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Universiti Utara Malaysia



# PROCEEDINGS

## International Conference on Media Studies 2017



School of Multimedia Technology  
& Communication  
(SMMTC)

2<sup>nd</sup> - 4<sup>th</sup> May  
2017



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# Proceedings

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(ICMS'17)

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Universiti Utara Malaysia, Sintok, Malaysia

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## **West Java Government's Socialization of ASEAN Economic Community**

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**ABSTRACT.** This study investigates West Java government's efforts in disseminating the ASEAN Economic Community (AEC) to the community. This was based on the fact that the enforcement of the AEC was a challenge and an opportunity to be concerned because there were many who do not know the impact of the AEC. Internal impacts would be felt in the employment sector competition while the external impact would be related to the competition in terms of the qualities of the final products from another region in which if the quality of domestic products have a lower quality would lead to a high import content. A free trade agreement of AEC would allegedly threaten the labors and businesses in Indonesia, especially in West Java. This was in line with the decline in the level of readiness of Indonesia in facing the AEC. With descriptive and qualitative approaches, this study found that West Java was still not ready to face the ASEAN Economic Community. There were a number of fundamental issues affecting West Java and must be addressed immediately. The investment climate which less conducive indicated through the intricacies of the problem of bureaucracy, infrastructure, the qualities of human resources issues and employment (labor) and that corruption was part of the problems, were still holding the government of West Java. Such unpreparedness was resulted from the fact that an understanding of the AEC was not evenly spread signaling that the government had not optimal in the socialization. It was because that the government itself had not put this AEC issue as a top priority. Finally, there was the absence of a comprehensive evaluation process of AEC socialization activities.

**KEYWORDS:** internet, west java, learning behavior, media of learning, economic community

### **1 INTRODUCTION**

MEA is an integration form of economic ASEAN in terms of a system of free trade between ASEAN countries. Indonesia and nine other ASEAN member countries have agreement of ASEAN Economic Community (AEC).

At the Kuala Lumpur Summit in December 1997, ASEAN Leaders decided to transform ASEAN into a stable, prosperous and highly competitive region with good economic development. It is also wanted to be a fair area that can reduce poverty and socio-economic disparities of it members.

At the Bali Summit in October 2003, the ASEAN leaders stated that the ASEAN Economic Community (AEC) will be the goal of regional economic integration in 2020. At that time, the ASEAN Security Community and ASEAN Socio-Cultural Community are the two pillars inseparable from ASEAN community. All parties are expected to work strongly in build the ASEAN Community in 2020.

At the 12<sup>th</sup> ASEAN Summit in January 2007, the Leaders reiterated their strong commitment to accelerate the establishment of the ASEAN Community by 2015 proposed in the ASEAN Vision 2020 and the ASEAN Concord II, and signed the Cebu Declaration on the Acceleration of the Establishment of an ASEAN Community by 2015 in specific, the leaders agreed to accelerate the establishment of an ASEAN Economic Community by 2015 and to transform ASEAN into a region with free trade in goods, services, investment, skilled labor, and free flow of capital.