
**Upaya Meningkatkan Daya Saing Ekonomi Indonesia dalam Menghadapi
Pasar Tunggal ASEAN 2015:
Analisis, Evaluasi, dan Rekomendasi**

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The economic crisis affecting Thailand, and also another countries in South East Asia, including Indonesia, has realized that countries to interdependency system on each other countries in that region. This condition will give wider motivation toward regionalism or regional economic integration. On the last ASEAN Summit Meeting in Cebu, the Philippines, in January 1997, has decided to faster a creating of ASEAN Community from the first planning in 2020 to 2015. The economic implication of this faster conduct is a creating of ASEAN Single Market in 2015, which there is more free flow of goods, services, investment and more free flow of capital.

Based on the description above, this research therefore is endeavor to identify, to analysis and to evaluate the ASEAN economic cooperation; to analysis the Indonesian economic competitiveness, in the comparison with five other ASEAN countries (Malaysia, Singapore, Philipines, Thailand and Vietnam). Then, we hope that this research will be a recommendation for the government to conduct a concretably and measurable policy in the term of preparation toward ASEAN Single Market 2015.

As a basic to conduct and purpose the recommendation policy for the government, this analysis of Indonesian economic competitiveness is based on four pillars as a tools of analysis: (i) human resources competitiveness that are life expectancy, literacy and purchasing power parity; (ii) infrastructure competitiveness that are transportations, electricity facilities, communications, water and sanitation facilities; (iii) organization, cultur and institution competitiveness that are voice and accountability, political stability and asence of violence, government effectiveness, regulatory quality, rule of law and control of corruptopton; (iv) analysis of dynamic of political economic of six ASEAN countries, including strategic of financial economics development and real sector development; (iv) analysis of twelve integrated sectors in ASEAN Single Market 2015.

This ways of research conduct are relied on: (i) this research will be more systematic and more perspective than another research and analysis before, because this tools are simplification and re-classification from that; (ii) with the addition of one factor measureable that is twelve integrated sectors in ASEAN Single Market 2015, this research will be more objective than another measurement and research before. The measurement of this additional factor is purposed to find Indonesian products that have high competitiveness than another products of five ASEAN countries, then that chosen products will be recommended to be the Indonesian prime products.

Based on the analysis, this research concluded that many indicators were seen that Indonesia has a low competitiveness in the term of human resources quality, infrastructure, organization, cultur and institution. Eventhough, this research also found a number of potential and competitive Indonesian products in its quantitative methods in analyzing of twelve integrated sectors in ASEAN Single Market 2015. Thus, a number of prime Indonesian products will not give positive contribution to Indonesia. Doing reform in that low competitive sectors, in the seven years time before regional integration happen in 2015, is a recommended task for the government. So that, we hope ASEAN Single Market 2015 will be a momentum for Indonesia to take a more benefit.