

CHAPTER III
ASEAN SOCIO-CULTURAL COMMUNITY
(ASCC)

A. The Characteristics of ASEAN Socio-Cultural Community (ASCC)

ASEAN Socio-Cultural Community is one of the pillars built by ASEAN to support the ASEAN Community 2015, in line with the other two main pillars, the ASEAN Security Community pillars and the ASEAN Economic Community pillars. One of the targets to be achieved through the ASCC pillars is to strengthen sense of feeling and solidarity among ASEAN citizens.

Within the strong sense of solidarity, ASEAN community expected its community to support each other in overcoming the problem of poverty, equality and human development; mutual support in minimizing the social impact of economic integration by establishing a base of competitive human resources; greens environmental management, conservation and clean sustainable; and strengthening the cultural identity towards an ASEAN community, which is based on the community (people centered). In connection with this, in Chapter I, Article 1 ASEAN charter has stated mandates for various functional cooperation among others such as the enhancement of good governance and the rule of law, protection of the region environments, preservation of its cultural heritage, cooperation in education, science, technology and drugs-free environment (Secretariat, 2008).

As one of the efforts to realize the establishment of the ASEAN Socio-Cultural Community (ASSC), ASEAN has drawn up ASEAN Socio-Cultural Community Blueprint which has been endorsed at the ASEAN Summit the 14th in Thailand, in February 2009. The drafting of the blueprint for the ASEAN Socio-Cultural Community is intended to provide guidelines for ASEAN member countries in preparation to welcome the establishment of the ASEAN Community by 2015 via socio-cultural pillars. The blueprint geared to contribute to strengthen the integration of ASEAN centered society also strengthened awareness, solidarity, partnership, and community ownership (society feeling) on ASEAN. The draft of the blueprint for the ASEAN Socio-Cultural Community contains six major elements (Core Element) & 34 8 Action Plan (Action-lines) (ASEAN Secretariat, ASEAN Socio-Cultural Community Blueprint, 2009).

The blueprint structure for the ASEAN Socio-Cultural Community is as follows:

1. Introduction of ASEAN Socio-Cultural Community

The Cha-Am Hua Hin declaration on the ASEAN roadmap for an ASEAN Community 2009-2015 on 1 March 2009 established that the three Community blueprints are economic, political-security, and socio-cultural. The 2nd March 2009, IAI work plan constitutes for the ASEAN roadmap. The ASEAN Socio-Cultural Community blueprint's primary goal is to contribute realize the centered people and the responsible

people for ASEAN Community by making a common identity, building a caring and sharing society. The ASCC blueprint is a framework for action and structured into six characteristics or strategic level development and cooperation outcomes and the impacts toward ASEAN Community building. The basic of each the characteristics are interwoven or cross pillar, thematic, sector and cross sector outcomes. Each element are in turn rooted by action lines which there 339 specific results or activities to be achieved or undertaken through program, projects or special activities. The blueprint contains an implementation of arrangements, laying out a schedule of key milestones and a coordination mechanism or governance structure delegating roles to the ASCC council, the senior official's meetings and other ASEAN affiliated bodies and associated entities. In carrying out the blueprint, ASCC is required to identify and address resource requirements, and to enumerate a communications plan that helps to enhance awareness, and raise funds. (ASEAN Secretariat, ASEAN Socio-Cultural Community Blueprint, 2009-2015)

The ASEAN Socio-Cultural Community aims to contribute to an ASEAN Community that is centered people and responsible society with a view to achieving enduring the solidarity and unity among the peoples and ASEAN members. It seeks to forge a common identity and build a caring and sharing society, which is inclusive and whereas there are well-

being, livelihood, and welfare of the peoples are enhanced. The ASCC strives to bring out the human dimension of ASEAN cooperation and an abiding commitment to address the region's aspiration to lift the quality of life for its people. The character and depth of cooperation are critical to bring ASEAN closer to people's heart and to promote a caring and sharing ASEAN Community. The ASCC blueprint (2009-2015) provides a framework of strengthen the ASEAN Community belief in their peoples, appreciation of reviews their shared cultural heritage, uphold and extol shared values, and strengthen the capacities and effect of reviews their institutions.

2. Methodology

In accordance to the SOCA approved terms of reference, SOCA leads the MTR in which is implemented by a regional MTR working group chaired by Brunei Darussalam. The working group is composed of regional and national MTR focal points designated by the respective AMS and representatives of the ASEC, with technical advisory services provided by national consultants appointed by AMS whereas necessary, and appointed regional consultants, Asian partnerships for the Development of Human Resources in Rural Areas (Asia DHRRA). The main documents reviewed were the latest scorecard ASCC received on 28 June 2013 and the latest implementation focused monitoring system report dated June 20, 2013. The examined also focused to

implementation of monitoring system which developed by ASEC to monitor the implementation of the ASCC blueprint by capturing specific activities implemented by various ASCC bodies sector to address the elements and characteristics of the ASCC blueprint. Body sector adapted from the indicators with the support of the ASEC to assess the outcome and impact of various activities implemented through the ASCC scorecard. The MTR was enriched by the reports coming from the national assessment process of the MTR, which was conducted simultaneously with the regional process, according to need as perceived by the AMS.

The regional consultants conducted interviews that provided additional perspectives of ASEC staff members, the current three vice general secretary, the Committee of Permanent Representatives (CPR) to ASEAN, former general secretary of ASEAN dialogue partners, senior officials and relevant representatives from the civil society with direct engagement with ASEAN. The interviews were conducted by the regional consultants in Brunei Darussalam, Indonesia, Malaysia, Myanmar, Philippines, Singapore and Thailand.

Five assessments criteria were employed to assess the extent of the implementation of the elements and characteristics of the ASCC blueprint. The five assessment criteria used were relevance, effectiveness, efficiency, sustainability and impact. For each of the five criteria, a five scale ranking was developed to assess the extent of the

fulfillment of the criteria. The scale was developed to guide the process of capturing progress of implementation to obtain a sense of whether implementation was taking place. It is a guidepost to see where ASEAN is with regards to the implementation of the ASCC blueprint and how it can move forward (Sheet, the ASEAN Socio Cultural Community, 2015).

B. The Agenda of ASEAN Socio-Cultural Community (ASCC)

According to ASCC blueprint, the formation identities of ASEAN as regional interest consist of values, norms, attitudes and behaviors along with the underlying ASEAN Community. ASEAN will support common values in the spirit of diversity (unity in diversity) in community. In other formations ASEAN identity, there are four major agenda (Linggarjati, ASEAN Socio-Cultural Community, 2015) : The four major agenda are:

1. The promotion of ASEAN awareness and a sense of community.

This promotion has a strategic goal in the form of creating belong sense, consolidate unification in diversity as well as a deep understanding of the history, culture, religion and nationalities.

2. The preservation and promotion of ASEAN cultural heritage.

The strategic has objectives for conservating and preserving cultural heritage and building understanding in this area which the directions permitted the various similarities and differences that must be preserved together.

3. The promotion of cultural creativity and industry

The strategic has a goal as the strengthening of ASEAN identity and solidarity through cultural creations and development as well as industrial cooperation.

4. The engagement with the community

The engagement with the community aims to give an impression of the ASEAN identity that is built based society (people-centered) through the participation of all sectors of society.

As the chair of ASEAN in 2011, Indonesia has been the host of the 5th meeting of the ASEAN Socio-Cultural Community council on 28-30 April 2011 in Jakarta and the 8th meeting of the committee of senior officials for the ASEAN Socio-Cultural Community, which was held on 25 to 27 April 2011. Both meetings led by Indonesia as the ASCC Chair in 2011 and attended by all member states of ASEAN and the ASEAN secretariat.

The purpose of the ASCC will be achieved by implementing concrete actions and productive people-centered. A series of cooperation activities mentioned has been built by the ASEAN countries is based on the assumption of the three pillars of the ASEAN community that is interdependent, interrelated and have a relationship in order to ensure the completeness and unity of purpose early. According to Agung Laksono, coordinating minister for people's welfare, "Through the ASCC himself had tire changes made in many sectors. Such as the welfare of women

and children, environmental issues, education, and others” when opening The Fifth Meeting of the ASEAN Socio-Cultural Community council on April 29, 2011, at Hotel Borobudur, Jakarta.

In the field of disaster and humanitarian, it has been formed coordinating ASEAN Centre for Humanitarian Assistance on Disaster Management (AHA Centre) which has been official in January 2011. Meanwhile, in the field of education, it has been agreed a work plan for the next 5 years (2011-2015), which consists of four strategic priorities that build awareness of the ASEAN countries of the importance of education, improve the access and quality of primary and secondary education as well as educational performance standards, and support for other ASEAN sector by increasing interest in the field of education.

While in the fields of science and technology itself, through 6th meetings IAMMST (Informal ASEAN Ministerial Meeting on Science and Technology) to adopt the activities Krabi Initiative 2010 with the science themes, technology and innovation for ASEAN competitive, sustainable and inclusive. This activity aims to forget the equally important innovation in the application of science and technology itself. To begin the implementation of this action plan, the possibility of cooperation in promoting the technological innovation in the ASEAN region performed which is currently being explored. In addition, Japan also provides support to the ASEAN countries in order to build science and technology.

IAMMST has also commissioned the Advisory Board of the ASEAN Science Fund (ABASF) to explore innovative ways, for example through the empowerment of superior instruments or by working through dialogue with the private sector and other entities. This is done to support the ASEAN Plan of Action in the field of science and technology (ASEAN Secretariat, ASEAN, 2015).

The blueprint for the ASEAN Socio-Cultural Community is expected to be immediately integrated into development planning in each ASEAN country and implemented at national and regional levels. The successful implementation of the ASCC blueprint would require strong support and involvement of all different stakeholders, ranging from government, civil society and members of the community at large.

ASCC reflects to ASEAN social agenda that is focused on poverty reduction and human development. ASCC is also closely related to the AEC and ASC. To justice of social could not threaten economic development and in turn weaken the political regime. The failure to address social issues can lead to economic and political dislocation. In addition, economic instability can exacerbate poverty, unemployment, hunger, and disease.

C. The Opportunity of ASCC for Indonesia

By looking at the ASCC blueprint and a series of action plans then we could see an opportunity for improvement of the quality of relations among ASEAN member countries. It also caused by the urgent need to repair the

relationship between the human (people to people contacts) that follow globalization is inevitable as a result of technological advances, information and free trade. In this relationship the state has not maybe isolate ourselves, therefore, often occur acculturation or otherwise happen clash of cultural values that exist. To keep the identity and values of culture needs to act wisely and commitment at the national level, regional level to maintain social harmony.

In line with one of the priorities of foreign policy Indonesia that puts ASEAN as a cooperation partner of the most important current and Indonesia's efforts to improve its status as regional power the opportunities offered in the ASCC blueprint is allowing us to do our best efforts to improve the quality of diplomacy based the values that exist and involve all levels of society. In other words, Indonesia can do multi track diplomacy.

The important role of public diplomacy at this time can be understood the fact that in some ways the public cannot fully rely on problem solving government actors only. The problems of war along with humanitarian issues that accompany it is the responsibility of society from all walks of life and professions. This awareness led to the idea of “citizen diplomacy” or public diplomacy (Djelantik, 2005). The public involvement is expected to pave the way for negotiations conducted by the government, especially in providing an insight in accordance with the field so that it becomes rigid diplomacy or flexible. Public diplomacy involving various components of the community is

often referred to as diplomacy multi lines (multi track diplomacy) (Pramudianto, 2008).

When linked with going to the enactment of the ASEAN Community in 2015, more specifically, when looking at the ASCC with a blueprint that includes a variety of elements and action plans as mentioned above. The opportunity for each ASEAN member countries including Indonesia to develop multilateral diplomacy that uses multipath approach based on the values and culture country (often referred to as local wisdom). The greater given the role of national government policy that is supported by regional institutions, namely ASEAN in conducting a functional multilateral cooperation. The development of values, norms and culture of each country are strengthened by the promotion and preservation of cultural heritage, coupled with the safeguard of regional institutions that have various plans of action to create a climate of interaction of a healthy society, mutual appreciate and understanding.