Describe the unique qualities that attract you to the specific undergraduate College or School to which you are applying at the University of Michigan. How would that curriculum support your interests? (max 2750 characters)

Despite the increasing environmental concerns around the world, there are still a lot of challenges in communicating the urgency of this issue in Indonesia. This draws me to my ambition to ensure effective communication between the government, media, and public in raising environmental awareness.

UMich’s Communication and Media department has the mission to research and educate their students in mass media and emerging media, including their evolution, effects, and daily applications as well as their regulation and industry practices. This left a strong impression on me: this is exactly what I want to learn and bring back to Indonesia. At UMich, I want to be able to gain and use the power of words to influence both the government and public to take the extra mile to preserve our environment!

Through Prof. Sol Hart’s specialized field in strategic communication related to environmental issues, I will be able to take a step closer to understanding the fundamentals of what it takes to raise awareness of the environmental issues in Indonesia. Prof. Hart’s COMM380 - Persuasion & Campaign and COMM413 - Environmental Communication courses will serve as a strong basis for the impact I plan to make after graduating.

Moreover, Prof. Hart’s research on understanding the role of the media in motivating and engaging the public and creating effective messages that can cross ideological divides is in line with what I aim to achieve with Indonesia’s environmental initiatives, news, and media outlets. Reading Prof. Hart’s publications on the different impacts of ways to persuade the public about climate change further assured me that this is the correct path to support my interest.

In addition to the opportunity to get immersed with Prof. Hart’s work, UMich’s Environmental Communication Lab has greatly piqued my interest. One of the few pieces of research that drew me into this research lab is their analysis on the various media outlets covering science issues and the types of environmental news stories that are likely to appeal to viewers with varying political and environmental orientations. This is it! In this lab, I am very excited to collaborate and work with other members on projects that delineate the strategies for increasing the public awareness on environmental issues and sustainability, thus, bringing me another step closer to my environmental goals in Indonesia.

Environmental sustainability has always been one of my passions aside from cultural advocacy. UMich's unique Environmental Communication Lab coupled with Prof. Hart’s work on media in the environmental sector is the best fit for me to accomplish my ambition to make Indonesia the superpower of advocating environmental sustainability.