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

I’m a “VIP” – the term coined for “Big Bang” fans. We’re so devoted that being generalized as ‘K-pop fans’ doesn’t do us justice. Despite its massive overseas shipping costs, I still find myself constantly splurging on their merchandise. The more I devoted myself to “Big Bang,” the more I submerged myself in their marketing world, to which I was amazed by their international marketing efforts. Then, I realized that the people behind the “Big Bang” marketing campaign were geniuses: How did the marketing team catch the fans’ hearts? How did they consistently generate successful campaigns? These questions prompted me and a fellow VIP to start an Instagram-based K-pop store: “ShopZutter,” aiming to cater to the fans’ K-pop needs. Although we learned how to market to the Indonesian customers better geographically and minimize the absurd shipping cost, our business still failed.

Ever since, I’ve been determined to learn more about marketing. I would observe why the banners found in Jakarta’s traffic use simple catchphrases and analyze why they used Lee Min Ho’s left side of the face on a Ginseng supplement packaging.

My keen interest in marketing and communications led me to pursue both fields in CUHK Shenzhen - 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; 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. My focus and interest developed; I wanted to learn more about communication and the use of media in marketing, but the courses offered weren’t the perfect fit.

Northeastern’s combined programs: ‘Business Administration and Communication Studies’ with a concentration in Marketing, allured me – where I will have the opportunity to expand my knowledge on both these fields while also having first-hand experiences through co-op.

Because of this, I made sure to obtain practical experiences through internships and volunteers before starting my journey in Northeastern. I enjoyed helping the marketing of real companies, where I was able to lead several successful marketing campaigns. This double-confirmed my transfer decision as I learned how much co-op means a lot to me, and how Northeastern would enable me to fast-track my marketing career through these opportunities.

My desire to learn more about the use of media and technologies in digital marketing didn’t stop there. I started reading Jonah Berger’s marketing books and the “Social Media Marketing: Principles and Strategies” textbook co-written by Prof. Yakov Bart. Prof. 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.

This combined major that perfectly fits me 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 Northeastern’s “MKTG 4508 -Digital Marketing”, “JRNL 3610 -Digital Storytelling and Social Media”, and “COMM 3200 - Mobile Communication” to allow me to keep up with the continuously evolving marketing and communication strategies, and apply them to my future co-ops.

Through past experiences, I understand the struggles of a small business and the importance of marketing. I’m 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’m confident that Northeastern’s multitude of courses and environments would seamlessly integrate my interest and career aspirations.