

the economic globalization context, ASIA is forecasted to become a new economic power. Asia will grow into emerging markets supported by India, China, and Southeast Asia (where Indonesia will be the prime driving force). It is supported by the factors: the world's largest land area, which is 30% of the world's land area, and the largest population of 4 billion people of the total world population of 6.5 billion. In terms of the billionaire growth, ASIA is also the world highest where, according to survey of "Citigroup Inc." research institution in a report entitled "The Wealth Report 2012" stated that the number of billionaires in Asia has reached 18 thousand people. Meanwhile in the United States and Europe are respectively 17 thousand and 30 thousand people (Gusman, 2013).

Therefore, the ASEAN Economic Community (AEC) is one of the opportunities and challenges for Indonesia in facing this Asian economic century. Through the AEC there will be integration of economic sectors that include Free Trade Area, the removal of trade tariffs among ASEAN countries, labor markets and free capital, as well as the removal of in and out customs procedures between ASEAN. When viewed from the economic potential side, Indonesia is one of the emerging countries which have become one of the ASEAN economic power, where the average Indonesian economic growth of 6.6 percent compared with 5.4 percent of Malaysia, 5 percent of Thailand, 1.2 percent of Singapore, 6.6 percent of the Philippines, and 5.7 percent of Vietnam. In terms of population, Indonesia is the most populous nation of 247 million people as a potential market and labor (Gusman, 2013).

The prospect of Indonesia as the number 16 economic country in the world and number 4 in Asia after China, Japan and India, as well as the largest in Southeast Asia, is very promising it becomes because it is supported by the abundant natural resources, growth in private consumption and more conducive investment climate. Therefore, Indonesia along with the BRIC countries is predicted to dominate the world with