13th INSYMA
international annual
symposium on
management

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

Ho Chi Minh City, Vietnam | 18th - 20th March 2016

UBAYA
UNIVERSITAS SURABAYA

Co
Hosts:

UNIVERSITAS
ISLAM
INDONESIA

UNIVERSITAS KATOLIK INDONESIA
ATMA JAYA
Teguh Hati, Berkualitas, Berkeadilan

VNU-HCM PRESS

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

Seno H Putra

Pure Linguistic Professor of the Islamic University of Riau, Pekanbaru, Indonesia
Email: senoputra70@yahoo.com

Desy Mardianti

Pure Linguistic Professor of the Islamic University of Riau, Pekanbaru, Indonesia

Abstract

Language verbally and non-verbally used by people in the world as a tool to have communication both formal and informal. 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 the 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 be 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).

Keywords: language and culture on market integration in ASEAN