

**READINESS of SME's IN DEALING of ASEAN ECONOMIC
COMMUNITY 2015**
**(Studies in SMEs at Chips Industry Center Jl. Pagar Alam the City of
Bandar Lampung)**

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ABSTRACT

ASEAN Economic Community (AEC) is formed on the basis of an agreement to create a relationship of closer cooperation between ASEAN countries. The agreement covers four strategic framework, namely the achievement of a single market and a unified production base, a competitive economic region, equitable economic growth, and is integrated with the global economy. This research is a qualitative descriptive study who aimed to identify the readiness of SMEs Facing the ASEAN Economic Community (AEC), which will begin to be realized in December 2015. Researchers took a case study on SMEs in the industrial district of chips Jl. Pagar Alam, City of Bandar Lampung by selecting informants using purposive method. The data used in this study is a combination of primary data who collected in the field at the time of the study through interviews, and secondary data who taken from various sources as reference material research writing. Data were analyzed with data reduction and validity of data using triangulation techniques. The results showed that SMEs in the center of chips Jl. Pagar Alam, Bandar Lampung has been understood the ASEAN Economic Community, SMEs at the center of chips Jl. Pagar Alam, Bandar Lampung has made various efforts in the framework of the ASEAN Economic Community, and SMEs at the center of chips Jl. Pagar Alam City of bandar lampung has been prepared for the ASEAN Economic Community.

Keywords: Readiness, SMEs, the ASEAN Economic Community (AEC)