

OPAL STORY

Exclusive Interview
Finding Her Way After MUIC

*Kanyanat
Lertsinkriengkrai*

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**MUIC CLASS OF 2020
MAJOR: MEDIA AND COMMUNICATION
OCCUPATION: CONTENT CREATOR**

MEET HER, UP CLOSE

Opal Story

My name is Opal.

I graduated from the Media and Communication program at MUIC in mid-2019, which was right before COVID happened. After graduating, I worked with my parents for a while, but I slowly realized that it wasn't something I truly enjoyed. I felt lost and didn't really know what my dream was yet.

I decided to apply for a cabin crew position, thinking that traveling the world might help me find myself. But even then, I realized that it still didn't feel right. I couldn't see long-term growth in that career path, and I felt like I was still working for someone else's dream, not my own. That period of searching really shaped who I am today.



**Kanyanat
Lerdsinkriengkrai**

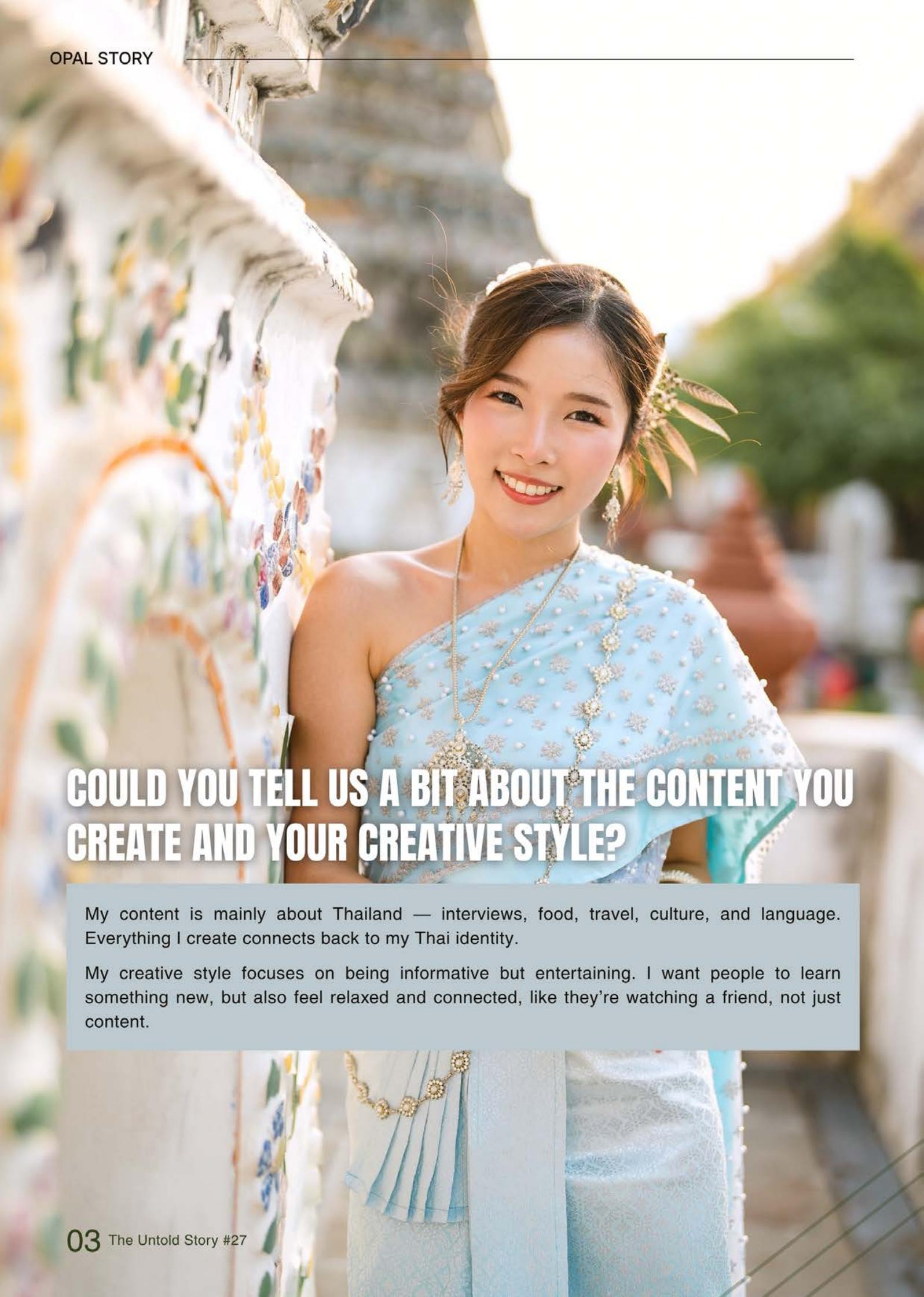
Content Creator



HOW DID YOU START THE OPAL STORY CHANNEL, AND WHAT INSPIRED YOU TO PURSUE CONTENT CREATION AS A CAREER?

I started Opal Story in 2022, just after COVID, with my best friend. She came up with the idea of making videos in English to represent Thailand to foreigners — showing them our food, culture, and language.

It took me two seconds to say YES. I had always wanted to do something on social media, but I never knew what. So, I really have to thank my best friend — she knew me better than I knew myself, and she helped me discover what I was meant to do.



COULD YOU TELL US A BIT ABOUT THE CONTENT YOU CREATE AND YOUR CREATIVE STYLE?

My content is mainly about Thailand — interviews, food, travel, culture, and language. Everything I create connects back to my Thai identity.

My creative style focuses on being informative but entertaining. I want people to learn something new, but also feel relaxed and connected, like they're watching a friend, not just content.

WHAT CHALLENGES DID YOU FACE WHEN PURSUING CONTENT CREATION AS A FULL-TIME CAREER, AND HOW DID YOU OVERCOME THEM?

At first, I focused too much on views. Views matter to brands, of course, but if you focus on them too much, you start doing anything just to go viral — and that's when you lose your authenticity.

It took time for me to accept that not every video will go viral, and that's okay. What matters more is the quality of your audience and the connection you build with them. When I understood that, I stopped worrying so much about income and brand deals, and started focusing on the value I give to my audience instead. And things will work out just fine.



HOW HAS YOUR CHANNEL EVOLVED SINCE THE BEGINNING, AND HOW DO YOU SEE IT DEVELOPING IN THE FUTURE?

My channel evolved from focusing on quantity to focusing on quality.

In the future, I see myself not just creating content, but giving something back to my audience — whether that's knowledge, inspiration, opportunities, or community. I want Opal Story to grow into something meaningful, not just popular.



WHAT KEY SKILLS HAVE YOU DEVELOPED THROUGH YOUR WORK AS A CONTENT CREATOR?

The biggest skills I've developed are storytelling and communication. Being able to connect with people, understand audiences, and communicate clearly has become the foundation of everything I do.

HOW DID YOUR EXPERIENCES AT MUIC INFLUENCE THE WAY YOU WORK TODAY?

A photograph of two young women. The woman on the left is wearing a black graduation cap and gown with a blue sash. She is smiling broadly. The woman on the right is wearing a white long-sleeved shirt and has her arms around the graduate, also smiling. They are both looking towards the camera.

I truly feel so lucky for choosing this program. Many people end up doing something completely different from what they studied, but for me, I studied exactly what I'm doing now.

MUIC gave me the foundation for communication, storytelling, and confidence — and I use those skills every day in my career. I guess in that sense, I'm very lucky.

LOOKING BACK AT MUIC, WHAT'S THE FIRST MEMORY THAT COMES TO MIND?

Honestly, the first memory that comes to mind is the fear of not graduating. I originally applied for the International Business program because of my parents, but when I saw the classes, I knew I wouldn't survive or graduate. So one trimester later, I secretly changed my major to Media and Communication without telling my parents. They found out a year later — and by then it was too late to change back. At the time, I doubted myself and my decision. But looking back now, I know it was one of the best decisions I ever made. It was the first time I truly stood up for myself.



WHY DID YOU DECIDE ON MEDIA AND COMMUNICATION AS YOUR MAJOR AT MUIC?

Because I've always been good with people. I love storytelling, communication, and influencing people in a positive way.

When I went through the Media and Communication curriculum, I knew this was something I could do well in — and something I could actually graduate from. It felt right both emotionally and practically.

WHAT ADVICE WOULD YOU GIVE MUIC STUDENTS WHO WANT TO PURSUE A CREATIVE OR CONTENT-RELATED CAREER?



Do what you're good at, not just what you love. Because sometimes what you love doesn't always make you money — but what you're good at can create opportunities, stability, and growth.

Build skills, be consistent, and don't be afraid to start small. Your dream doesn't have to be clear from the beginning — it will become clearer as you move forward.

MOTTO:



I'm gonna do it anyway.

Kanyanat Lerdsinkriengkrai
-Opal-

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