**Please explain your reasons for transferring and the goals you hope to achieve  (600-word max)**

I’m a “VIP” - the term 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 K-pop fans. As a result, we would be ‘eaten' by products featuring “Big Bang's” faces. I was so obsessed with G-Dragon (from “Big Bang”) that I bought anything he endorsed, even though it wasn't marketed in Indonesia. That I would gladly pay for overseas shipping, which frequently cost more than the product and landed me into problems.

The more I devoted myself to “Big Bang,” the more I submerged myself in their marketing world. Then, I realized that the people behind the “Big Bang” marketing campaign were geniuses: How did the marketing team catch the fans’ hearts? How were they able to build successful campaigns every time? These questions pondered me, which encouraged me and a fellow VIP to start an Instagram-based K-pop store: “ShopZutter.” We aimed to cater to the fans’ K-pop needs so they won’t get in trouble like me. However, we didn’t get any customers despite using “Big Bang’s” quote and pictures in our marketing. We failed because we lacked the operations and legal knowledge in marketing.

Ever since, I’m more determined than ever to learn more about marketing. I would analyze the big logo on my neighbor’s T-shirt as he walks his dogs, observe why the banners found in Jakarta’s traffic use simple catchphrases, and wonder why they use Lee Min Ho’s left side of the face on a Ginseng supplement packaging.

This led me to study in CUHK Shenzhen, China as I wanted to stay close to home: Indonesia, and simultaneously have an overseas college experience. Here, I enrolled myself into their “Marketing and Communication” major. 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 in the courses offered in CUHK were not met. I wanted to learn more about communication and the use of media in marketing, but the required courses lean more towards finance and economics, while not many communications courses were offered.

Because of this, I started reading Jonah Berger’s marketing books and the “Social Media Marketing: Principles and Strategies” textbook co-written by Prof. Yakov Bart. My desire to learn more about the use of media and technologies in digital marketing did not stop there. I also made sure to  obtain practical experiences through internships and volunteers. These moments have led me to apply to Northeastern’s combined programs: ‘Business Administration and Communication Studies’, with a concentration in Marketing, knowing fully well that I’d get to learn everything that I am passionate about.

Northeastern’s rigorous combined major program in these two fields 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. Northeastern's combined major is an excellent blend of marketing and communication, and Prof. Yakov Bart's 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 Northeastern.

Furthermore, I would be able to experience learning more about media and technologies utilized in digital marketing from Northeastern's Co-op opportunities. Northeastern’s “MKTG 4508 -Digital Marketing”, “JRNL 3610 -Digital Storytelling and Social Media”, and “COMM 3200 - Mobile Communication” would also allow me to keep up with the continuously evolving marketing and communication strategies, especially in this digital age. 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 Northeastern’s multitude of courses and environments would seamlessly integrate my interest and career aspirations.