

One-Stop Culture Workshop Concept as a Way to Raise the Potential of Indonesia Culture in AEC 2015: Case Study in Saung Angklung Udjo

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Abstract : AFTA agreement in 2015 will bring a significant impact on Indonesian society. Indonesia's people will face competition both in the economic, political, and cultural regionally among ten countries in ASEAN. Indonesia is a rich country in culture and has a large enough demographic bonus when compared to other ASEAN countries. Indonesia also has a lot of cultural enrichment in every its region. It's mean, the role of society and culture of Indonesia's abundant if combined properly it will help Indonesia in the face of the ASEAN Economic Community (AEC) in 2015. This paper will discuss the role of one-stop culture workshop (OSCW) concept at Saung Angklung Udjo (SAU), a cultural tourist area of Angklung which is located in Bandung. OSCW is a concept that implemented a cultural tour in SAU that invites the visitor to engage in the cultural empowerment. In this research, we will answer how the concepts are applied by SAU can be an alternative to re-discover the potential of Indonesia in the face of the AEC 2015. Units of analysis that we used is among the programs, outcomes, and community empowerment. This study used a qualitative approach with in-depth interviews and observation. The finding of this study prove that OSCW concept is an opportunity for Indonesia to encourage a culture to go international. The concept of OSCW can really be used other communities to develop cultures of Indonesia so that later institutionalized culture that not only can be used as a tourist attraction but also as an educational laboratory for the community.

Keywords : OSCW concept, citizen empowerment, cultural tour, AEC 2015

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