

# **ASEAN MEASURES IN BUILDING ASEAN IDENTITY**

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## **ABSTRACT**

The development of regional identity has been an interesting issue to be analyzed. In many parts of the world, the creation of common identity is shaped through many aspects such as history, political-culture, and community integration. ASEAN as the regional association of Southeast Asia also tried to establish the ASEAN Identity. However, the establishment of the ASEAN Identity encounters many challenges intra and extra ASEAN. Political differences, social conflicts, disputes of territory and culture, economic development gap, the coming of external influence from China and US are the obstacles for the realization of this identity. Despite those obstacles, the urgency to realize common regional identity is increasing due to the notion that a regional identity of people in Southeast Asia could better bridge the differences of culture within the region. The ASEAN measures in building ASEAN identity will be analyze by using qualitative approach. Thus, the research attempt to describe the efforts of ASEAN to establish ASEAN Identity by analyzing the three important cluster in reference to theory of Strategic Segmentation. The three clusters are identified by the age group category to analyze how far ASEAN Identity programs has reach the community. The three clusters are: Children, Youth and Adult. From the sample program such as ASEAN Children Forum, ASEAN Curriculum and ASEAN Youth Forum the young generation are developed the sense of belonging while the adults provided with training activities. These programs intend to increase the interaction of ASEAN Community as well as to develop better sense of belonging. With understanding the three cluster, the research would like to demonstrate the existing interaction that is believed to be the foundation of ASEAN Identity.

*Keywords: ASEAN, Identity, Regional, Culture, Community.*

## **INTRODUCTION**

As a geopolitical, economic organization, Association of South East Asian Nations which established on August 8<sup>th</sup>,1967, aim to increase economic cooperation by regional cooperation. In another literature, the establishment of ASEAN also driven by the communist insurgency that gave a significant threat towards the five-founding father of ASEAN: Indonesia, Malaysia, Philippines, Singapore, and Thailand (Eccleston, Dawson, & McNamara, 1998). However, despite the existence of political and security urgency that shape the regional cooperation of Southeast Asia, ASEAN as the lead organization of the region has been successful

to bridge the security coalition into economic cooperation. With the concept of cooperation, amity and non-interference as the core principle of ASEAN, this association become one of active association across the Southeast Asian region. The increase of its member also proves the success of ASEAN. From only five countries, ASEAN has been growing into ten members state including the Philippine, Brunei Darussalam, Vietnam, Laos, Myanmar, and Cambodia. Application of country to join ASEAN also continues even until today. Ex Indonesia's 27<sup>th</sup> province, Timor Leste, for instance, express their intention to join as the eleventh member of ASEAN as well as Turkey and Mongolia.

Although enlargement of ASEAN member state shows positive progress, there are still issues and challenges within the membership of ASEAN. Member state relationship not described as only cooperation, but conflict and dispute also give different colors towards the association. Problems such as a border dispute, culture acquisition, ethnic conflict, and political rivalry also appear as the challenges of the region.

Even after 50 years of its establishment, ASEAN still encounters notably challenges for its development. Professor at Tokyo University of Science noted that besides the South China Sea dispute that needs to be solved by the organization, ASEAN Charter universal values such as development of democracy, protection of human rights, the rule of law establishment and implementing principal of good governance is necessary for stabilizing the political situation in member countries (Oba, 2017). Furthermore, to encounter challenges today, ASEAN need to look back on its declaration as it reminds the aims and purpose of ASEAN. Acceleration of Economic growth, Social progress and cultural development in the region should become the primary objective of ASEAN.

With this vision, ASEAN Community 2020 established for the realization of a unified ASEAN society. With the three pillars to support it (ASEAN Political-Security Community, ASEAN Economic Community, and ASEAN Socio-Cultural Community) ASEAN believes towards the establishment of what it called ASEAN Identity. The ASEAN Socio-Cultural Community blueprint also stated that the envisions an ASCC where people enjoy the benefits of being part of ASEAN (ASEAN, 2017). With this aware and proud of ASEAN as identity should be established in order to realize the ASEAN-Socio Cultural Community.

Center for Southeast Asian Social Studies, University Gadjah Mada in an article titled: Building ASEAN Identity highlighted that within the six core elements of ASCC Blueprint, there is "building ASEAN identity" as the ingredient of ASCC itself (Dalimunthe, 2016). This particular element put an emphasize of such identity that owned by ASEAN Community which they feel they are the same with one and another. With this, the benefit of ASCC also not only collective identity but could spread into another sector. For instance, with the same identity and better understanding of cultural differences, aspects like business, education and social could be developed faster. Another implication of the implementation of the identity is the realization of a more natural conflict resolution process as the countries start to behave and act by following the ASEAN-Way. However, the most important is that the feeling of togetherness that could boost cooperation way more effective and better than before. The ASEAN identity may also increase the

security inside the ASEAN region as countries would likely not to fight but rather than to cooperate. But to think about those benefits is not as simple as the realization of such an identity.

On the contrary, many scholars argue that such identity could not be successful due to the condition of the region itself. Amitav (2017) stated that the main challenges for ASEAN Identity to be realized beside internal tensions is that the rise of China and India globalization as well as the rivalry between China and US that begins to spread its influence towards the Southeast Asian countries. However, such challenges are typical for a new regional institution like ASEAN. In comparison to EU for instance, it is a long process for countries in the European Union to develop their regional institution.

In its early development, ASEAN at its annual summit in December 1997 in Kuala Lumpur Malaysia drew upon its vision that the entire Southeast Asia to be by 2020 an ASEAN community that aware of its history, cultural heritage and bound by common regional identity (Jones M. E., 2004). At that time the concept of common regional identity and the effort to achieve it still unclear that leaves the question of how is the realization of it. Later on, ASEAN Vision 2020 has completed with the establishment of ASEAN Community 2015 that clarify the ASEAN Identity.

According to Amitav Acharya, “Southeast Asia’s identity, which is the basis of the identity for the Association of Southeast Asian Nations (ASEAN) as a regional organization, is socially and politically constructed, through interactions amongst its governments and societies.” (Acharya, 2017) This statement justifies that despite the diversity of culture within Southeast Asia, the development of identity is possible due to the interactions of the society. Thus, in the establishment of identity inside ASEAN, people interaction placed an essential role in building the identity.

For ASEAN, it is not limited only for elitist, politician, government and academic communities, ASEAN integration also targets all people of ASEAN. For civilians, it is the challenge of them to participate in the establishment of such identity. People should understand what the basis of ASEAN Culture is and what attitude that could interpret as ASEAN Identity. Governments Institution also hold essential roles on ensuring that their society could actively participate in the development of ASEAN Identity by organizing more than just government to government dialogue but also a community-based activity that leads towards the enactment of people to people connectivity. This people-centered activity that now becomes the challenges of ASEAN. Because the need to establish people to people connectivity in building ASEAN Identity, studies on the development of ASEAN people-centered program is necessary to push the implementation of ASEAN Identity.

## **METHODOLOGY**

### **Strategic Segmentation : Theoretical Framework**

Strategic Segmentation is a study that could formulate a segmentation on determining the target market and formulating the positioning of a product or service (Restaty, 2014). This strategy derived from marketing communication: market segmentation. To better understand the segmentation on ASEAN Identity outputs, this paper will refer to the concept of marketing

communication and modify that to justify the strategy on building ASEAN identity into segmented target.

Promoting ASEAN Identity could be done in two different way in reference to the theory of Strategic Segmentation. First is with a little or no application of subdivision of society so that the program or outputs that being produce become general. Second is by implementing Strategic Segmentation that differentiates society into groups or segments which shares similar characteristics.

Types of segmentation	Demographics	Geographics	Geodemographics	Psychographics	Behavioural
<b>Variables</b>	<ul style="list-style-type: none"> <li>● Age</li> <li>● Sex</li> <li>● Lifestage</li> <li>● Type of residence</li> <li>● Income</li> <li>● Occupation</li> <li>● Education</li> <li>● Religion</li> <li>● Ethnic origin</li> <li>● Nationality</li> </ul>	<ul style="list-style-type: none"> <li>● Postcode</li> <li>● City, town, village or rural</li> <li>● Coastal or inland</li> <li>● County</li> <li>● Region (often based on television regions)</li> <li>● Economic or political union/ association</li> <li>● Country or continent</li> <li>● Population</li> <li>● Climate</li> </ul>	<ul style="list-style-type: none"> <li>● The segmentation of consumers where they live – using demographic data to classify neighbourhoods</li> </ul>	<ul style="list-style-type: none"> <li>● Values, attitudes, motivations</li> <li>● Interest, opinions, hobbies (lifestyle)</li> </ul>	<ul style="list-style-type: none"> <li>● Benefits sought</li> <li>● Purchase occasion</li> <li>● Purchase behaviour</li> <li>● Usage</li> <li>● Perceptions and beliefs</li> </ul>

**Figure 1.1: Bases for Segmentation**  
 Source: : (Pickton & Broderick, 2005)

Strategic Segmentation divided into several types of segmentation based on a characteristic of communities. In the strategic segmentation, there are demographics segmentation types which focused on general community characteristics such as age, sex, nationality, ethnic origin that categorize the society into a specific group. Demographic information could determine whether a program could be useful or not based on the categorization of the general community.

As it believes that specific group needs its treatment, Strategic Segmentation for this paper focused on the types of demographic segmentation that focus on age categorization. This selection relies on the argumentation that there are three significant segments that place their essential position on the development of ASEAN Identity. In the first and second segment, the young generation of ASEAN holds the future of ASEAN. Children are educated with the core ASEAN identity values, while the Youth start to engage with the community-based discussion. Meanwhile, for the third segment, Adult need specific treatment in order to build the ASEAN Identity. A specific strategical approach such as utilizing mass media to reach adult community would help the integration process of them towards the ASEAN Community. Thus, for this undergraduate thesis, the researcher will elaborate more on the program of building ASEAN Identity based on the segmentation of age demographic clusters and general approach.

## RESULTS AND DISCUSSION

In understanding what ASEAN Identity is, some scholars might argue that it is politically constructed to serve political means of the member state of ASEAN. Most of us also might be skeptical about the possibility to idealize what it called as shared values and norms in Southeast Asia. Even Professor Amitav Acharya believe that *“Southeast Asia’s identity, which is the basis of the identity of the Association of Southeast Asian Nations (ASEAN) as a regional organisation, is socially and political constructed, through interactions amongst its governments and societies.”* (Acharya, The Evolution and Limitations of ASEAN Identity, 2017).

And indeed, it is true that how many hard all the scholars tried to show that there are reasons that this identity is relevant due to geographical facts; sharing historical; political and social feature and came from the same ancestor, but still what is the main ingredient for an ASEAN Identity to established is the interaction between these communities. This interaction could be something natural like for example interaction between community living in borders where they exposed to other Southeast Asian or maybe in the city where people are doing international business or interaction that politically constructed like ASEAN Games, or ASEAN Summit.

However, as an organization that initiated the establishment of ASEAN Identity, ASEAN itself must become the vital actor on realization it. Besides, there are still many other actors such as the government that also hold an essential role in building the ASEAN Identity, but the leading actor of this initiation is still ASEAN Secretariat. Moreover, it is true that the framework for the realization of such identity contained in the ASEAN Socio-Cultural Community Blueprint 2025 (2016). Inside the Blueprint, the section of Characteristic and Elements of ASCC Blueprint 2025 focus on the effort to engages and benefits the people by focusing on *“on multi-sectoral and multi-stakeholder engagements, including Dialogue and Development Partners, sub-regional organisations, academia, local governments in provinces, townships, municipalities and cities, private-public partnerships, community engagement, tripartite engagement with the labour sector, social enterprises, government organisation, non-governmental organisation, civil society organisation (GO-NGO/CSO) engagement, corporate social responsibility (CSR), inter-faith and inter-cultural dialogue, with emphasis on raising and sustaining awareness and caring societies of ASEAN, as well as deepening the sense of ASEAN identity.”* (The ASEAN Secretariat, 2016). In the strategic measures, the focus group of the ASEAN Identity building and development of ASEAN awareness are government officials, students, children, youths and all stakeholders as part of building ASEAN identity.

Thus, to describe how far the ASEAN Secretariat has reached the target audience for the ASEAN Identity building, The researcher would like to provide an explanation based on the Strategic Segmentation cluster of the measures taken to build ASEAN Identity which is: Children cluster, Youth cluster, and Adult cluster and general governance level as additional.

### A. Child cluster.

Children always become the critical part of every development no matter how oppressive the government pays attention to them. In the research done by ASEAN Studies Center UGM

about the rights of education for Children living with HIV/AIDS, explain that in the context of development studies, a community in the next generation will always be fulfilled by children that live with us now. Thus, the development that has been initiated by the previous generation will be the responsibility of Children to continue. Children also believed could bring just and better community only by their existence in the development (Prabandari, et al., 2017). That means involving children in the current development process would ensure the sustainability of the development itself.

There are several aspects of this issue that becomes the obstacles for children to take apart in the development. Children usually marginalized when it comes to the decision-making process due to several reasons such as adult ignorance towards children aspiration, lack of space to express the demands of children, the common stigma that believe that a child still did not understand problems. If the children could be involved in the decision making it could lead us towards new knowledge base on the children, and people experience that in the end could enhance the services that provided for them. In another side, it is also our deficiency as an adult in knowing how to involve children in the process of establishing development. Aileen Ashford from Children's Protection Society describe that children participation is not merely asking for their perspective on some issues or merely an idea, but more towards the effort to listen them, understanding their aspiration and taking them seriously with the realization of their ideas and suggestion as the follow up. With this interpretation of children's involvement, aspects of supporting their involvement should be developed in advance.

The ASEAN Children's Forum is the basis for children across Southeast Asia to accommodate child's aspiration, as well as to deliver their messages towards the leaders of ASEAN. Held every two years since its beginning in the Philippines, the event has been successful to become the forum for children to share different knowledge as well as the forum where they could tell children's problem from each country.

This year, the 5<sup>th</sup> ASEAN Children's Forum focusing on the key four aspects: Peace; Respect for all, Care for the environment and Healthy Lifestyle. Held in Brunei Darussalam from six<sup>th</sup> - to 8<sup>th</sup> August, each of ASEAN member state sends three children age 12-18 with two adult mentors to become the representative of each country. The dialogue in the plenary session is themed with children based problems which this year they are talking about: Cybersecurity and Delinquency, respect for all including people with different abilities, senior citizens and racial and cultural diversity; environmental care; and a healthy lifestyle regarding physical and mental health. With this forum, Children is not only active in the discussion regarding current issues they found in the community but also, they contribute towards the decision-making process.

However, for the most important thing is that the interaction of ASEAN Children is not vague for the establishment of ASEAN Identity. With ASEAN Children's Forum, Children could gather together and feel the sense of belonging with a discussion about the problems that they are facing. The mutual cooperation of Southeast Asian as the core principle of ASEAN Identity also could be seen on this forum. Furthermore, ASEAN honestly tried to make the engagement between communities becomes more rigid in the researcher perspective.

Other products for Children regarding ASEAN Identity building is the ASEAN Curriculum sourcebook. Answering the demand to develop children's involvement in the development process, Association of South East Asia Nations (ASEAN) that represented by ASEAN Secretariat with other organization namely South East Asian Ministers of Education Organization (SEAMEO) alongside with ASEAN member states in 2012 formulated The ASEAN Curriculum Sourcebook. Launched in Yogyakarta during the 1<sup>st</sup> EAS Senior Official Meeting on Education, minister of education across ASEAN welcome the first manifestation of ASEAN education in the form of teaching source.

With the funding provided by USAID, this guidebook provided for teaching staff across ASEAN countries to teach related matters about ASEAN. The sourcebook also covers the five theme such as:

1. knowing ASEAN (e.g., structure, membership, purpose, accomplishments and future challenges)
2. valuing identity and diversity
3. connecting global and local
4. promoting equity and justice
5. working together for a sustainable future. (ASEAN, 2015)

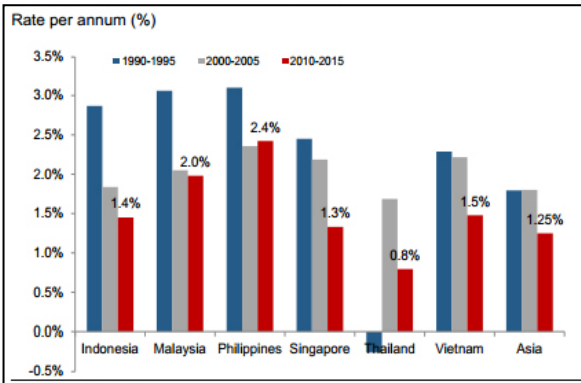
These five points expected to not only provide new knowledge for the student but also increasing their awareness.

Children community in school tends to focus on the development of individual capability. With sets of curriculum and class ranking system, the pursuit of a good score is well established in order to increase their capability on basic knowledge. Such competition is needed to train them to be able to compete in the future. However, such treatment also could lead them towards the never-ending race that it is not healthy for their development. Children should also provide with the knowledge that invites them to collaborate with their community. They also need to understand about tolerance, diversity, equity and the other principle that will guide them on how to interact within the community surround them side by side to bond them with the sense of belonging of children across Southeast Asia which they interconnected with each other through the framework of ASEAN Identity. With this core five themes, it is evident that ASEAN Curriculum also provides a normative guideline through a curriculum sourcebook.

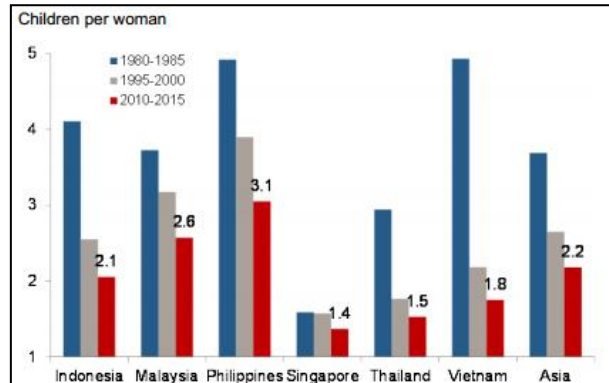
## B. Youth Cluster

Youth are the shifting cluster between Child cluster and Adult cluster. In the definition provided by the UN stated that *"The United Nations, for statistical purposes, defines 'youth,' as those persons between the ages of 15 and 24 years, without prejudice to other definitions by Member States."* (UN, 2013). Of course, the definition of Youth is not only limited to the statistical purposes. However, we could agree that there are many interpretations towards the definition of Youth. In this thesis, what we believe as Youth are a part of our community that is in a transition phase from childhood to adulthood. The most significant characteristic of Youth is that regarding

social, they start to expose with critical problems to match with their ability of thinking. Thus, the different way of thinking could be seen by children and youth.



**Figure 2.1: Labor Force Growth**  
Source : (Dezan Shira & Associates, 2013)



**Figure 3.2: Total Fertility Rate**  
Source : (Dezan Shira & Associates, 2013)

Youth in ASEAN associated with the chief factor of the development. From a data that could be seen from the ASEAN Briefing provided by Dezan Shira & Associates (2013) showed that Southeast Asian working-age population that counts Youth inside this group would account for 68 percent of total population in ASEAN by 2025 compared to 60 percent in 1990. The condition occurred because of the population growth of ASEAN quite stable at 1 percent each year and increased up to 2 percent from 1950 to 1990. The implication for this is stable development and population dividend where the youth that starts to contribute to the workforce of the region.

However, without proper identity building, in the researcher analysis Youth will tend to be too competitive, and yet it could cause unhealthy competition in the region. As the world will go borderless, communities will start to interact with each other. The movement of youth to find a job inside ASEAN will soon become an everyday situation, unlike today. Thus, if the ASEAN did not come up with better identity building for the youth, a social problem that came up within the interaction between youth could not be avoided.

ASEAN Youth Forum is a civil society based forum is a framework for the youth of ASEAN to discuss problems on a daily basis faced by the youth. According to article compiled by Stefan Rother (2015), AYF establishment in 2009 are driven by the ASEAN Youth Movement that concentrates on the issues from a particular country such as Cambodia where 40% of its population is under 20 years old. *“Using a definition of youth that includes those up to 35 years of age, the AYF claims to represent the interests of the about 60 percent of the ASEAN population falling into this age group. Providing space for young people to voice their concerns is thus considered an important step toward a more participatory ASEAN.”* (Rother, 2015)

The youth also keep pushing the boundary between what is normal and what is taboo to be discussed by establishing a discussion on the topic like democracy, good governance, anti-land grabbing, anti-trafficking, anti-corruption, the situation of sex workers, and strong support for the rights of LGBTIQ in reference to their Myanmar meeting in 2014. This initiative is what makes this cluster different from the other cluster whereas the political suppression was against their topic



discussion for instance. It is the nature of youth that always passionate towards change and idealism that is good to provide a suitable current for development itself.

From this forum, the feeling of belonging and ASEAN brotherhood could be seen by several initiatives they tried to discuss. On their Yangon Declaration for instance, even though that Rohingya's issue is not explicitly listed in the declaration, but the representative of the first Muslim Youth forum distribute their written statement and demand for multiculturalism, Muslim women rights to be recognized as well as interfaith dialogue. Via this forum, youth could finally contribute towards the decision making of their rights and aspirations.

In another case from Indonesian ASEAN Youth Forum also shows its solidarity towards the youth of ASEAN. In the interface session of ASEAN Youth Forum that came up with proposals for ASEAN Internship and Youth entrepreneurship initiative, the Indonesian delegation Ardhana Pragota obtain the opportunity for the occasion to hand over a letter to Mr. Joko Widodo the President of Indonesia about the AYF stance in solidarity of fellow Philippine national Mary Jane Veloso for drug smuggling in Indonesia. Many of her supporters believe that she was tricked and became the victim of trafficking. In the analysis provided by Stefan Rother (2015), there was a big debate on the postponed of the execution of Mary Jane Veloso cause that split the conversation either it was the government initiative or national and regional civil society advocacy talking to the president. However, generally speaking, despite the truth behind the postpone, ASEAN Youth Forum clearly shows that the sense of belonging and solidarity between the youth of ASEAN especially in sensitive cases are still could be proven, and such initiative on building common identity is the best decision to ensuring the future of this association.

### C. Adult Cluster

Finally, above all the young generation domination in many programs and initiative of the ASEAN measures to establish the ASEAN Identity, Adult cluster is also should be exposed with the idea of a shared sense of belonging as ASEAN.

As the older generation in the community, the adults hold quite an essential role in the establishment of the identity. Not to mention that the adult generation is the current generation that still holds political power and retains some position in the decision-making institution, The adult community is also important due to its close relationship with the general improvement of understanding ASEAN Identity. So the type of approach that has been conducted by ASEAN in order to develop ASEAN Identity is related to the implementation of consultations (*musyawarah*) and consensus (*mufakat*). Thus programs such as forum, seminars, and training are the type of program in which the adults could interact with each other.

In reference to the paper Xiaoping Tang and Shanshan Yang (2010) on their article “An Exploration of Cross-border Continuing Adult Training in Southeast Asia”, after the establishment of ASEAN Free Trade Area, there are essential cluster of adult that needs to have training such as adult from the fields of foreign affairs, science and technology, culture and education as well as diplomats, teachers and small numbers of technical persons. Indeed, that most of the cooperation that pushes the adults to interact with each other mostly in economic and development sector rather

than only focus in the ASEAN Identity. However, such interaction in that Amitav Acharya noted as the interaction to build an identity in ASEAN.

However, from the review that has been done by the writer in accordance to the exclusive program to build ASEAN identity for the adult cluster, we could conclude that there is no specific program rather than to focus on the regional development in general. Michael Jones in his article talking about ASEAN Identity, stated that “Another lesson is that regardless of the availability and quality of public and private goods, it is the strength in skills, knowledge, and health of the local populations and the recognition of a country’s diversity and inclusiveness that drives a nation towards sustainable development.” (Jones M. E., 2004). Thus, we could conclude that the vital program to be provided in order to build the ASEAN Identity is an education in the form of capacity building, knowledge management that become the fundament steps in achieving ASEAN Identity.

#### D. Regional Government.

In order to develop a true regional identity that could make ordinary people in ASEAN identify themselves as a regional entity requires more grater interaction as well as identification at the popular level beside the three clusters that has been discussed. ASEAN has done quite a good job regarding the realization of regional interactions as noted by Amitav (2017) in his article. Besides ASEAN Games that become a popular Olympic program in ASEAN, there were 52 entities under the category of ASEAN Accredited Civil Society organization that affiliated with ASEAN Secretariat to do work that relevant to the establishment of ASEAN Socio-Cultural community. Those organizations objective is for ASEAN to approach the community more fashionably rather than discussing political matters. The example for those organization are:

- Air Asia Foundation
- ASEAN Confederation of Women’s Organisation (ACWO)
- ASEAN Fisheries Federation (AFF)
- ASEAN Music Industry Association (AMIA)
- ASEAN Ports Association (APA)
- Southeast Asia School Principals Forum (SEASPF)
- Veterans Confederation of ASEAN Countries (VECONAC)
- ASEAN Cosmetics Association (ACA)
- ASEAN Vegetable Oils Club (AVOC)

(Acharya, 2017)

Other efforts of the ASEAN Secretariat in order to develop its identity is by conducting several events to promote ASEAN. Namely ASEAN Peoples’ Congress, ASEAN Arts Festival, ASEAN Travel Agents Association. With all of this organization, the ASEAN Secretariat is trying to reach broader society in which everyone could enjoy the benefits of becoming ASEAN people.

One of the remarkable effort of ASEAN Secretariat to uphold people-oriented ASEAN is with involving CSOs in regional governance. Kelly Gerrard (2013) elaborates that it started from late 1990s forums in Southeast Asia. With two most sustaining forum the ASEAN People's Assembly (APA) that founded by ASEAN-ISIS and the ASCS or ASEAN Civil Society Conference that started in 2005. For APA, held for seven times in the period of 2000 up to 2009 while ACSC nine times from its establishment year.

Civil society organizations believed to be a bridge for the ASEAN Secretariat to create a more 'people-oriented' ASEAN. This is because of communities from different groups representing their ideas with the framework that CSOs could provide for them. By listening to their inputs, the ASEAN Secretariat could collaborate in many sectors with numbers of stakeholder that work in their specialization.

There are several examples of relations that the ASEAN Secretariat established to engage with the advocacy that being promoted by CSOs. The examples are the ASEAN Youth Forum, Southeast Asian Committee for Advocacy, FORUM-ASIA, Asian Partnership for the Development of Human Resources in Rural Asia, Asia-Pacific Refugee Rights Network, Child Rights Coalition and etcetera.

With the commitment to engage with society, ASEAN has developed a robust framework to establish ASEAN Identity truly.

## **CONCLUSIONS**

This article attempt to reveal the more profound relationship between the people of ASEAN towards the ASEAN Identity. With the historical elaboration on how the Austronesian people as the root of Southeast Asian people, we had learned that the pattern of interaction occurred back before the modern civilization of Southeast Asia established. We also could see on the era where colonialism occurred in Southeast Asia; people keep interacting with each other despite fragmentation of the region hampered the establishment of it. Moreover, last but not least the establishment of ASEAN itself that hinge a notion where Southeast Asia country should unite under one association.

On its development, ASEAN Identity that initiates by ASEAN countries put the focus on three categories of analysis according to the theory of strategic segmentation. This category is:

- a. Children Cluster: This cluster focus on the establishment of ASEAN Children Forum as the initiative to involve children in the development process of ASEAN as well as the use of ASEAN Curriculum Sourcebook to provide systematic teaching of ASEAN as well as to develop ASEAN Identity.
- b. Youth Cluster: With the critical thinking and passion for providing a change towards the association, ASEAN Youth Forum that established in 2009 could break the limitation of advocacy and showing idealistic solidarity and brotherhood by stand against the government to protect issues such as Veloso's Death Penalty and Rohingya Refugee conflict.

- c. Adult Cluster: In this cluster, ASEAN focus on giving appropriate training as well as to increase the interaction between adults in many sectors. General to Popular program also established so that people will gain a common sense of belonging as well as the pride for being ASEAN.

With this measures taken by ASEAN, people start to feel that they identify themselves as ASEAN with the participation survey that held in 2006 showed that six from 10 people or in percentage 60% of the participant believed that people in ASEAN could identify with one another. Showing a good development of ASEAN Identity could also be seen in the willingness of young generations to learn more about ASEAN with the percentage 90% of them are interested.

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