

ABSTRACT

Implementation of the ASEAN Economic Community (AEC) will come into force the late 2015, AEC primary goal is to create an integrated market (single market) among ASEAN countries. Establishment of the ASEAN economic integration will certainly have an impact on the creation of a number of opportunities and challenges. One opportunity is to provide a chance for the Indonesian people to be able to work in other ASEAN countries so as to improve the quality of life. But AEC also brings challenges in competition for a job because educated workforce Indonesia will compete with workers from other ASEAN countries. This paper discusses the perception of lecturers on the use of AEC. The purpose of this study is to find out an understanding lecturers of the consequences of the implementation of AEC, lecturers views on the competitiveness of graduates, and what special efforts made by the lecturers to improve the competitiveness of graduates.

The study design was a descriptive quantitative, data used are primary data collected directly from a sample of respondents. Data analysis using descriptive analysis to interpret the results of statistical processing of descriptive.

Results of this study indicate that many lecturers know AEC implementation, but not many lecturers know the impact and consequences of the implementation of AECs. Of lecturers opinion of most graduate SWCU found still unable to compete with graduates from universities other ASEAN countries. And lecturers who know the impact and consequences of the implementation of AECs, has prepared a special effort to deal with it.

Keyword: *perceptions of lecturers, ASEAN Economic Community, competitiveness of graduates.*