

## DAFTAR PUSTAKA

- AEC Council Minister Indonesia. (2020). *Masyarakat Ekonomi ASEAN*.  
<https://Meaindonesia.Ekon.Go.Id/Mea/>.
- Armando, Ade. (2007). *Komunikasi Internasional*. Universitas Terbuka.
- Asian Development Bank. (2013). *Regional Cooperation and Integration in a Changing World*. . Asian Development Bank.
- Association of Southeast Asia Nations. (2015a). *ASEAN Economic Community Blueprint 2025*.
- Association of Southeast Asia Nations. (2015b). *ASEAN Strategic Action Plan for SME Development 2016-2025*. .
- Association of Southeast Asian Nations. (2008). *ASEAN Economic Community Blueprint*.
- Badan Pusat Statistik. (2022). *Statistik Indonesia 2022*.
- Baryshnikova, O., Kostenko, A., & Voskoboynikov, S. (2021). Digital technologies in foreign language learning. *INTERAGROMASH*.
- Broom, G. M., & Sha, B.-L. (2013). *Effective Public Relations* (Eleventh Edition). Pearson Education.
- Bryman, A. (2012). *Social Research Methods (4th Edition)* (4th ed.). Oxford University Press Inc.
- Cai, K. G. (2010a). *Economic Regionalism Reconsidered*. Cambridge University Press.
- Cai, K. G. (2010b). *The Politics of Economic Regionalism*. Palgrave Macmillan.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Method Approach (4th Edition)* (4th ed.). SAGE Publications, Inc.

- Creswell, W. J., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*.
- Damanik, J., & Weber, H. (2006). *Perencanaan Ekowisata Dari Teori ke Aplikasi*. PUSBAR UGM & Andi .
- English First. (2021). *EF EPI (Indeks Kecakapan Bahasa Inggris EF Peringkat 112 Negara dan Wilayah menurut Kecakapan Berbahasa Inggris)*.
- Ethnologue. (2020). *What are the top 200 most spoken languages?*  
<https://www.ethnologue.com/guides/ethnologue200>.
- Farrel, M. (2005). *The Global Politics of Regionalism; An Introduction*. Pluto Press.
- Farrell, M. , Hettne, B. , & Langenhove, L. V. (2005). *Global Politics of Regionalism, Theory and Practice*. Pluto Press.
- Gibbs, G. (2007). *Analyzing Qualitative Data*. SAGE Publications, Ltd.  
<https://doi.org/10.4135/9781849208574>
- Google. (2018). *Google Play Store Best Self-Improvement App 2018* .  
[https://play.google.com/store/apps/topic?id=campaign\\_editorial\\_bestof2018\\_best\\_self\\_improvement&hl=id&gl=US](https://play.google.com/store/apps/topic?id=campaign_editorial_bestof2018_best_self_improvement&hl=id&gl=US).
- Handayani, S. (2016). Pentingnya Kemampuan Berbahasa Inggris sebagai dalam Menyongsong ASEAN Community 2015. *Jurnal Profesi Pendidik*, 3(1), 102–106.
- Herdiansyah, H. (2019). *Metodologi penelitian kualitatif untuk ilmu-ilmu sosial: Perspektif konvensional dan kontemporer*. (2nd ed.). Salemba Humanika.
- Hidayat, A. S. (2019). *Persiapan Sektor Pariwisata Indonesia*. LIPI Press.
- Hinings, B., Gegenhuber, T., & Greenwood, R. (2018). Digital innovation and transformation: An institutional perspective. *Information and Organization*, 28(1), 52–61. <https://doi.org/10.1016/j.infoandorg.2018.02.004>

- HolonIQ. (2021). *50 most promising EdTech startups from Southeast Asia*. .  
<https://www.holoniq.com/notes/2021-southeast-asia-edtech-50>.
- HolonIQ. (2022). *About Us*. <https://www.holoniq.com/about-us>.
- Januszewski, A., & Molenda, M. (2008). *Educational Technology: A Definition with Commentary*. Routledge Taylor & Francis Group.
- K. Osmundsen, J. Iden, & B. Bygstad. (2018). Digital Transformation: Drivers, Success Factors, and Implications. *Mediterr. Conf. Inf. Syst. Proc.*, 12, 1–15.
- Kementerian Perdagangan Republik Indonesia. (2018). *Masyarakat Ekonomi ASEAN*.  
<https://ditjenppi.kemendag.go.id/index.php/asean/asean/meaaec>.
- Lamont, C. (2015). *Research Methods in International Relations*. SAGE Publications, Inc.
- Larsen, J. (2016). English: A Bridge between the AEC and the Global Community. *ELTiC CONFERENCE*, 1, 1–8.
- Loonam, J., Eaves, S., Kumar, V., & Parry, G. (2018). Towards digital transformation: Lessons learned from traditional organizations. *Strategic Change*, 27(2), 101–109.  
<https://doi.org/10.1002/jsc.2185>
- Mey Lida, U., & Eliya, I. (2019). PERAN STARTUP DIGITAL “RUANGGURU” SEBAGAI METODE LONG DISTANCE LEARNING DALAM PEMBELAJARAN BAHASA. In *Jurnal Edulingua* / (Vol. 6, Issue 2).
- Moleong, L. J. (2004). *Metodologi Penelitian Kualitatif*. Remaja Rosdakarya.
- Moon, C. (2016, May 16). *Economic Regionalism*.  
<https://www.britannica.com/topic/economic-regionalism>.
- Morakanyane, R., Grace, A., & O’Reilly, P. (2017). Conceptualizing Digital Transformation in Business Organizations: A Systematic Review of Literature. *Digital Transformation – From Connecting Things to Transforming Our Lives*, 427–444. <https://doi.org/10.18690/978-961-286-043-1.30>

- Nasution, S. (2018). PENGGUNAAN BAHASA INGGRIS SECARA MAKSIMAL UNTUK MENYONGSONG MASYARAKAT EKONOMI ASEAN (MEA) 2025. In *Jurnal Bisnis Net* (Vol. 1, Issue 1).
- Nathanael, G. K. (2021). *Komunikasi dan Media Global* (T. Lestari, Ed.). CV. Jakad Media Publishing.
- Nugrahani, F. (2014). *Metode Penelitian Kualitatif dalam Penelitian Pendidikan Bahasa*. Cakra Books.
- Nurhayati-Wolff, N. (2023). *Number of international visitor arrivals in Indonesia from 2012 to 2021 (in millions)*. <https://www.statista.com/statistics/707633/number-of-international-visitor-arrivals-in-indonesia/>.
- Pemerintah Indonesia. (n.d.-a). *Undang-Undang (UU) No.4 Tahun 2021 tentang Pengesahan ASEAN Agreement On Electronic Commerce*.
- Pemerintah Indonesia. (n.d.-b). *Undang-Undang (UU) No.10 Tahun 2009 tentang Kepariwisata*.
- R Parianom, & Nur Fitri Rahmawati. (2019). Kesiapan Indonesia Menghadapi Masyarakat Ekonomi ASEAN\_ Sektor Pariwisata. *Jurnal Kajian Ilmiah Universitas Bhayangkara Jakarta Raya*, 19(2), 141–150.
- Roinah, R. (2022). Penggunaan Bahasa Inggris Pada Masyarakat Ekonomi ASEAN di Masa Covid-19. *Jurnal Cakrawala Ilmiah*, 1(12), 3625–3634.
- Rudy, T. M. (2005). *Komunikasi & Hubungan Masyarakat Masyarakat Internasional*. PT Refika Utama.
- Sabon, V. L., Perdana, M. T. P., Koropit, P. C. S., & Pierre, W. C. D. (2018). Strategi peningkatan kinerja sektor pariwisata Indonesia pada Asean economic community. . *Esensi: Jurnal Bisnis Dan Manajemen*, 8(2), 163–176.

- Samsu. (2017). *Metode Penelitian: Teori dan Aplikasi Penelitian Kualitatif, Kuantitatif, Mixed Methods, serta Research & Development*. (Rusmini, Ed.). Pusat Studi Agama dan Kemasyarakatan (PUSAKA) .
- Shobikah, N. (2017). The Importance of English Language in Facing Asean Economic Community (AEC). *At-Turats*, 11(1). <https://doi.org/10.24260/at-turats.v11i1.873>
- Shoelhi, M. (2018). *Diplomasi: Praktik komunikasi internasional*. Simbiosis Rekatama Media.
- Sholehudin, M. (2020). *Concept , Meaning and Object of Research Methodology*.
- Soekadijo, R. G. (2000). *Anatomi Pariwisata, Memahami Pariwisata sebagai "Systemic Linkage"*. PT Gramedia Pustaka Utama.
- Sri Damayanti, L. (2019). *PERANAN KETERAMPILAN BERBAHASA INGGRIS DALAM INDUSTRI PARIWISATA*. 2(1), 71–82.
- Stevenson, R. L. (1994). *Global Communication in the Twenty-First Century*. Longman.
- Surachman, A. Y. , S. S. , & K. M. I. (2019). *Konsep Dasar Sistem Komunikasi*.
- Synder, C. A. (2008). *Contemporary Security and Strategy*. Palgrave Macmillan.
- UNWTO. (2010). *ASEAN Integration And Its Impact On Tourism*.
- Warsono. (2017). Indonesia dalam Menghadapi Masyarakat Ekonomi ASEAN (MEA). *Majalah Manajemen Dan Bisnis Ganesha*, 1(2).
- Westerman, G., Calm ejane, C., Bonnet, D., Ferraris, P., & McAfee, A. (2011). Digital Transformation: A Road-Map for Billion-Dollar Organizations. *Capgemini Consulting \& MIT Center for Digital Business* , 1–68.
- Widodo, H. (2016). POTRET PENDIDIKAN DI INDONESIA DAN KESIAPANNYA DALAM MENGHADAPI MASYARAKAT EKONOMI ASIA (MEA). *Cendekia: Journal of Education and Society*, 13(2), 293. <https://doi.org/10.21154/cendekia.v13i2.250>

World Economic Forum. (2023). *Countries that Speak English as a Second Language*.  
<https://www.weforum.org/agenda/2019/11/countries-that-speak-english-as-a-second-language/>

Yusuf, K., Rafidah, C., Sunan, U., & Surabaya, A. (2021). THE BENEFIT OF RUANG GURU IN TEACHING ENGLISH: TEACHER'S PERSPECTIVE. *Getsempena English Education Journal (GEEJ)*, 8(2).

Zalil, A., Azyana, N., Pek, &, & Seong, L. (2022). *English Language in Tourism Industry: A Scoping Review*. 2(2), 26–33.  
<https://doi.org/10.53797/aspen.v2i2.3.2022>