Our aim was to cater to the fans’ K-pop needs so they won’t get in trouble like me. However, several weeks in, we didn’t get any customers. We failed because we lacked knowledge in marketing strategies.

Ever since, I’m more determined than ever to learn more about marketing. I would observe things like my neighbor’s T-shirt as he walks his dogs, the commercial banners’ designs found in Jakarta’s traffic, and even the angle of the face of a famous idol in the box of a Korean banana milk. I would analyze why the T-shirt has a big logo, why the banners use simple catch phrases, and why they use Lee Min Ho’s left side of the face. This led me to dive into the “science” of marketing, read Jonah Berger’s and Nicholas Webb’s marketing books, and took up practical experience through internships and volunteers.

My venture into the marketing world inspired me to specialize in digital marketing. Babson’s rigorous marketing program in digital and marketing communications would enable me to pursue a career in marketing and create a successful marketing campaign like that of Big Bang’s. Marketing is a perfect balance between arts and science, and Prof. Mike McGuirk’s years of experience in marketing and customer analytics could equip me with strong marketing fundamentals. His range of experiences in assisting businesses uncover consumer insights to construct marketing campaigns and customer experience is what I want to learn at Babson.

At Babson, I would have access to the facilities to learn about media, technology, and systems that can be utilized in digital marketing. Furthermore, I can see that Babson’s “Social Media and Advertising Strategy” and “Consumer Psychology and Shopper Marketing” would allow me to keep up with the continuously evolving digital marketing strategies, thus, enabling me to revive “ShopZutter.” Through past experiences, I understand the struggles of a small business and the importance of marketing. I am determined to use my gained skills to not only build the foundation for my future career, but also the future of underrepresented small businesses. Thus, I am confident that Babson’s multitude of courses and environments would seamlessly integrate my interest and career aspirations.