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.