



IMPLEMENTATION PEOPLE-TO-PEOPLE CONNECTIVITY THROUGH SHARE SCHOLARSHIP TO STRENGTHENING ASEAN IDENTITY

MISSY OKTAVIA P. MANULLANG, YULIANA R. PRASETYAWATI
LSPR COMMUNICATION & BUSINESS INSTITUTE

INTRODUCTION



- ***Connectivity as a joint response against global challenges***
- ***ASEAN - the need to strengthen the "we-feeling," - ASEAN Identity***
- ***ASEAN Socio-Cultural Community (ASCC) Pillar as departure points***
- ***Support to Higher Education in ASEAN Region (SHARE)***
 - Components:***
 - a. 'Policy-Dialogue,'***
 - b. 'Quality Assurance and Framework'***
 - c. 'Student Mobility and Credit Transfer System' (CTS).***
- ***2015 to 2019 - 10 million Euros - 33 ASEAN universities in the SHARE Program - 400 university students Intra-ASEAN***

RESEARCH AIMS

1. How the implementation of people to people connectivity through the SHARE scholarship program can build ASEAN identity

2. Can social contact with local students or communities during the SHARE exchange period can act as a mechanism to explain changes regarding identification patterns?



THEORETICAL FRAMEWORK



- **Desire to communicate**
- **Positive contact experience**
- **Interpersonal relationship**
- **More positive contact experience**
- **Cognitive Shift – The Common Ingroup Identity categorization**

METHODOLOGY



- **Qualitative approach with the common ingroup identity model**
- **Interpretivism paradigm**
- **A case study focused on the implementation of the SHARE Scholarship Program**
- **Data collection:**
 - Analysis unit: Individual
 - Semi-structured interviews

RESULTS



- **ASEAN Identity = Regional Identity**
- **ASEAN Identity = Dual *Identity***
- **ASEAN Identity = Shared *Identity***

DISCUSSION



- **ASEAN Identity?**
- **Essential?**
- **What did awardees say?**
- **SHARE builds the ASEAN Identity?**
- **How?**
- ***The Common Ingroup Identity Categorization?***

CONCLUSION



- **SHARE plays a role in strengthening people-to-people connectivity**
- **Awardees' exploratory nature**
- **To see, know, and interact directly**
- **To foster a sense of care - The second condition of Common Ingroup Identity categorization: dual-identity**

