Everyone belongs to many different communities and/or groups defined by (among other things) shared geography, religion, ethnicity, income, cuisine, interest, race, ideology, or intellectual heritage. Choose one of the communities to which you belong, and describe that community and your place within it. (max 1500 characters)

As an incoming freshman at The Chinese University of Hong Kong (CUHK), I joined my first community: PPIT, an Indonesian Students’ Association in China. Its close-knit community helped me feel comfortable despite the challenges presented during the pandemic. We never physically met in person, but I’ve always felt their presence emotionally. Every night through video calls, our vastly diverse community members would share bits and pieces of our cultures like bizarre foods and unusual local festivals.

Despite our differences in accents and habits, our multicultural community feels like a solid family whenever we e-gather. Because of this, I became so immersed in the diverse Indonesian culture. This moved me to show off our diversity to the world. Thus, I volunteered to lead in marketing PPIT’s e-cultural events in CUHK.

My first task is to understand the CUHK community and how we can penetrate into their minds, which led me to the toxic 996 work culture in China: working from 9 am to 9 pm 6 days a week. Realizing this could be a penetration point, I leveraged Indonesia’s harmonious, chill, and socially-invested work culture. It worked well! Our first media campaign in 2022 was a success, garnering many positive feedback.

The deeper understanding of Indonesian culture through my second family, PPIT, confirmed my aspiration in cultural advocacy. When I transfer to UMich, I will continue to become an advocate not only of Indonesian culture, but also of other cultures.