

of more than 50% share in 2025, where its GDP per capita is expected to reach approximately US\$ 15,000. We face many challenges to make it happen. The real and upcoming first challenge is the implementation of the ASEAN Economic Community in 2015, a concept in which the integration of ASEAN becoming a single huge market as well as a production base. The ASEAN Community Concept was originally designed to improve the welfare and reduce inequalities between ASEAN countries. With economic integration in a single place, ASEAN countries are expected to have higher competitiveness and able to deal with regionalism elsewhere in the world such as the European Union, the Economic Community of Latin America and etc. (Gusman, 2013).

Indonesia as a current ASEAN country member actually has a macro economic growth that is relatively well. Indonesia's economic growth runs stably and quite promising, although it still needs to be continually driven. Indonesia's income per capita has also reached US\$ 3,710 in 2012. This makes Indonesia fall into the category of middle-income countries, where the demands of economic growth from the previous transformation depends on the allocation of natural resources and cheap labor (resources and low cost-driven growth) into demands for higher productivity by utilizing physical capital and skilled human resources (productivity-driven growth), in order so that Indonesia's economic growth is not stagnant and avoid the trap of middle-income countries (middle income trap) (Gusman, 2013).

## DISCUSSION

According to Sholeh (2013:3) the willingness of Indonesia with other ASEAN member countries in establishing the 2015 ASEAN Economic Community as a form of regional economic integration which general would resemble the system that has been implemented by the European Union (EU) is, of course, based on the belief of benefits that conceptually will enhance the growth of the ASEAN member countries. Economic integration in the 2015 AEC through the opening and the formation of larger markets,