

# BINSYMA

International annual symposium on management

## MARKET INTEGRATION IN ASEAN: SUSTAINABLE GROWTH AND CROSS - CULTURAL ISSUES

Ho Chi Minh City, Vietnam | 18<sup>th</sup> - 20<sup>th</sup> March 2016



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**MARKET INTEGRATION IN ASEAN:  
SUSTAINABLE GROWTH AND  
CROSS CULTURAL ISSUES**

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# CONTRIBUTION LANGUAGE (ENGLISH) AND CULTURE TO MARKET INTEGRATION IN ASEAN

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## **Abstract**

*Keywords, Language and Culture On Market Integration in Asean*

Language verbally and non verbally used by people in the world as a tool to have communication both formal and non formal. No Language, no activities of human in daily life, no Language, no any field of sciences in the world whether spoken or written ones (seno Putra,2008). Therefore, Language is the most important role to do many activities of people life, and it also gives many contributions to interact from individual to individual (Face to face), one group to other ones, and one Nation (state) to other ones (States), etc., including the activities on "Market Integration in Asean.

In order to interact with other people, particularly in Local trade,World trade, and also Market integration in Asean, Language and Culture among Asian Countries are the key, and have important role to connect and develop one another on Market Integration in Asean. For example, how come if we do not understand and have mutual understanding Language and Culture of these Countries to carry out impact or transaction in Economy, especially in Market Trade in Asean? So in this paper, I propose and Present the problems as follows: (1) Language (English) and Cross Culture Understanding among Market Integration in Asean must the main focus to interact in Market Integration; (2) by Understanding Language (English) whether Local Market, National Market, Asean Market, or World Market, it is easy for them to have interaction in Market Integration, especially those who involve in Merchants (Buyers and Sellers) in Market Integration in Asean; (3) Cross Culture Understanding among other Countries of Asean besides needed as Market Integration, it is also needed to unite Asean Country Community (Cross Culture Understanding of Asean Country Community).

# **CONTRIBUTION LANGUAGE (ENGLISH) AND CROSS CULTURAL UNDERSTANDING TO MARKET INTEGRATION IN ASEAN**

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## **1. Background of the Problem**

Language verbally and non verbally used by people in the world as a tool to have communication both formal and non formal. No Language, no activities of human in daily life, no Language, no any field of sciences in the world whether spoken or written ones (seno Putra,2008). Therefore, Language is the most important role to do many activities of people life, and it also gives many contributions to interact from individual to individual (Face to face), one group to other ones, and one Nation (state) to other ones (States), etc., including the activities on "Market Integration in Asean.

In order to interact with other people, particularly in Local trade,World trade, and also Market integration in Asean, Language and Culture among Asian Countries are the key, and have important role to connect and develop one another on Market Integration in Asean. For example, how come if we do not understand and have mutual understanding Language and Culture of these Countries to carry out or transaction in Economy, especially in Market Trade in Asean? So in this paper, I propose and Present the problems as follows: (1) Language (English) and Cross Culture Understanding among Market Integration in Asean must the main focus to interact in Market Integration; (2) by Understanding Language (English) whether Local Market, National Market, Asean Market, or World Market, it is easy for them to have interaction in Market Integration, especially those who involve in Merchants (Buyers and Sellers) in Market Integration in Asean; (3) Cross Culture Understanding among other Countries of Asean besides needed as Market Integration, it is also needed to unite Asean Country Community (Cross Culture Understanding of Asean Country Community).

## **2. Literature Review**

Under the Asean Economic Community (AEC), a single regional common market of Asean Countries will be created by 2015. The regional integration's objective is to create a competitive market of over 600 million people Asean Countries: Brunei, Combodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam. There will be free flow of good, services, investment, capital and skilled labour following the liberalization. These will include tariff reductions and streaming of certain administrative procedures. Many businesses have begun preparing themselves three years ahead of time to the most challenges and opportunities of the Asian Economic Community (AEC).

### **2.1. Language (English)**

From a child until passed away, human beings in the world use and apply the Language in their life activities. The Language used by them, of course, depends on their mother tongue, or certain community, where the language used. So, Many various Languages or Dialects created by the God in the world starting from Adam Prophet until at the present Human, they use their own languages certainly to send the messages both spoken, written, formal, and non formal setting between Speaker and Listener (Audients), as well as through out telephone whether close or long distance, all these function to communicate one another and to have mutual Understanding (Seno Putra,2001-2013).

## **2.2 Culture**

Culture is the creativity of human whether individual, a group, or the broad society, which expresses through out personality, behavior, attitude, ethics, norms, values, etc., in the forms of concrete or abstract based on the habits, then those can become culture specifically and universally carrying out the conventional processes that can be accepted by the largest society (Seno Putra,2008).

Culture is based on the personality behavior, a group, or the largest community, in which the application of culture for human life can be divided into three types, that is; Local Culture, State/Nation Culture, and Global Culture. Local Culture is the individual and its society both abstract and concrete, the culture that they have must be maintained, developed, and socialized from one generation to the next generation, so that culture does not loose from human civilization, and this culture can also support National culture as various cultures of the Country.

## **3. Discussion**

As I explained above this paper discusses three main problems related to Language and Culture that can contribute to the Market Integration in Asean. Therefore, the discussion of this paper is explained below.

### **1.Language Contribution to Science and Technology and Marketing**

Not all the Asean Country Community used English as second Language after its mother tongue and National Language in daily life and daily activities on Market Services, for examples; Vietnam, Cambodia, Thailand, Indonesia,etc.,while English speaking activities are only Singapore, Malaysia, and Philippine. Therefore, those Asean Countries which have not used and applied English as second language for daily activities, particularly on Market Integration must collaborate to the main purpose to have communication in the fact of life.

Not role of English yet in those Countries in daily activities can also be seen and tasted, for examples, Airport service, Tourism Objects service, Market service, Public Transportation service, etc. Therefore, in the following years, these Asean Countries must use and apply English as the main focus to impact those services and Market services in any places and objects of each Asean Country.

In addition to this, the fact shows clearly that the contribution of language in this conference, seminar, discussion, etc., if no language, it is possibly to conduct this conference in this room. Why is it so? How do You send your Ideas and Messages to the others (Participants/Listeners) if you do not have any languages both spoken and written? And How can you have Dialogues and Discussions scientifically in this conference if you all do not have a language or any languages to have mutual understanding?, etc., Consequently, Language, especially English as International Language needed by the people not only in this academic activities, but also required to provide the interaction on Market Integration in Asean.

Related to the above ideas, Language is also used for Science and Technology both verbal and non verbal, especially English. Let us see the fact, your Handphone, Computer,

Automotive, TV, Watch, Flight, Train, and all things of Technology used language, including the instruction of usage, and also all the goods of Marketing in Economy (Seno Putra,2008). For examples, in Economy system, all goods products certainly written in bilingual or more languages, such as its own language and English. This means that to make the buyers make out function and the usage of the products. If the products are only written in Local Language, probably the other buyers do not understand the products. So, the products for sale in Economy always written in Bilingual, such as local language, English, and others.

## **2. Contribution Culture to Market Integration in Asean**

The Culture in Asia s human civilization in Asia. It features different kinds of cultural from heritage of many nationalities, societies, and ethnic groups in the region, traditionally called a continent from a Western-centric perspective of Asia. The Region or “Continent” is broad in geography, in this case, we only focus on Asian Countries as mentioned above, where these countries has many cultures, for examples; Asian music, art, dance, cuisine, as well as literature are important parts of Asian culture.

Unfortunately, this richness in culture and art seldom explore in order to introduce and promote Asean Integration. Various cultures belong to Asean countries, actually, can maintain, promote, and also can be as tourism objects. Traditional Cultures, such as dances, songs, music, food, home Industry, cake, etc., including historical places as tourism objects of each country must maintain and promote not only to among Asean Country Community, but also to all over the World, so that these traditional cultures can be known by the people in the World (Seno Putra, 2008).

The National culture is the collection and various Local cultures to be National asset, which also can be maintained, developed, and socialized, as well as being the contribution of Nation and state for the global world. While, global culture is various creativities, innovations, etc., in the human civilization and various cultures in the world, so that the global cultures in one side that can be accepted, and the other sides can be rejected depending on the society that evaluate them (Seno Putra,2006).

## **3. Conclusion and Recommendation**

As we have discussed above that the contribution of Language and Culture among Asean Countries is very important role, especially for Market Integration in Asean, and other impacts for human life and their activities in the world. Therefore, in the Market Integration in Asean, the Economic Community of Asean needs Language as a tool promote the products to Asean and global people, and other sides, culture among Asean countries also needed to be unity for the Economic Asean Community that influence and compete with global community trades and products. Moreover, all Local products and Home Industries of each Economic Asean Country must use bilingual (its State Language and English) to promote and compete them with other products community in the World.

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