

## **ABSTRACT**

### *DESIGNING OF ASEAN ECONOMIC COMMUNITY (AEC) SOCIAL CAMPAIGN IN BANDUNG CITY.*

*AEC is a form of realization of the ultimate goal of economic integration in Southeast Asia. In 2015 an agreement ASEAN Economic Community (AEC) comes into force. This agreement not only has an impact on the economic sector, but also in other sectors. No exception “education” is the main problem to build competitive human resources. AEC challenges in education is proved by the high unemployment rate in the city of Bandung on graduates of S1 Degree Major. By using the method of research questionnaires, field observations, and interview experts, most people do not ready to anticipate any challenge on tighter labor competition. For that era ASEAN free trade should be welcomed by the world of education quickly, so that the human resources in the city of Bandung is ready to face competition from other countries in Southeast Asea. Social campaign “Siap Bersaing?” is a campaign activity that communicate messages containing AEC issues sorrounding social issues in the community. The purpose of this social campaign is to raise public awareness of the social phenomena that are happening with problems arising from the challenges MEA itself. The expected result of this campaign is the target audience becomes aware of the AEC and immediately find out more information to anticipate the next step during the AEC challenges.*

**Keywords:** *ASEAN Economic Community, Social Campaign, Bandung City*