

## **Focusing on the New Southern Policy: Strengthening ASEAN Market, the Future of Indonesian Leadership**

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Focusing on the policy of the New Southern Policy (NSP), The role of activities to strengthen Asean marketing, the Korean Partnership, most importantly the ASEAN countries. At the time when President Moon Jae-in appeared, the Republic of Korea (ROK) government issued several policies besides the NSP, the New Northern Policy and the Eurasia policy.

The definition of NSP is that countries with potential such as ASEAN and India must cooperate with good diplomatic relations. Besides that, cooperation must also be increased from various fields, such as political, economic, cultural, etc., at the level of equality with countries that have had good relations with ROK, such as United States, Japan, China and Russia.

While the development of the global world economy is being promoted by Korea, especially South Korea, so that it progresses rapidly and wants to seek peace, it is necessary to have good diplomatic relations with other countries accompanied by compulsory implementation, which is no longer an option.

In 2017, President Moon Jae-in has suggested that ASEAN countries should be concerned with the 3P's; People, Prosperity, and Peace. This emphasized "Partnership for Peace Prosperity for People". Finally came the new term called "New Southern Policy" (NSP).

With the NSP, ASEAN countries, Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Thailand, Philippine, Singapore and Vietnam have visited by President Moon Jae-in as a pledge of the importance of cooperation apart from policies. NSP was also raised again by President Moon. Namely, the Mekong River in 5 countries, including Cambodia, Laos, Myanmar, Thailand, Vietnam because with these countries the border is connected to the Mekong River.

ROK wants to share knowledge and experiences as a miracle of Korean economic success is through the miracle of the Han river. Therefore, the Korean government wants to share the knowledge of economic development together - among others in the fields of health, agricultural technology, infrastructure, ICT and others because with the state - the country is similar to Korea's past.

ASEAN itself consists of various aspects of religion, ethnicity, political system, size of economies of scale. ASEAN also have the form of "ASEAN Community" with the aim of political unity and the economy of social responsibility together with members of ASEAN countries.



Based on the advantages of diverse cultures and the youngest human resources, ASEAN will have the potential to work well with the NSP proposed by the government of ROK.

ROK and ASEAN have been invited to have a good dialogue since 1989. In 2018, ROK and ASEAN visited each other more than a hundred million people as a tour or business mission. And now the number of visits is growing because it is favored by visitors to ROK. Thanks to K-Pop, K-Drama, music and film related to various cultural content. Now teenagers in ASEAN countries have a high interesting to learning Korean language and wiling to travel to Korea.

### **Learning from Korea**

For ASEAN teenagers, now traveling to Korea is no longer an option, but a priority list.

For Korea, promotions about the culture to ASEAN countries have to expanded under the theme of "The Miracle of Korea". Korea have to promote the uniqueness of cultural arts, seasonal changes, good work ethic and advanced information technology. Korea have to share experiences and acquire knowledge together with ASEAN countries.

Usually the first thing that come up to our mind if we talk about Korea, mostly is the advanced technology such as Samsung and LG, Korean Food, Drama, diligent people, rapid economic growth, K-Pop, IT industry, and also separation of the Korean peninsula between South Korea and North Korea. On the other side, Korea also want to encourage its distinctive cultural advantage, together with ASEAN countries.

This is one of the goals of the Korean government to demonstrate an implementation of the NSP.

Before the NSP comes under the President Moon era, there was also another policy under President Lee and President Park called "Carbon Cerdit & Green Groth".

### **People, Prosperity, Peace**

Concerned with the role of human resource, the term of "People" means:

1. Inviting ASEAN tourists
2. Improve each visit
3. Strengthen human resource network relationships
4. Strengthen government administrative exchanges
5. Maintain human rights
6. Increasing the necessities of life and improving the standard of life.



And the term of "Peace", means:

1. Activate the summit meeting of heads of state or ministerial level of each country
2. Avoiding abolishing nuclear and creating an atmosphere of peace
3. Expanding cooperation in the armed forces field
4. Strengthen to guard against various dangerous things, namely terror, cyber, maritime affairs, security
5. Preventing from a variety of things a natural disaster or disaster occurs.

And the unity of the togetherness of the prosperous life or term "Prosperity", means:

1. Strengthen the trading system infrastructure
2. Enable participation in infrastructure
3. Collaboration with new industries or smart plans
4. The wishes of each ASEAN country to be implemented according to the needs of their own countries.

### **Why Indonesia?**

ROK needs to consider Indonesia as a potential partner. Because there are golden opportunities di Indonesia.

If we talked about the natural and human resources, Indonesia is a diverse society.

However, even in the pandemic era, Indonesia has the potential to move forward because of these various aspects of economic strength, compared to other ASEAN countries.

### **Indonesia Position in ASEAN**

Indonesia is a big brother for ASEAN members, since ASEAN Secretariat has an office in Indonesia. Indonesia has 41 percent of total ASEAN population and 37 percent of total ASEAN economic scale.

Looking for Indonesia means looking for ASEAN and middle east market. Because Indonesia is one of ten ASEAN member and part of 27 halal countries.

Indonesia also has the best e-commerce market. Indonesia is the most widely Google member. This country has the best market for Gojek, Grab, Tokopedia, Lazada, Shopee, blibli.com, Zalora, etc.

Indonesia promoting Islamic economy, such as halal, sukuk, and IDB, which expands rapidly in the world.



## **ASEAN Focus on New Southern Policy**

Today, the population of Muslims in the world reaches more than 28,3 percent. Indonesia the fourth country which has the biggest Muslims population. They are 87,3 percent of total population. Therefore, Indonesia promoting halal things for Muslim countries.

The role of Indonesia in ASEAN makes it like a Golden Bridge. Indonesia has a strong natural and human resources. Even though in Covid-19 pandemic, Indonesia's economic has potential to advance.

## **Korean Investment into Indonesia during Covid-19 Pandemic**

Both Indonesian and Korean head of state has strong relation. They already visited each other, like brothers. The two governments very supporting business activities.

Korea's private sector is also investing in Indonesia, as well as Hyundai, LG, Samsung, Lotte, and much more.

EDCF and ODA grants from Korea to Indonesia continue to flowing. During Covid-19 pandemic, Korea helped Indonesia a lot through K-Health cooperation.

The two governments have agreed to continue air travel during pandemic. []