

## Unification of Indonesia Time Zones Encourages People to Be on Time for Facing ASEAN Economic Community

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**Abstract :** Since December 2015, the ASEAN Economic Community (AEC) is officially declared in the 27th Summit Conference of ASEAN and Indonesia is one of country are listed in the ASEAN members. Per January 1st, 2016 the ASEAN Economic Community (AEC) came into effect. However, its implementation in Indonesia is still weighing the pros and cons because Indonesia is considered too late to prepare for the ASEAN Economic Community (AEC). In other words, rubber time of Indonesian people has been occurring in the AEC. This paper reviews how Indonesia language influences people's attitude to be rubber time culture and how time zones of Indonesia influence people's attitude through media on television to be rubber time culture. The author addresses this research question empirically by collecting data from various sources of data those are relevant and compare among the unification of Indonesia time zones. The result demonstrates that unification of Indonesia time zones to be Standard Indonesia Time is a solution to encourage people to be ready on time for facing ASEAN Economic Community (AEC).

**Keywords :** unification time zones, Indonesia Language, Rubber Time, AEC

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