

## CHAPTER V CONCLUSION

After 51 years of its establishment, ASEAN as a regional association has achieved many significant milestones, especially in economic and political cooperation. With the main aim to increase economic cooperation by regional cooperation, the concept of cooperation, amity, and non-interference as the core principle led ASEAN to become one of the active association across the Southeast Asian region.

However, with neglecting the development of the social sector in return political and economic acceleration has led ASEAN into a social crisis where the social conflict occurred yet ASEAN could not do anything due to lack of shared identity. Thus, ASEAN comes up with the ASEAN Community as the idea to establish a collective identity.

Later on, ASEAN Vision 2020 has completed with the establishment of ASEAN Community 2015 that clarify the ASEAN Identity. However, during its implementation, many scholars argue that such identity remains vague since the only basis of the identity is relied on the interaction between the community and geographical factor.

From this thesis we also highlight that the Identity In this thesis, the writers conclude that value of ASEAN identity could be seen on the principle of mutual cooperation, consultations (*musyawarah*) and consensus (*mufakat*) of Southeast Asian people despite the diversity of culture in the region.

This thesis 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.

This could give many goods implications for ASEAN. The collective identity could boost social development such as the migration of people in Southeast Asia, and the increase of interaction between the community. Social issues such as the Rohingya refugee crisis, Pattani conflict, and South Philippine conflict as the example of social conflict within ASEAN, as well as international dispute such as the South China Sea dispute could be resolved in the peaceful settlement. Moreover, of course, the impact on economic and politic will be obtained after the establishment of ASEAN Identity.

With all the measures taken by ASEAN, it is true that right now the process is still happening and there are still much lacks on the initiative. However, from the thesis, we could see that the measure taken by ASEAN is already on the right track thus a better improvement could boost the achievement towards the goal of ASEAN Identity itself.