Toward a more cohesive and people oriented ASEAN: 2015 and beyond...
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FOREWORD

The year of 2013 had been a remarkable year for ASEAN Studies Center, Faculty of Social and Political Science, Universitas Gadjah Mada. Realizing that this very institution mere began its operation on 30 April 2013, it bear huge expectations from the University and the Ministry of Foreign Affairs, the Republic of Indonesia, to be a center of excellence in ASEAN issues as well as to support the readiness of Indonesia to welcome the ASEAN Economic Community in 2015. Over the last year, the ASEAN Studies Center has started its mission through various activities in the field of academic, research, and community engagement. In fact, the ASEAN Studies Center has hosted numerous events, such as forums, international seminars, and lectures, where scholars and government officials, in both national and international levels, come together for insightful communication. The ASEAN Studies Center has also embraced the local community trough direct visit as well as the creation of student activism. Through these many medium, the ASEAN Studies Center committed in bridging the idea of ASEAN with general public.

Today, the ASEAN Studies Center continues to develop several new projects, such as research, workshops and community engagement. One step at a time, our center seeks to foster ASEAN as people-oriented, people-centered and rules based organization. In doing so, the ASEAN Studies Center also seeks to ensure a vibrant and prosperous community in Southeast Asia. In pursuit of this dream, we have committed to further develop knowledge-net with people accros the region. Proud to be of one of the few multidisciplinary centers on ASEAN studies, our center will strive to provide good ideas for a better ASEAN.

Randy W. Nandyatama  
Director, ASEAN Studies Center UGM
THE LAUNCHING OF FISIPOL GOES ASEAN CAMPAIGN

SEPTEMBER 12, 2013
EXECUTIVE SUMMARY

The year of 2013 has been a challenging year for the ASEAN Studies Center (ASC) Faculty of Social and Political Sciences Universitas Gadjah Mada. As a newly established research center, ASC aims to contribute for ASEAN Studies in Indonesia, especially along with the need to respond ASEAN Community in 2015, and to bridge the ASEAN’s ideas, spirit and programs with its society. Hence, programs and activities conducted by ASC in 2013 were basically projected as a keystone for the development of ASC in the future. Indeed, ASC strongly believes that it needs to build and establish strong networks, both in national and international levels, in order to introduce and promote ASC. Moreover, ASC has also committed in the endeavor to promote ASEAN Awareness among academia in the University, creating a collaboration with the Faculty of Social and Political Science under the campaign of “FISIPOL Goes ASEAN.”

Specifically, ASC has been working in two major fields, namely internal and external settings. Externally, ASC has engaged with several strategic partners and stakeholders under our activities and programs, such as benchmarking and networking, seminar and public lecture. Throughout 2013, ASC has established comprehensive partnerships with Ministry of Foreign Affairs, Permanent Mission of Japan to ASEAN, The University of Melbourne, Korean Institute of Southeast Asian Studies (KISEAS), Thammasat University and other ASEAN Study Centers in Indonesia. These partnerships are important for ASC, especially in enriching and developing studies about ASEAN by exchanging ideas and creating collaboration with our external counterparts. As such, altogether with other ASEAN Study Centers in Indonesia, ASC FISIPOL UGM established Network of ASEAN Studies in Indonesia (NASI) and was elected as its national coordinator. On the other hand, ASC has also pursued its internal development, especially trough series of internal workshops, student research grant and community services under the framework of “FISIPOL Goes ASEAN.” These activities were aimed to promote
active participation from the all departments in FISiPOL as well as its students to the issue of ASEAN. Thus it will not only familiarize ASEAN among them, but also ignite a “sense of belonging” and critical thinking towards its opportunities and challenges.

Finally, the 2013 agenda was driven by a desire to establish a strong foundation for ASC and pathways for its development in its subsequent years. All programs and activities which have been conducted in 2013 was a valuable achievement for us to realize ASC's vision and missions in the future.
MILESTONES

ASEAN Regional Seminar “Toward A More Cohesive and People Oriented ASEAN: 2015 And Beyond” and The Launching of ASEAN Studies Center

AUGUST 1

Forum “Indonesia Merespon ASEAN Community 2015: Perspektif Lintas Disiplin FISIPOL UGM” and the Launching of FISIPOL Goes ASEAN

SEPTEMBER 12

Student Research Grant and Community Development “Building ASEAN Awareness” Competition

AUGUST

Public Action: “Kita & ASEAN” ASEANESIA Magazine

SEASON Discussion

SEASON Music & Dance

FISI POL GOES ASEAN

Fisipol Goes ASEAN Campaign (August - November)
Public Lecture “ASEAN in the Asian Century: Australian Perspective” with Dr. Avery Poole, Melbourne School of Government, University of Melbourne

Workshop on ASEAN Studies Center: State of the Art and the Establishment of Network of ASEAN Studies in Indonesia (NASI)

International Seminar “ASEAN – JAPAN 40 YEARS COOPERATION AND BEYOND: History of ASEAN-Japan 40 Years Cooperation And Vision of Mid-Long Term Cooperation ASEAN-JAPAN”
BRIEF PROFILE

ASEAN Studies Center Faculty of Social and Political Sciences Universitas Gadjah Mada is an independent institution which aims to develop the understanding of ASEAN issues among general public, as well as generating critical scientific research to enhance the role of ASEAN and the position of Indonesia in Southeast Asia.

ASEAN Studies Center Faculty of Social and Political Sciences Universitas Gadjah Mada was established in lieu with Tri Dharma Principles which comprises of three areas of teaching, research and community service especially related to the field of ASEAN studies. ASEAN Studies Center Faculty of Social and Political Sciences Universitas Gadjah Mada also establishes cooperation with government agencies and private sector, both domestic and foreign.
OUR VISION

The vision of ASEAN Studies Center FISIPOL UGM is to be a study center which generates scientific/scholarly researches on the regionalization of Southeast Asia and ASEAN particularly to prepare the nation's competitiveness.

OUR MISSION

Being a capable academic institution which develops ASEAN studies, especially in supporting regional integration process under ASEAN Framework.

Bridging the idea of ASEAN with general public, especially in terms of developing awareness, active participation and sense of 'community' among Southeast Asian people.

Supporting preparedness and active role of Indonesia in ASEAN especially related to the objectives of ASEAN Community.
Basically, the organizational structure of ASEAN Studies Center complies with the university regulation, especially referring to the Regulation of Rector of Universitas Gadjah Mada dated June 20, 2006, No. 246/P/ASK/HT/2006 for the Management of Study Center in Chapter V Article 12. Based on the above-mentioned regulation, ASEAN Studies Center consists of: (a) Head, (b) Executive Secretary, (c) Expert Team, (d) Administration Support Unit, and (e) others unit deemed necessary. Based on these provisions and the outcomes of the meeting on the establishment of the institution accordingly the organization structure of ASEAN Studies Center FISIPOL shall be arranged as shown below:
1. PUBLIC LECTURE, SEMINAR AND WORKSHOP

Throughout 2013, ASEAN Studies Center FISIPOL UGM has held various activities including public lectures, seminars and workshops.

ASEAN REGIONAL SEMINAR “TOWARD A MORE COHESIVE AND PEOPLE ORIENTED ASEAN: 2015 AND BEYOND”

The ASEAN Regional Seminar “Toward a More Cohesive and People-Oriented ASEAN: 2015 and Beyond” was the first international seminar organized by ASEAN Studies Center in collaboration with Indonesia's Ministry of Foreign Affairs and fully supported by Institute of International Studies, Universitas Gadjah Mada. The seminar was held on 30 April 2013 with the target of 200 participants from different backgrounds, such as scholars, students, government officers and journalists. Featuring with speakers from different backgrounds—ie. Government officers, academics and private sector, the seminar tried to review the idea of ASEAN Community along with its the three pillars, namely politics and security, economy, and socio-culture. Opened by Prof. Dr. Pratikno as the Rector of Universitas Gadjah Mada, the seminar also discussed what to do in facing the ASEAN Community by 2015 as well as from
various perspectives, namely ASEAN as regionalism, ASEAN within the framework of the ASEAN Political and Security Community, ASEAN transformation as a people-oriented institution and ASEAN-youth empowerment through entrepreneurship.

WORKSHOP ON ASEAN STUDIES CENTER: STATE OF THE ART

“Workshop on ASEAN Studies Center: State of the Art” was held on 3-4 October 2013. The objective of the workshop is to initiate a network between all of the ASEAN Study Centers in Indonesia. The workshop was attended by representatives of ASEAN Studies Center from various universities in Indonesia, namely ASEAN Study Center Universitas Indonesia, ASEAN Studies Center Universitas Padjadjaran, ASEAN Studies Center Universitas Gadjah Mada, ASEAN Studies Center Universitas Andalas and ASEAN Studies Center Universitas Sam Ratulangi, and also the representatives from Ministry of Foreign Affairs Republic of Indonesia, Ambassador Bagas Hapsoro. In addition to discussing the latest updates from each ASEAN Studies Center, the workshop also discussed the establishment of Network of ASEAN Studies in Indonesia (NASI). Institutionally, this network forms a loose framework and consists of all the ASEAN Study Centers in Indonesia. The initial activities that are currently on going are a joint publication on “ASEAN Community from the Grassroots” and joint research on “Awareness and Readiness for ASEAN Community”.
PUBLIC LECTURE WITH DR. AVERY POOLE, MELBOURNE SCHOOL OF GOVERNMENT, UNIVERSITY OF MELBOURNE

The public lecture was held on Friday, 15 November 2013 in Faculty of Social and Political Sciences Universitas Gadjah Mada with theme on “ASEAN in the Asian Century: Australian Perspective”. Designed along with ASEAN Week in Faculty of Social and Political Science, the public lecture was designed to spread the awareness of ASEAN and discuss the neighboring country's perspective about ASEAN.

INTERNATIONAL SEMINAR “ASEAN-JAPAN 40 YEARS COOPERATION AND BEYOND: HISTORY OF ASEAN-JAPAN 40 YEARS COOPERATION AND VISION OF MID-LONG TERM COOPERATION ASEAN-JAPAN” SEMINAR

In collaboration with Permanent Mission of Japan to ASEAN, ASEAN Studies Center organized a seminar to commemorate the 40th years of ASEAN-Japan Cooperation. The seminar was held on Thursday, 19 December 2013 and featuring Minister-Counselor Takako Ito, Deputy Chief of Mission-Mission of Japan to ASEAN as one of the speakers. Opened by Vice Dean for Alumni, Cooperation, Research and Community Service, the seminar specifically discussed Japan-ASEAN cooperation and the future projection of its cooperation, and trade related issues presented by Drs. Riza Noer Arfani, MA,
a lecturer in Department of International Relations, Faculty of Social and Political Sciences Universitas Gadjah Mada.

1.2. CAMPAIGN, FORUMS AND OTHER EVENTS

FISIPOL GOES ASEAN’’ CAMPAIGN

“FISIPOL Goes ASEAN’’ campaign was a collaboration activity between ASEAN Studies Center, Faculty of Social and Political Sciences Universitas Gadjah Mada and stakeholders within the faculty such as student organizations. This activity aimed to promote the awareness of ASEAN among academia in the University. Being held since Augustus until November 2013, the campaign including several activities, such as forum/seminar, student research grant and community services.

• FORUM “INDONESIA MERESPON ASEAN COMMUNITY 2015: PERSPEKTIF LINTAS DISIPLIN FISIPOL UGM”

Forum was held on Thursday, 12 September 2013 featuring several speakers from six departments in Faculty of Social and Political Sciences Universitas Gadjah Mada, specifically Department of International Relations, Department of Communication, Department of Public Policy
and Management, Department of Politics and Government, Department of Sociology, and Department of Social Development and Welfare. The objectives of this forum are encouraging the awareness of all departments with the issue of ASEAN, as well as supporting each department to envision the need to prepare for ASEAN Community 2015, especially in terms of academic and soft skills for its graduates. Moreover, the results from this forum will be used as an initial input for Faculty of Social and Political Sciences to stimulate academic development which enables the academia to cope with ASEAN Community's challenges. Moreover, this forum is also specifically held as an opening event of the “FiSIPOL Goes ASEAN” in 2013.

• STUDENT RESEARCH GRANT AND COMMUNITY DEVELOPMENT

This activity conducted on 1 August 2013 until 12 September 2013 as one of activities on “FiSIPOL Goes ASEAN”. This grant was given to individual student and student organization in Universitas Gadjah Mada, especially from Faculty of Social and Political Sciences, to hold ASEAN-related activities, such as socialization, community development, and research. After the selection process, there are seven activities which promote the awareness of ASEAN among academia in the University, namely Public Action “Kita dan ASEAN”, SEAclopedia (SEASON Encyclopedia), SEASON discussion, ASEAN Week, ASEANESIA magazine, SEAMOVIE, and SEAMUDA (SEASON Music and Dance).

• PUBLIC ACTION “KITA DAN ASEAN”

Public Action “KITA dan ASEAN” was conducted by GAMAPI (Keluarga Mahasiswa Manajemen Kebijakan Publik), a student organization in the Department of Public Policy and Management Faculty of Social and Political Sciences Universitas Gadjah Mada. From the end of September until November, GAMAPI organized several activities under Public Action
“KiTA dan ASEAN,” namely as research and publication of poster, leaflet, and REFORMEDIA magazine, as well as ASEAN short movie screening. The purpose of this activity is not only to socialize ASEAN Community among the academia but also to grasp their aspirations on the issue of strategy and response towards the upcoming ASEAN Community in 2015.

• SEACLOPEDIA

SEAclopedia was conducted by SEASON (Southeast Asia Student Organization), a student organization under the Faculty level which focuses on learning more about Southeast Asia, especially ASEAN member countries. This program is an effort to provide a reference laboratory, such as books, articles and journals about ASEAN. This program is primarily aimed to enrich the knowledge of the academia in the University on the issue of ASEAN and ASEAN Community 2015. The SEAclopedia itself is going to continue its program in the next year.

• SEASON DISCUSSION

SEASON Discussion is also one of programs that conducted by SEASON (Southeast Asia Student Association). Having a schedule of twice a month since September until December 2013, this program is specifically aimed to increase public's sense of belonging towards ASEAN, introducing ASEAN and ASEAN Community among students and public society, as well as at the same time, examine the challenges and opportunities in the ASEAN Community 2015.
• **ASEANESIA MAGAZINE**

Conducted by M. Abie Zaidannas S., Bara Ekiyama Brahmantika and others, this program is targeted to promote and increase public's knowledge on ASEAN in the form of magazine. This magazine is expected to be a media to share about ASEAN issues, such as encouraging its society to travel to ASEAN countries, bridging cultural understanding between one another, and also supporting them to appreciate and explore ASEAN. Indeed, this magazine could be one of student's endeavors to foster “sense of belonging” among the academia.

• **SEAMOVIE**

Realizing that conservative effort to promote ASEAN Community is no longer effective, Maulina and Oktavi Andaresta (students of Department of International Relations 2007, Universitas Gadjah Mada) conducted an endeavor to promote ASEAN Community through “ASEAN Movie Week 2013” or “SEAMOVIE”. This event consists of three main activities, namely movie screening, movie discussion and door prize session. Held from 6 - 12 November 2013, this program holds movie screening of 10 selected movies from all ASEAN member countries where each movie represents ASEAN member country. The selected movies are aimed to provide well information and create good understanding among the academia in University about other ASEAN member countries.

• **SEASON MUDA (SEASON MUSIC AND DANCE)**

Along with the theme “SEASON MuDa: Our Culture, Our Identity”, SEASON (Southeast Asia Student Association) conducted a short course of music (folk songs) and traditional dance from ASEAN member countries for the students of Universitas Gadjah Mada. This program is aimed to facilitate the students of Universitas Gadjah Mada to learn more about the language and culture of ASEAN, and last but not least to learn more about challenges and opportunities in the ASEAN Socio-Cultural Community.
• ASEAN WEEK “ASEAN STUDENT FESTIVAL”

Held by DEMA FISIPOL UGM (Dewan Mahasiswa FISIPOL UGM), a student organization under the Faculty level, ASEAN Student Festival aimed to raise public’s awareness towards ASEAN, especially on the opportunities and challenges of ASEAN Community 2015. This program consists of ASEAN Student Festival Talkshow, Scholarship Expo, and ASEAN Cultural Night and Culinary Festival. The targeted participants are youth, students, and general public in Yogyakarta. Conducted in the middle of November 2013, this program invited several prominent speakers and art performer from several countries in Southeast Asia region. Not only to disseminate the value of ASEAN Community to the public society, the ASEAN Student Festival also intended to give inspirations to students to move and act in their respective society in order to promote and develop Indonesia and ASEAN.

1.3. NETWORKING & BENCHMARKING

ASEAN Studies Center has conducted several official visits to discuss the possibility of cooperation on activities and research with universities and research institution, also introducing ASEAN Studies Center Faculty of Social and Political Sciences to the respective institutions.
• VISIT TO ASIA-EUROPE INSTITUTE, UNIVERSITY OF MALAYA, MALAYSIA

On August 26, 2013, M. Prayoga Permana, MPP, Executive Secretary of ASEAN Studies Center and Atin Prabandari, MA (IR), Program Coordinator on Academic and Research of ASEAN Studies Center visited Asia-Europe Institute (AEI), University of Malaya, Malaysia. The purpose of the visit was to give an opportunity to the ASEAN Studies Center's board of committee to learn more about the organization, system, and performance of the AEI-University of Malaya, Malaysia. Furthermore, the visit also aimed to establish a possible cooperation between the two organizations.

• VISIT TO PRIDI BANOMYONG INTERNATIONAL COLLEGE, THAMMASAT UNIVERSITY

On October 31, 2013, Randy Wirasta Nandyatama, M.Sc, Head of the ASEAN Studies Center and M. Prayoga Permana, MPP, Executive Secretary of ASEAN Studies Center visited Pridi Banomyong International College, Thammasat University. The ASEAN Studies Center was invited by the Pridi Banomyong International College, Thammasat University to discuss the possibility of cooperation with the ASEAN Studies Center including twinning program for Thammasat University, Kyoto University and Universitas Gadjah Mada.

• VISIT TO KOREA INSTITUTE OF SOUTHEAST ASIA STUDIES, SEOUL, SOUTH KOREA

On November 1, 2013, Randy Wirasta Nandyatama, M.Sc, Head of the ASEAN Studies Center and M. Prayoga Permana, MPP, Executive Secretary of ASEAN Studies Center visited KISEAS (Korea Institute of Southeast Asian Studies) in Seoul, South Korea. During the visit it was agreed that the ASEAN Studies Center and KISEAS will sign Memorandum of Understanding on cooperation between the two parties, especially in
terms of research collaboration. The MoU has been signed on December 4, 2013 by Dean of Faculty of Political and Social Sciences Universitas Gadjah Mada and Director-General of Korean Institute of Southeast Asian Studies.

• VISIT TO ASEAN-KOREA CENTER, SEOUL, SOUTH KOREA
On November 4, 2013, Randy Wirasta Nandyatama, M.Sc, Head of the ASEAN Studies Center and M. Prayoga Permana, MPP, Executive Secretary of ASEAN Studies Center visited the ASEAN-Korea Center (AKC) in Seoul, South Korea. The visit was conducted to obtain information related to the ASEAN-Korea Center itself and the possibility of cooperation between the AKC and the ASC.

• VISIT TO INSTITUTE OF ASIAN STUDIES, UNIVERSITI BRUNEI DARUSSALAM, BRUNEI DARUSSALAM
Visit to the Institute of Asian Studies, Universiti Brunei Darussalam was held on 6-8 November 2013. Meredian Ahmad Alam, MA, M.Phil as the Program Coordinator on Community Development was the only participant of the visit. The visit itself aimed to learn more about the research institution.

VISIT TO ASEAN STUDIES CENTER BY GOVERNMENT INSTITUTION
In 2013, ASEAN Studies Center Faculty of Social and Political Sciences Universitas Gadjah Mada hosted several visits from government institution to discuss issues on ASEAN and the possibility of cooperation.

Visit By The Representatives of British Embassy in Indonesia
Several representatives of British Embassy in Indonesia visited ASEAN Studies Center, FISIPOl UGM on October 29, 2013. This visit aimed to discuss more about ASEAN Studies Center profile, issues on ASEAN, and also the issue politics and human rights in Southeast Asia.

Visit By Staff of The Ministry of Agriculture of The Republic of Indonesia
The staffs of the Ministry of Agriculture of the Republic of Indonesia visited ASEAN Studies Center, FISIPOl UGM on December 18, 2013. During the visit, the ASEAN Studies Center and the staff of the Ministry of Agriculture discussed about the readiness of Indonesia, especially the agricultural sector in facing the ASEAN Community 2015.
2 COMMUNITY DEVELOPMENT

ASEAN COMMUNITY 2015 AWARENESS BUILDING PROGRAM

In order to meet the ASEAN Community 2015, ASEAN Studies Center Faculty of Social and Political Sciences conducted ASEAN Community 2015 Awareness Building Program to STP AMPTA Yogyakarta and SMK Negeri 6 Yogyakarta. The two schools were selected as its students are the most affected parties according to Mutual Recognition Arrangement in service sector. In this program, the enthusiasm of the students was very high and the two schools wished for continuation of such program.
3 NETWORKS

PARTNERS

- Korean Institute of Southeast Asian Studies (KISEAS)
- Pridi Banomyong International College, Thammasat University

COUNTERPARTS

- Ministry of Foreign Affairs, Republic of Indonesia
- Permanent Mission of Japan to ASEAN
- Network of ASEAN Studies in Indonesia (NASI): ASEAN Studies Center Universitas Gadjah Mada, ASEAN Study Center Universitas Indonesia, ASEAN Study Center Universitas Padjadjaran, Universitas Hasanuddin, Universitas Airlangga, Universitas Brawijaya, Universitas Sam Ratulangi, Universitas Andalas
- Network of ASEAN Studies (NAS): Institute of Asian Studies Universiti Brunei Darussalam - Brunei Darussalam, Cambodian Institute for Cooperation and Peace - Cambodia, Department of South East Asian Studies Faculty of Arts and Sciences University of Malaya - Malaysia, Institute of ASEAN Studies and Global Affairs (INSPAG) Universiti Teknologi MARA - Malaysia, Asia Research Center University of Yangon - Myanmar, Centre for Multilateralism Studies (CMS) S. Rajaratnam School of International Studies - Singapore, ASEAN Studies Center Chulalongkorn University - Thailand, Center for ASEAN Studies Thammasat University - Thailand, and NASI members.
- University of Melbourne, Australia
CHAMPIONING ASEAN COMMUNITY

Meeting the regional challenges requires public sector, business and community to evolve and diversify with the changing socio-economic landscape. In 2014 we embark on major activities shift towards academic supports for stakeholders to champion the three pillars of “ASEAN Community”. Therefore, ASEAN Studies Center (ASC) has attuned to encourage research as well as to enable the center to support evidence based policy making grounded in the unique perspectives of multi disciplinary studies, ranging from International Relations, Public Policy and Public Management, Sociology, Social Development Studies to Economics.

To enrich our research environment and capacity in 2014, ASC has recruited Deshinta Dwi Asriani, a lecturer in Sociology Department to contribute on publication and community engagement. Two additional research assistants were also involved, both from International Relations Department and Department of Public Policy and Management.

ASC also committed to pursue global standards on research, teaching, knowledge dissemination and services. As they are essential to ASC milestones, we continue to build collaboration and benchmarking program to leading research centers overseas.
CHAMPIONING ASEAN COMMUNITY

RESEARCH

- Small and Medium Enterprises Amidst Regional Integration: Mapping Challenges and Strategies (March-November)
- Assessing Stakeholders Involvement in Post 2007 ASEAN
- ASEAN Identity: Awareness and Sense of Belonging (May-November)
- Creating ASEAN-Indonesia Data/Resource Center (May-November)
- Publication, research dissemination/seminar, ASEAN Notes and analysis on published papers (May-November)

TEACHING

- Visiting fellow/lecture grants for prominent ASEAN Universities
- Pilot project for undergraduate subject: “ASEAN Community and Public Sector”

CAPACITY BUILDING & COMMUNITY DEVELOPMENT PROGRAM

- National Workshop, ASEAN Community: Strengthening The Role of Local Government in 20 Indonesia’s Economic Hubs (June)
- Community Development: Building ASEAN Awareness (November)

INTERNATIONALISATION

- International Conference on ASEAN Studies (ICONAS), Inner and Outer Look of Southeast Asia in 2015: Championing ASEAN Community (October)
- Benchmarking Programs