

## **ABSTRACT**

India is a country which known as the third largest population in the world. Some of its inhabitants has spread as Indian diaspora almost to all countries include Indonesia. The Indian diaspora become a valuable asset to India because it improves India's infrastructure development through investment. But since 2002, Indian diaspora became a non-state actor in supporting India's cultural diplomacy through The Incredible India tourism campaign. The succes that has been achieved after The Incredible India campaign launched indicates that the indian diaspora plays an important role in achieving India's national interests and became the reason why India should improve the quality of bilateral relations with Indonesia.

### ***Keyword:***

*Indian Diaspora, The Incredible India Campaign,  
Cultural Diplomacy*

## ABSTRAK

India merupakan negara dengan jumlah penduduk terbesar ketiga di dunia. Sebagian penduduknya telah menyebar sebagai diaspora India hampir ke seluruh negara di dunia termasuk Indonesia. Diaspora India menjadi aset yang berharga bagi India karena membantu meningkatkan kemajuan infrastruktur India melalui investasi. Namun sejak tahun 2002, diaspora India menjadi *non-state actor* dalam mendukung diplomasi kebudayaan India melalui kampanye pariwisata The Incredible India. Keberhasilan yang dicapai setelah kampanye The Incredible India diluncurkan menandakan bahwa diaspora India turut memegang peranan penting dalam mencapai kepentingan nasional India dan menjadi sebab India terus meningkatkan kualitas hubungan bilateral dengan Indonesia.

Kata Kunci: Diaspora India, Kampanye The Incredible India, Diplomasi Kebudayaan