

ABSTRACT

In 1998, Indian government released Bollywood and started to use Bollywood to do their soft diplomacy sector. Indian government sets the Bollywood to expand their influence and power to achieve their economic, geostrategic and strong cultural significance. Numerous of Bollywood movie had been released and build the image of India as a progressive country that playing important role at international and regional levels. Bollywood it self also work together with the policy-makers in lift up Indian image and the cultural sectors and economic interest of their countries. Indonesia is one of the country India try to reach to expand its influence. The cooperation become much easier when India and Indonesia likely have the same cultural background. Therefore, this thesis aim to analyze what factors made India using Bollywood as their soft diplomacy tool in Indonesia. It would explain the history and the development of Bollywood Movie. It would discuss how Bollywood finally come to Indonesia, how it could be finally accept by the society and the enthusiasm of the people in Indonesia. This thesis conclude that Bollywood movie have a big influence to Indian soft diplomacy in Indonesia to reach its national interest.

Keywords : *Bollywood, India, Indonesia, Soft Diplomacy, National Interest.*