

## **ABSTRACT**

This study aimed to know how the strategies of Lembaga Adat Melayu Riau to internationalize Indonesia Malay culture in ASEAN Socio-Cultural Community era. In the past, Malay is primer connector language which used between ASEAN countries. Malay is unify language and knowledge language used in the past especially for trade market in Southeast Asia. Nowadays, Malay never be used in daily life and almost gone. Malay is roof language from Indonesia language before Sumpah Pemuda was declared. Malay is the important Indonesia culture. Then, Lembaga Adat Melayu Riau as the oldest custom institution in Indoensia and has international activities. Lembaga Adat Melayu Riau has vision and mission to internationalize Indonesia Malay culture in accordance vison and mission of Riau in 2020. This research applies qualitative approach. The primary data from Lembaga Adat Melayu Riau's data and report, The secondary data from books, jounal, and articles. The strategies used were the cooperation with Indonesia government and international government, the cooperation with domestic and international institution, and the roles of Lembaga Adat Melayu Riau in some fields like education, economic, and research development of the custom of Malay culture.

### **Keywords:**

*Lembaga Adat Melayu Riau, Malay culture, ASCC, ASEAN, Indonesia Malay,  
Internationalize Malay Culture of Indonesia*