

Collaboration Between "Aku Cinta Indonesia" Movement and Efforts Printing Young Entrepreneurs: A Breakthrough To Counter Tsunami ASEAN-China Free Trade Area (ACFTA)

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Abstract

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Free trade brings consequences for the number of choices for the young generation of Indonesia to meet the needs of himself and his life. Unfortunately, all the means of satisfying the needs of self and life teens today are products that come from overseas, and they are proud to wear. While domestic product is never known especially loved by children of the country. "Aku Cinta Indonesia" Movement, is expected to foster the spirit and consciousness of the young generation of Indonesia to proudly wear domestic products and gave birth to young entrepreneurs in Indonesia.

A. Preliminary

Almost 30 years, free trade more intense. At the regional level, the phenomenon of free trade began to squirm with the implementation of the ASEAN Free Trade Area-China. The idea of a regional free trade of ASEAN-China is already started negotiating since 2003. Consequence of the ACFTA is freely variety of goods and services to be in and out of Indonesia.

Indonesia with a population of 237,641,326 million people in 2010 (BPS 2010), is a country with the potential to become market. As a potential market, companies that sell goods and services, would not be picking who will become consumers. Be it children, teenagers, adults and seniors are potential customers.

Indonesia's young generation as one of the consumers of the products ACFTA, worried and concerned. Worried and concerned because they are easily influenced by advertisements, always follow the trend (fashion and latest gadgets), hedonistic lifestyle, apathy and glamor. So that one day Indonesia will lose young people who love and are proud of their country as small since they were introduced and spoiled products overseas and have never known products in their own country.

In the context of the International Conference on the theme Social Studies and Economic Education in the Free Trade Area, this paper successively discuss: Tsunami ASEAN-China Free Trade Area (ACFTA), An irony: "Youths Indonesia, Indonesia Product Not Know", Collaboration Between Movement "Aku Cinta Indonesia" and efforts Printing Young Entrepreneurs: A Breakthrough.

B. Tsunami ASEAN-China Free Trade Area (ACFTA)

ASEAN-China Free Trade Area (ACFTA) is a free trade agreement agreed Indonesia umpteenth time. Where previously Indonesia has made free trade agreement with ASEAN, India, Australia, Japan and so on. The idea ACFTA realized on November 4, 2004 with the signing of the Framework Agreement on Comprehensive Economic Cooperation Between ASEAN and the PRC by the heads of state / heads of government of ASEAN and China, in Phnom Penh, Vietnam. Post-deal Phnom Penh, on 24 November 2004, signed an agreement in the field of ACFTA goods, followed by the signing of trade in services passed on January 14, 2007 and the agreement in the field of investments approved in October 15, 2009. In early 2010 ACFTA Speaking more "loud" with imports in China's imports of zero percent (0%) (Jurnal Sosial Demokrasi, 2010: 5-6).

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Applicability of ACFTA is an opportunity as well as threat of tsunami for economic actors and industry and the people of Indonesia. Bring opportunities for the public will be spoiled for choice with the many goods and services, which could be pitted quality. Bring tsunami because at least, there are 10 manufacturing industries in Indonesia will be the nadir, if Indonesia realize ACFTA. The ten industry sectors that will be dropped if the ACFTA implemented include: textiles and textile products (TPT), the food and beverage industry, petrochemical industry, industrial equipment and agricultural machinery, industrial footwear, synthetic fiber industry, the electronics industry (including wiring and electrical equipment), industrial engineering, industrial engineering and steel industry (Jurnal Sosial Demokrasi, 2010: 13)

This phenomenon is certainly ACFTA should be taken seriously by all parties, especially the government and economic actors and the industry, do not forget the community should participate actively. The government should have a very active role to maintain the free market. States have the right to protect warganegara of fraud or gaps created by free trade. Especially considering the industry we are still far behind the industry of China.

For economic and industrial free trade agreement with China would be very concerned about the pace of the domestic industry. Noted, there are about 1114 large and medium industries and 2000 small scale industries. Spread over approximately 57% of West Java, Central Java, 14%, 17% of Jakarta and the rest scattered in East Java, Bali, Sumatra and Yogyakarta (Miranti, 2007: 18; Kusumawardhani 2010: 7). Which of course economic and industrial activity would be compromised by free competition with the industries of China. Supposedly, the state could not immediately release the people to compete freely without protection, a protection for the domestic industry in the form of import duties, has now lost cleared to zero percent.

For society, the phenomenon of a free market is to provide fresh air in the selection of goods and services to meet the needs of life, from primary to tertiary. However, as a citizen of Indonesia, floods products from abroad should make us more intelligent in picking and sorting as well as the wise use of a product, because not all products overseas is good, qualified and suitable for use. And it's time we love the products made in Indonesia.

C. An irony: "Youths Indonesia, Indonesia Product Not Know"

The younger generation as the successor to the struggle and glory of the nation and the State of Indonesia is a figure that the next greatest thing and are expected to change the nation and the State of Indonesia for the better. With nationalism and fighting spirit burning, the shoulders of the nation and the state they hope Indonesia rests. But what about the real condition of Indonesia's young generation?

Speaking of nationalism and morale, it must be admitted that the name of nationalism, this time is a rare commodity. Evidently, this time our younger generation would rather fight than score glorious achievements at school and in the community. It's not all our young generation like brawl, but the fight is happening shows how the destruction of morality, solidarity and nationalism in the community and our nation. That require serious attention and care so that the community and the nation has a soul and spirit back nationalism.

On the other hand, our young people to be recognized are complacent and spoiled by the ease and the facilities they receive. They feel more stylish, more prestigious and more confident with the brand HNR, D&G, Adidas, Nike, Reebok, Converse, etc.. They are more stylish with a bag brand Esprit, Guess, Gucci, SONY, HP, COMPAQ, ACER, TOSHIBA, etc.. They are more proud of the food and drink at KFC, McD, Hoka Hoka Bento, Pizza HUT, Coca Cola, Sprite, Fanta, etc.. All of which are free to market products that come from overseas. In the end, unconsciously, they are proud to be the victims of rains and fierce tsunami ACFTA.

It feels sad, Indonesia's young generation to know and proudly wear the product abroad than to know and proud to wear domestic products. In fact, Indonesia has many goods and services no less famous and

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quality. Now, it's time Indonesia's young generation aware of the dream and keterlanaan with products outside the country.

Currently, Indonesia is heading into the State Industrial. Indonesia's economic growth rate reached 6.4% in the second quarter of 2012 (BPS 2012), reinforces the position of Indonesia in the world economy, the constellation of the world's industrialized nations and free market competition in the world and regional levels. As the new industrial countries, Indonesia has a quality industrial products and worldwide and no less qualified to compete in the global marketplace.

Here is Indonesia's worldwide product: Bicycle Polygon, CFC Fried Chicken, Zyrex Laptops, Mobile Polytron, Polytron TV, J Co Donuts, Ceramic Essenza, Mie Goreng Indomie, household tools of MASPION, Kopi Kapal Api, ABC Batteries, Cases Mimsy brand, Apparel brand (X) SML, ZAHIR (World Class Software), MAGNO (radio, original wood Indonesia), OLYMPIC (Furniture Knock Down), EQUIL (International Water from Sukabumi), Kedaung (Glass Industry), Shoes Ni Luh Djelantik brands and EXTRA JOSS (Original Energy Indonesia). All the products above are the product of the work of the nation of Indonesia, so that the younger generation should know and be proud to wear. Due to the above mentioned products is not less than the quality and prestigious products that come from overseas.

D. Collaboration Between "Aku Cinta Indonesia" Movement and efforts Printing Young Entrepreneurs: A Breakthrough

Education ideally IPS is expected to be a means to develop students' skills in dealing with the problems of self and environment. As a means of moral education, PIPS is expected to motivate the students to become good citizens. Nationally, the goal of PIPS is to support national education goals, namely the development of potential learners to become a human being faithful and devoted to God Almighty, noble, healthy, knowledgeable, skilled, creative, independent and democratic citizenship and responsible (UU No. 20 tahun 2003).

The phenomenon of Indonesia's young generation are more familiar with and proud to wear the product abroad than to know and proud to wear the product in the country, of course, was incompatible with the purpose of PIPS. Thus, it needs a formula to be able to cope. "Aku Cinta Indonesia" Movement became one of the formulas in an effort to realize the goal of social studies education in Indonesia.

"Aku Cinta Indonesia" (ACI) Movement, announced on April 22, 2009, is a real effort by the government to introduce and grounding as well as the sense of pride in the genuine product made in Indonesia. The campaign was carried out because the government wanted the presence of Indonesian products with good quality and competitive price, and make the community more love domestic products. In addition, to further give impetus to the economic development of creative/creative industries and handicraft industry/handicraft.

IPS Education and "ACI" Movement is a collaborative embody PIPS destination in Indonesia. IPS education as a means of moral education is an appropriate theoretical basis for Movement "ACI". Through "ACI" Movement, the purpose of PIPS implicitly and automatically have accommodated this collaboration helps achieve national goals PIPS and young people who love Indonesian products.

"ACI" Movement, a motion will stay in place without the support of various stakeholders. In the eyes of sociology, the function and role of socialization agents of socialization in an effort to help the Campaign "ACI" Movement will be very effective, so that the young generation of Indonesia will easily recognize "ACI" Movement and loved the products and services made in Indonesia.

Socialization as the process of learning an individual to be part of society by learning the value and norms prevailing in a society, is a process experienced by each individual. If an individual living in the community who love and are proud to wear products made in Indonesia, then automatically people will imitate what people do, that is proud to wear products made in Indonesia.

Socialization agents consisting of: family, peers, school, the media and the media is the transfer of knowledge, knowledge, values and norms in society plays a major role in the formation of an individual's

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privacy. Family is the first and primary schools. The role of the family is very important and strategic to a child. Families early on introducing and using products made in Indonesia in everyday life, it will automatically bring forth young Indonesian who love Indonesian products.

Peer is a place where children come to know the outside world after the family. Peers with different backgrounds will certainly color the individual child. Selection of appropriate peers on the establishment of Indonesia's young generation who love the products of Indonesia is something rather difficult. But the provision of family that stressed the importance of love Indonesian products to children are stock and fortress strong enough for children to not go with the flow in association with his friends.

School is the most appropriate media to sow the seeds of young people who love Indonesian products. For 16 years, an individual education from elementary schools to universities. If schools are able to introduce and earthing products made in Indonesia, it certainly will be born Indonesian youths who love Indonesian products.

The mass media as the mouthpiece of information and mass communication, should play an active role in campaigning "ACI" movement. News and advertising can not be loaded then selected and divided by the mass media audience. However, with a strong commitment to the success of media entrepreneur Campaign "ACI" Movement, then through the mass media, the young generation born love Indonesian products.

The younger generation who love Indonesian products have seemed incomplete without any attempt to print young Indonesian entrepreneur. Both should be tit for tat. In this case, it is expected the agents of socialization, especially schools, are also capable of printing Indonesian young entrepreneurs who are creative and innovative.

In the era of the all easy but hard to find a job, a breakthrough to score young entrepreneur becomes a necessity, creating new jobs. Already many young entrepreneur who was born in Indonesia, namely: Kukrit Suryo Wicaksono (CEO Suara Merdeka), Firmasnyah Budi Prasetyo (Owner Tela Krezz), Hendy Setiono (Director of PT Baba Rafi Indonesia), etc.. They are few examples of successful young Indonesian entrepreneurs. But the young entrepreneur Indonesia scoring efforts must continue and must begin now. So that in the future, Indonesia not only have young people who love the products of Indonesia, but also have a lot of young entrepreneurs, independent and successful.

E. Conclusion

Tsunami ACFTA free market must be addressed with intelligent and thoughtful. Indonesia's young generation is not familiar with products made in Indonesia is a consequence of the free market. The birth of the younger generation who love Indonesian products is the goal of the collaboration PIPS and Movement "ACI". But the younger generation who love Indonesian products is not enough, it must be balanced with the breakthrough in printing an independent young entrepreneurs, so that the Indonesian people will be more ready to fight ferociously competitive global market ACFTA.

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