

# THE HUMAN RESOURCE MANAGEMENT POTENTIAL IN INDONESIA TO FACE THE CHALLENGES OF THE 2015 ASEAN ECONOMIC COMMUNITY IMPLEMENTATION

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## Abstract

The ASEAN Economic Community is one of the opportunities and challenges for Indonesia in facing this Asian economic century. In the globalization era of every country, including Indonesia, the provinces, cities, companies and individuals will compete against each other. This is due to the globalization principle that has made the world in a single integrated trade area caused by advances in science and technology, as well as advances in information technology. The increasingly open competition requires adaptability and competitiveness. One of these areas is the human resources through competitive advantage, fostering creativity in managing the human resource potential sectors, the ability in good coordination, clean governance management systems, as well as regulations that facilitate the investment licensing, and social support in human resources.

Keywords: competitive advantage, creativity, coordination, clean governance management systems, social support in human resources

## INTRODUCTION

In this globalization era, any competition between nations cannot be avoided. This is due to the globalization principle that has made the world in a single integrated trade area caused by advances in science and technology, as well as advances in information technology. The more open competition requires adaptability and competitiveness of each country. Currently there is no single country that can elude away from globalization. Inevitably every nation will enter the world vortex dynamics, both the dynamics of culture, politics, security, and including the global economic maelstrom. In