

**PROCEEDING OF THE 1ST INTERNATIONAL
CONFERENCE ON ASEAN (IC-ASEAN)**

“TOWARDS A BETTER ASEAN”

**September 5-6, 2019
Padang, West Sumatra, Indonesia**

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Preface

ASEAN is a dynamic force which maintains its growth despite obstacles and problems. After completing the first period of its vision of an integrated regional community (ASEAN Community 2015), ASEAN is now preparing for the launch of ASEAN Community Vision 2025, supported by ASEAN Connectivity 2025. As a study center focusing primarily and solely on ASEAN, Pusat Studi ASEAN (PSA) Universitas Andalas in collaboration with the Indonesian Ministry of Foreign Affairs believes that this time of transition is the most appropriate moment to evaluate past actions, to discuss present issues and to provide an outlook for the future of ASEAN.

The main objective of the International Conference on ASEAN (IC-ASEAN) was to gather academics and practitioners, from various backgrounds, in order to specifically compile knowledge, theory and scientific suggestions which could contribute to the success of ASEAN's future; thus the theme of this conference "Towards a Better ASEAN". In order to directly connect to ASEAN, the subtheme of IC-ASEAN was aligned with the three ASEAN Community pillars which are ASEAN Political-Security Community, ASEAN Economic Community and ASEAN Socio-Cultural Community. Moreover, the subthemes were designed to be general to accommodate the diverse and numerous backgrounds of participants.

The keynote speakers, who were experts in their field; academics and professionals (diplomats), came from ASEAN member countries such as Indonesia, Malaysia, the Philippines and Brunei Darussalam. There were more than 100 papers presented at the conference, originating from more than 30 universities and institutions from all over Indonesia and also Malaysia. We do believe that this conference is an initial step towards collaboration between academics and practitioners from various backgrounds to play a role in the development of ASEAN as a regional organization. It still has a very long way to go, but this initial step is the start of many years of collaboration.

This proceeding is the first of what we hope will be a series of the International Conference on IC-ASEAN proceedings. The papers published in this proceeding are selected articles from IC-ASEAN conference. Our most notable achievement will be the contribution of the knowledge within this proceeding for the advancement of IC-ASEAN, but also the enlightenment that it could bring to anyone who was able to read it.

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LAMPUNG PROVINCE E-COMMERCE POTENTIAL IN FACING IMT-GT 2020

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Abstract

The Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) cooperation has been formed since 1993, but significantly developed since January 12, 2007. In Indonesia, that are part of the IMT-GT cooperation are Aceh, Bangka-Belitung, Bengkulu, Jambi, Lampung, South Sumatra, Riau, Kepulauan Riau, North Sumatra and West Sumatra. It is understood that the IMT-GT area is the island of Sumatra, with the potential of natural resources, but has weaknesses in infrastructure facilities. IMT-GT is an opportunity for Lampung Province to develop its region through bilateral and multilateral para-diplomacy as well as to have competitiveness and not be left behind in the era of free trade and the ASEAN Community. As the IMT-GT focus focuses on the private sector, complementary and comparative advantages need to be identified. One other issue that is currently being an interesting issue is the Digital Economy which is interpreted as economic and business activities based on internet-based markets, or as it is commonly known as e-commerce. This study uses a qualitative approach in identifying the e-commerce potential of Lampung Province supported by library research method and holding Focus Group Discussion (FGD) with Local Planning Agency (Bappeda) and other related agencies.

Keywords: E-commerce, Potential, IMT-GT, Lampung.

INTRODUCTION

ASEAN regional cooperation has various types of subregional cooperation in various fields aimed to smooth the realization of ASEAN Connectivity. Synchronization of countries in the region is implemented into these subregional collaborations. One of the regional subregional collaborations that is projected to encourage the establishment of ASEAN Connectivity is the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT)

IMT-GT covers 32 provinces, with a total population of 70 million people 10 provinces in Indonesia, 8 states in Malaysia, and 14 provinces in Thailand [1]. The focus of the IMT-GT is to promote economic growth that specializes in the private sector and emphasizes the complementary and comparative advantages of its member countries [2].

IMT-GT is a tool that can be used to optimize the potential of the area involved. The IMT-GT platform must continue to be optimized by all relevant provinces so that at the moment of IMT-GT's vision 2036, can completed. The ideals of IMT-GT is to become a region that integrated, innovative, inclusive and sustainable in 2036 must be prepared soon and thoroughly. Innovative regional economic integration in the form of joint strategy to promote growth aimed for the future generations. IMT-GT is also intended to encourage the community to contribute and take advantage of the region's socioeconomic development (IMT-GT Vision). In addition, the most important part of this collaboration is a dream to make a borderless, progressive, prosperity and peace, and can improve the quality of its people.

IMT-GT is also a response from the development of dynamic regional economic trends. The focus of IMT-GT's attention is on the rise of the consumer class, the development of class cities and the need to increase productivity by capturing huge profits from global flows in trade and investment by promoting competitive trade areas. If the IMT-GT is successfully implemented as stated in its blueprint, then the area that is the focus will be an advanced economic region in 2036 later.

Speaking of platforms, of course there is potential to be maximized through that platform. This paper will focus on the regional potential of Lampung Province, but we also need to look at the overall potential of the IMT-GT region. Lampung, with all the potential it has, is expected to be able to utilize the IMT-GT platform so that it can realize the vision of IMT-GT 2036. For this reason, a study is needed to assist researchers in identifying the various potentials that Lampung has, so that it can be optimally utilized. The hope is that the mapping can be used to focus the efforts made by various parties related to optimizing the potential of the Lampung province.

The focus areas of the IMT-GT collaboration are infrastructure and transportation, trade and investment, tourism, halal products and services, agriculture, and human resource development. The distribution of focus areas of cooperation can be seen in the table below:

Tabel 1. Cooperation Area IMT-GT

Area	Leader Country
Infrastruktur and transportation	Thailand
Trade and investment	Thailand
Tourism	Indonesia
Halal produk and services	Indonesia
Agricultur and agronomy and environmnet based industry	Malaysia
The development of human resource	Malaysia

From the table above it can be seen that the distribution of work focus is shared equally by the three member countries and has been adjusted to the characteristics of each country. Indonesia is leading in the tourism sector and developing halal products and services. But keep in mind that leading a work area does not mean to be neglected in other fields. Especially in Industry 4.0 which has a very broad scope, even without limits because it is supported by mass digitalization in all fields.

The special attention of IMT-GT on the private sector is certainly not free from the desire to improve the standard of living of the local community, which is expected to impact on the strengthening of the regional economy. The private sector can contribute to economic growth, due to the large potential contained in the sector, and most have not been explored to the fullest. Sumatra Island has a population of 50.37 million people, and 8.3 million of them are in Lampung province. A large number and has a bargaining value and potential which, if utilized properly, will provide benefits to the people of Lampung who are the target of this cooperation.

This paper focuses on the use of e-commerce in optimizing regional potential, because data on the potential of e-commerce in Indonesia and Lampung is very potential. The projected growth rate of e-commerce in Indonesia alone reaches US\$ 30 billion. If local products and potentials can use the IMT-GT platform and e-commerce, the IMT-GT program areas will succeed in realizing the ideals of IMT-GT and grow to become an economic power of ASEAN.

Success really requires planning and recognition of your potential and weaknesses. Lampung, as explained above indeed has a very large regional potential, but it still cannot be utilized optimally. Development carried out by local and national governments still cannot boost significant economic growth. In order to fulfill the ideals of the IMT-GT that can touch the private sector, a study that identifies local potential is very relevant today. The results of this study are expected to be a reference

by the government in optimizing efforts to develop the local potential of Lampung province. It also can be used as a reference for various parties who want to carry out further research in the field of developing the strategic potential of Lampung province.

RESEARCH METHOD

This study uses a qualitative approach that can help identify potential and process data both primary and secondary in identifying the strategic potential and problems of Lampung Province, not only by collecting primary and secondary data both in the literature or in field research, but also holding an Focus Group Discussion (FGD) and some interviews with Local Planning Agency (Bappeda) and other related agencies. The interview can find out the potential directly, because the interview is conducted with Bappeda who does have authority in the area of regional development. All data were analyzed using qualitative and quantitative methods. While the FGD can provide an explanation of problem solving and collaboration between agencies in Lampung Province.

LITERATURE REVIEW AND RESULT

Research that discusses the economic potential of the implementation of the IMT-GT has been done by many academics and practitioners. However, not too many studies specifically devoted to the potential of e-commerce, especially the potential of e-commerce in the area of Lampung Province.

Ani Rostiyati in a study entitled *The Potency of Tourism in Lampung and Ints Development* identified several tourism potentials that are owned by Lampung Province. Rostiyati uses SWOT analysis (strengths, weaknesses, opportunities, threats) to see the strategies used in tourism development. From the results of the SWOT analysis, Rostiyati found Lampung tourist attraction objects, namely: natural / sea tourism objects, cultural attractions; and historical attractions [3].

The research conducted by Rostiyati only examined Lampung's tourism potential with an analysis of its advantages and disadvantages, without looking at the benefits of these potentials in the IMT-GT platform. In addition, what distinguishes Rostiyati's research from this research is the concept of e-commerce. In this study the concept of e-conference is used as the object of discussion.

The second study is the research of Sandi Nur Ikfal Raharjo, et al, entitled *The Role of IMT-GT Cooperation in The ASEAN Connectivity Development*. Using qualitative methods that are descriptive correlative, it was found that IMT-GT contributed nearly 50% to the Malaysian economy, supporting the vision the world's maritime axis for Indonesia, as well as encouraging the progress of the relatively underserved South Thailand region [4].

An important difference from Raharjo et al's research with this research is that Raharjo et al did not specifically study Lampung Province and the concept of e-commerce. Raharjo focused on the discussion of the IMT-GT as a collaboration used to welcome ASEAN Connectivity. While in this study Lampung Provisnsi and e-commerce are the main studies. Research.

Based on the literature review above, a vacancy can be seen in the study of the implementation of the IMT-GT and regional potential. The research that has been done is still not discussing the local potentials of the regions which are the areas of IMT-GT implementation. In fact, to be able to maximize the benefits of implementing the IMT-GT, a region must know what potential they can exploit. That way, each member country can optimize the potentials that have been identified.

The concept of e-commerce is also considered necessary to be used as an analytical tool because IMT-GT's focus on increasing the role of the private or individual sector can be enormous potential for IMT-GT member contris, especially Lampung Province.

International Cooperation

The use of international cooperation theory is based on the relevance of increasing forms of multilateralism relations in the pattern of relations between countries. The argument is that no country can meet its own needs, especially in the era of rapid technological development. Cooperation with other countries is a form of interdependence based on the state's obligation to meet the needs of its citizens. The need to meet these needs created the birth of various international cooperation in various aspects, including the economy. Forms of economic cooperation between world countries strengthen global interdependence.

The desire to improve the welfare and standard of living of citizens is the main goal of most work in the economic field. Every collaboration must be based on mutual trust, respect and respect for fellow members. That way the cooperation can run optimally and each member country gets the maximum benefit.

International cooperation, as mentioned earlier arises from the different circumstances and needs of the country. Each country also has advantages and potentials that are different from one another. It makes a country will need the advantages and potential of other countries. In this context, cooperation between countries is very important and relevant in international relations. Therefore, international cooperations is still relevant and need to be maximized. Dependency between member countries must be maintained by fostering a strong mutual trust. So that cooperation between countries can succeed.

K.J Holsti defines international cooperation into five namely [5]:

1. Assumptions of two or more interests, values or goals when meeting each other can produce something to promote and fulfill
2. The assumption is that when a country cooperates, the policies decided by other countries will help the country to achieve its interests and values.
3. Agreements and differences between two or more countries in order to take advantage of similarities or conflicts between interests.
4. Official and unofficial rules regarding future transactions carried out to carry out the agreement.
5. Transactions between countries to fulfill their agreement.

Keohane states that relations between Western countries are characterized by complex interdependencies. When interdependence is high, countries will form international institutions that function to face common problems. International cooperation can advance the country within the boundaries of the treaty territory, provide information and resources, as well as reduce costs (distribution, economic costs, etc.). International cooperation can be either formal or informal institutions [6].

Koesnadi Kartasmita stated that international cooperation was the impact of the interdependence of countries. International cooperation can not be avoided by all countries, because essentially no one can fulfill their own needs. In addition, human life is also increasingly complex and has an impact on the complexity problems of international community [7].

The most important discussion of a collaboration lies not in identifying goals or objectives, or ways to achieve them. The most important thing from a collaboration is the result of that collaboration. Is the goal or objective of forming international cooperation, namely to improve shared prosperity can be achieved? The question is also trying to find the answer in this study. Is the IMT-GT collaboration able to improve the welfare of its member countries, and how a country / region can recognize its local potential.

e-Commerce

E-commerce is a process of buying, selling, and or exchanging goods, services and information through a computer network including the internet network. Entrepreneurial activity becomes an

indicator for the population of a country in seeing the level of economic independence and prosperity. Entering the digital era, buying and selling activities do not only go through the manual stages and require both parties, sellers and buyers, to meet, but can be done remotely using the internet. The term e-commerce can be seen from four different perspectives, namely [8]:

1. A communication perspective, which is the supply of goods, services, information or payments through computer networks or other electronic devices.
2. Business process perspective, namely the application of technology with the aim of automating business transactions and steps in carrying out work.
3. Service perspective, a tool that can meet the needs of a company, consumers, and management with the aim of minimizing service costs, improving quality, and speed of customer service.
4. Online perspective, e-commerce allows the process of selling and purchasing products and information via the internet and other online services.

The difference is clearly seen in traditional commerce and e-commerce activities, starting from the actors involved, the mechanism that is carried out in both, and even the components involved. Following are some of the components involved in implementing e-commerce:

1. Customers, internet users who can be defined as potential target markets to receive product, service or information offers from sellers.
2. Sellers, those who offer products, services or information to customers, both individuals and organizations, can be done directly or take advantage of the marketplace.
3. Products, the most striking difference between traditional commerce and e-commerce is the product being sold. E-commerce can also sell digital products.
4. Infrastructure, the condition of market infrastructure consisting of hardware, software, and network systems.
5. Front end, is a web application that has the ability to interact with users directly, such as seller portals, electronic catalogs, shopping carts, search engines and payment gateways.
6. Back end, applications that indirectly support front end applications. All activities related to ordering goods, inventory management, payment processing, packaging, and shipping.
7. Intermediary, is a third party that bridges producers and consumers. Online intermediaries help buyers and sellers meet, provide infrastructure, and help sellers and buyers complete the transaction process. It doesn't have to be a company or organization, individuals like brokers and distributors can also be intermediaries.
8. Other business partners, parties other than intermediaries who collaborate with producers.
9. Support services, security guarantor to the knowledge provider level

Tourism Potential

The tourism sector is one sector that has an important role in a country. This industry has a big impact on progress with increasing state revenues. In addition, this sector will also give birth to jobs for the community at tourist spots. So that the economic level at tourist spots. So that the economic level of society will increase.

Lampung is a province that has great potential in the field of tourism. This province has a coastline of about 1,105 km. There are 2 bays in Lampung, namely Semaka Bay and Lampung Bay with around 132 islands that are directly facing the Sunda Strait ALKI. Some islands are included in Lampung Province including Condong Island, Legundi Island, Tegal Island, Sebuku Island, Kelagian Island, Sitiga Island, Sebesi Island, Puhawang Island, Tangkil Island, Krakatau Island, Tanjung Putus Island, Balak Island, Loh Island, Pulau Lunik, Tabuan Island and Banana Island [9].

The role of the Lampung Provincial Government in supporting tourism development refers to Regional Regulation No.6 of 2012 concerning the Regional Tourism Development Master Plan (RIPPDA) [6]. Since 2014, the Tourism Office has determined seven Strategic Tourism Leading

Areas namely, Bandarlampung City, Krui and Tanjung Setia, Way Kambas National Park, Kiluan Bay, Mount Krakatau and Sebesi Island, Bakauheni and Siger Tower, and Bukit Barisan National Park. At present, local tourists currently dominate, of 3,467,715 tourist arrivals in 2013, around 97%

of these are local tourists, the rest are foreign tourists. On average, Lampung is visited by around 3000 foreign tourists every month [9]. This figure is still very far from Bali which was visited by 3.41 million foreign tourists in the January-November 2014 period [10].

The ineffectiveness of facilities that support the tourism industry is one of the serious development problems in Lampung Province. Coordination between related parties, namely the local government, travel agents, tourism supporting businesses, tourism destinations, and the community, still needs to be developed. This condition explains that this industry still faces several development challenges. In fact, if this sector is developed to the maximum, it will certainly contribute greatly to improving the economic level at the regional and national levels.

The economic growth potential of Lampung Province and Indonesia will be realized if the Lampung tourism industry is run optimally. So that innovative efforts are needed in marketing this potential through digital marketing that can reach prospective domestic tourists, Lampung and Indonesia, as well as foreign countries namely ASEAN and the world.

Potential Commodities (Coffee and Cassava)

Lampung Province has the potential of natural resources that are very diverse, prospective, and reliable, ranging from agriculture, plantations, fisheries, livestock, mining, tourism, to forestry. Lampung Province has a strategic position because its area is located at the southern tip of Sumatra Island, which is the gateway to Sumatra Island from Java Island, with an area of Lampung Province is 34,623.80 Km²[4]. With the most extensive area on the island of Sumatra, Lampung is one of the three main coffee-producing regions in Indonesia with 21%, the first being South Sumatra with 22% and third is Bengkulu with 9% [11].

The main cassava producing regions in Indonesia are Lampung, East Java, West Java, Central Java and Banten. Of the four regions, Lampung is still the largest cassava producer in Indonesia, accounting for 20% of total national production [12].

Indonesian and ASEAN e-Commerce Market Potential

Indonesian and ASEAN e-Commerce Market Potential Internet users in Indonesia are the largest among other ASEAN member countries. Based on the figure below, Indonesian internet users in 2017 reached 57.1% of the total population. The sharp increase occurred in 2018, active internet users in Indonesia reached the number 64.8% or around 171.17 million people [13].

Internet users in Indonesia reached 88.1 million, plus 79 million social media users with a total population of approximately 259.1 million [13]. Indonesia's large population can be a big potential as well. Besides having the largest area in ASEAN, Indonesia is also the largest market. The potential development of the Indonesian market for e-commerce activities is reaching more than 25% per year.

The Indonesian e-commerce market is projected to grow even bigger in 2020, which is a bonus projected growth of internet users in 2020 of 57 million people [14].

ASEAN, for industrial countries, is also a big market. When compared, ASEAN 6 (Indonesia, Thailand, Malaysia, the Philippines, Singapore and Vietnam) ranks first with China at 25% of e-commerce growth compared to the United States, EU 5 (the five largest European Union countries), and Japan [14].

The ASEAN market is classified as the largest in the world when it sees the potential for population growth and population growth of internet technology users. Active internet users will greatly affect the sale of products through digital sales. E-Commerce which is a big innovation in the world economic system has its own place in improving the country's economy, without having to meet face to face between actors. Indonesia's e-commerce market potential is large, with 70% more active Indonesian internet users, Lampung can take advantage of these opportunities or even lose. Marketing

of Lampung local products, some of which occupy the highest production position in Indonesia, can easily dominate the market. With the mastery of local products in the digital market and tourism in Lampung with great potential will certainly bring far greater economic benefits.

CONCLUSION

After describing the potential possessed by Lampung Province, namely tourism, coffee and cassava as well as great e-commerce potential. This study also found that the Lampung government needed to give special attention to improving the competitiveness of the community in facing ASEAN Connectivity 2036. One of them was through optimizing the benefits of the IMT-GT to improve the living standards of Lampung people. Lampung tourism potential, for example, despite having a lot of objects that can be used as tourist attractions, but the infrastructure is not yet supportive. Lampung's original commodity products such as cassava and coffee have also not been maximally utilized. The government needs to encourage and initiate local farmers to develop their crops so they can reach a wider market. Another potential is e-commerce which has the potential to benefit billions of US dollars. The large number of Indonesian internet users is a huge market potential and in fact has not received much attention from the Lampung government.

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