

CHAPTER I

INTRODUCTION

A. Background

International relations initially began with the existence of relations between countries in the world that was strictly related to political, economic, ideological and security issues. Along with the development of the times, the scope of international relations is no longer just a matter of economics, politics, ideology, and security. However, with the advancement of technology that has resulted in globalization, cultural factors have become a character that is very thick as the identity of a country and can be a tool for a country to achieve its country's interests. International relations can be seen from the decreased by the role of the state as an actor in world politics and the increasing role of non-state actors. The boundaries that separate nations are increasingly blurred and irrelevant. For some non-state actors, even geographical boundaries are ignored (Perwita & Yani, 2005, p. 3). It has become evident that diplomacy is no longer occurs between the governments of one country to another, but it is also mixed by various actors outside the government who carry out diplomatic roles well. Some of these actors are Non-Governmental Organizations (NGOs), interest groups, international organizations, Multinational Corporations (MNC), media, to individuals.

India is a country in South Asia that had become the most impoverished country in the world, especially during its independence. India was even labeled as a failed state because it was unable to increase and build its domestic economy. There are two main reasons why this happened. First, India only relied on its agriculture and crops. Second, India does not open the entry of foreign investment and prioritizes its local products because they adhere to the concept of Mahatma Gandhi, which is Swadesi (Mulia T, 1951, p. 17). Swadeshi means using the local products rather than import from another country. use what has been produced by the country But today, India's economic growth becomes super fast and even the fastest in Asia, beating China. Quoted from CNNMoney, gross domestic product (GDP) of India grew at 8.2 percent in the second quarter of 2018, based on data released in August 2018. This figure increased dramatically from the previous quarter which amounted to 7.7 percent. As for China, as the largest economy in Asia, it only grew by 6.7 percent in the second quarter, which ended in June (Fauzia, 2018). Besides, India has shown rapid progress in the field of information technology development. One of The Leaders of Companies in the field of Information Technology,

Infosys Tech provides evidence of the company's success in gaining a profit of 543 million US dollars (Dinesh K, 2017).

One of the biggest Industries in India is Bollywood. The Bombay film industry is popularly known as 'Bollywood' produces the highest number of films annually. Bollywood films have undergone a shift in their thematic content, and various films are now being made on subjects which were earlier an unexplored terrain. New filmmakers are experimenting with new ideas and consequently instilling a new life in the Indian cinema. Lavish, spectacular locales, splendor, and opulence have become an essential ingredient in Bollywood films (Nabi, Ahmed, & Khalid, 2014). Since 1998, official circles in India have been expressing their intentions to employ the potential of Bollywood as a soft power to project the mounting economic, geostrategic, and cultural significance of the largest country in the South Asian region. After being declared an industry in 1998 by the Indian government, Bollywood has produced numerous movies that portrayed the image of India as a progressive global power capable of playing a pivotal role at regional and international levels. The culture industries invariably offer unconditional support to the core foreign policy initiatives of a nation-state and work together with the policy-makers in image building endeavors in order to promote critical cultural, economic, and military interests of their countries (Rasul & Mukhtar, 2015, p. 11). With its enormous global impact on films, music, dance, and other art forms, Bollywood has now developed its solid brand in international cultural events. While stylistically, the dances and lip-synced songs, the symbolic and emotional drama, and the script contained in a typical 3-hour Bollywood movie can be alien to the audience of Hollywood, rather than being a "Third World" art cinema (Christos, 1999).

After Independence, India invested considerable resources in high-level dialogues, intellectual and cultural exchanges, and conferences of concerned parties, seeking to influence peoples as well as governments by using open diplomacy and moral suasion. To a degree, India's new public diplomacy builds upon this tradition, but it also departs from India's past practice in three key ways. First, India's new public diplomacy is actively seeking new audiences within India (notably, politically engaged young people at home), in the West (Indian diaspora communities abroad), and the developing world (key opinion formers in India's immediate region or resource-rich states in the global South). Second, Indian officials are attempting to render India's foreign policy-making process more open and democratic by engaging in dialogue with communities outside the New Delhi

political and diplomatic elite. Third, the effort seeks to utilize new media rather than traditional methods to reach its various target audiences (Hall, 2012, p. 1089).

India's Ministry of External Affairs (MEA) even launched Twitter, released facebook page and also Youtube channel to get connected with the audiences around the world especially the youth. Several initiatives have been launched to push India to the forefront of the international community, including the creation in 2006 of a public diplomacy division within the Ministry of External Affairs, the worldwide expansion of the Indian Council for Cultural Relations (ICCR), the Ministry of Tourism's 'Incredible India' campaign, and the work of the Ministry for Overseas Indians (Ramachandran, 2015). There is no denying the fact that entertainment media has emerged as a crucial sociopolitical institution in all societies and enjoys the power to influence thinking patterns at governmental and individual levels through their discourses. Popular media are directly linked to the culture where they operate and portray social realities according to norms, mores, values, and laws of that society (Zelizer & Allan, 2011).

India-Indonesia relations have long begun. Even since about 2000 years ago, when people from India spread Hinduism to Indonesia. Indonesia, led by President Soekarno, was the first guest on the anniversary of the Republic of India on January 26, 1950. At that time, India-Indonesia had the closest historical relation series. The two countries had just escaped from the shackles of European colonialism and were struggling to find their national support. India and Indonesia finally found each other as neighboring countries in the early years of independence. For the first time, President Soekarno and Prime Minister Jawaharlal Nehru then collaborated on the Non-Aligned Movement which voted for Third World countries, refusing to be drawn into the Cold War that emerged between the United States and the Soviet Union. The good relations between Indian and Indonesia is continuing until today.

Along with the history that has been engaged between India and Indonesia, India finally realizes that they have a great opportunity by doing cooperation with Indonesia. Indonesia has a lot of potential resources that can be used to achieve India's national interests. However, the problem is that having good relations with the Indonesian government is not enough for India, India needs to get more close to Indonesia. India wanted to reach every layer of Indonesian citizen not only with the government. If India succeeds in capturing the hearts of the Indonesian citizens, the cooperation will happen for a long time and give benefit to India in many sectors. Therefore, India tries to

approach the Indonesian citizens through original Bollywood films from India. India believes this is the best approach to make Indonesian citizens fall in love with India.

The using of Bollywood as a diplomacy tool by India toward Indonesia already happened a long time before. However, it is not very intense as more as in 2013 until 2015 where India seriously export Bollywood to Indonesia. So the writer will focus on how India finally improve the intensity of the diplomacy through Bollywood movie in Indonesia and the factors that made India choose and believe that Bollywood will become an interesting soft diplomacy tool toward the citizens of Indonesia.

B. Research Question

From the description of the background above, the main problem that can be formulated by the writer is: What is the role of Bollywood movie as Indian soft diplomacy tool in Indonesia?

C. Theoretical Framework

1. The Concept of National Interest

The national interest or in the French expression the *'raison d'État'* is the aim and ambition of the state, whether economic, military or cultural (Baimus, 2018, p. 109). So it can be described that National Interest is the goals that try to reach by a country for the sake of the prosperity of the country (what country needs in the future). National interests often used as benchmarks or basic criteria for decision makers of each country before formulating and establishing attitudes or actions. Even every step of foreign policy needs to be based on national interests and directed to achieve and protect what is categorized or determined as National Interest (Rudy, 2002, p. 116).

In Mochtar Mas'od book, Morgenthau explains that national interest is a tool to get power. Morgenthau's thinking based on the premise that diplomatic strategies must be based on national interests, not on reasons of moral, legal and ideological reasons that are considered utopian and even dangerous. He stated that the national interests of each country are the pursuit of power, which is anything that can shape and maintain control of a country over another country. This relationship of power or control can be created through coercive or cooperative techniques (Mas'od, 1990, p. 163). According to Morgenthau, the concept of national interest is in two ways similar to the 'general concept' in the constitution (America), such as general welfare and

legal protection rights. The concept contains a minimum meaning and is inherent in the concept itself, but beyond that minimum understanding, the concept can be interpreted by various things that logically correspond to it. The contents of the concept were determined by political traditions and the overall cultural context in which a country formulates its foreign policy (Mas'oeed, 1990, p. 164)

National Interests were created from the needs of a country. This interest can be seen from its internal conditions, both from political-economic, military and socio-cultural conditions. Interest is also based on the 'power' that wants to be created so that the state can have a direct impact on the state's consideration for world recognition. The role of a country in providing material as the basis of national interests is undeniable that it will become the spectacle of the international community as a country that has an attached relationship from its foreign policy. Thus, national interests are conceptually used to explain the foreign policy behavior of a country (Sitepu, 2011, p. 163).

According to KJ Holsti, there is four component of National Interest, which are :

1. Security,

It is the primary goal of each country to defend itself, in the sense of protecting the population, the region, its sovereignty from dangerous threats and not only in war and physical matters, but also in terms of population, government, economy, and ideology.

2. Autonomy,

The ability to formulate domestic and foreign policies are based on the government's priorities and all the risks, as well as the ability to withstand pressure, influence, and threats from other countries.

3. Welfare

Welfare is one of the critical factors to describe if a country is already a success or not. For example, a country that has a significant military power but does not pay attention to the welfare of its people is a small group of countries. Whereas a country that has military strength is less intense but paying attention to the welfare of its people is a good country.

4. Prestigious

Excellence in the field of science and technology has an important role, in addition to the traditional view that considers the primary source of status is Military Power. An example is an effort made by semi-fairly countries to become a

central, developing or peripheral country to become a developed or semi-fairly country.

From the concept of national interest described above, in line with the good relations that have been created between India and Indonesia, India has many opportunities to achieve its national interests with Indonesia. Indian Prime Minister Narendra Modi was on a three-nation visit to Southeast Asia – Indonesia, Malaysia, and Singapore – to give a fillip to India's 'Act East' Policy which also becomes the moment for India to balance the threat from China. India's Act East Policy acquired fresh momentum when Modi re-launched the original Look East Policy at the East Asia Summit in 2014. Driven by the China factor, Modi's visit to the three key states in Southeast Asia has the potential to propel greater strategic engagement especially in the maritime domain, but India's capacity and strategic interest in playing a proactive role in the region are key. The most interesting of the three stops was Modi's visit to Indonesia (thediplomat.com, 2018).

Indonesia remains a key player in Southeast Asia for several reasons. Most clearly, Indonesia will be essential in extending India's maritime outreach. Indonesia is the largest archipelagic state and has a coastline of 108,000 kilometers, 17,504 islands, and a total of maritime areas of 6,400,000 square kilometers, including its Exclusive Economic Zone (EEZ). The distance from India to the Andaman Islands to Indonesia's Aceh province is barely 80 nautical miles, underscoring the importance to both India and Indonesia of the importance of enhanced maritime cooperation for the continuing peace, stability and economic prosperity of the Indo-Pacific region. These make India and Indonesia two key maritime powers in the Indo-Pacific, and the two navies have partnered in naval exercises for several years now with naval ships patrolling between the Andaman Sea and Malacca Straits. However, it has also become clear that it is time to deepen these engagements in light of the changing strategic dynamics in the broader Indo-Pacific front (thediplomat.com, 2018). Indonesia also has a billion number of people that can be attracted by India to reach its national interest.

2. The Concept of Cultural Diplomacy

Cultural diplomacy consists of two words with different meanings. The first word is diplomacy. Diplomacy is more often said to be a tool to achieve the national interests of a country. Diplomacy is also considered as an art of negotiating,

understanding, informing, and influencing other countries to achieve the national interest of the country. Whereas Macro culture can be interpreted as a whole system of ideas, actions of human work in the framework of people's lives which are interpreted as belonging to human beings in a country (Holsti, 1978, pp. 82-83).

In the micro sense, the culture usually manifests in education, art, science, and sports. Thus cultural diplomacy can be interpreted as an effort of a country to fight for its national interests through culture, both in a micro way such as education and science, sports and the arts. Alternatively, on a macro basis following the main characteristics, such as propaganda and others, which in the conventional sense can be considered as the political economy of a country (Warsito & Kartikasari, 2007, p. 3). Cultural diplomacy can be carried out by the government or non-government, individual and collective in every citizen. Therefore, the pattern of cultural diplomacy relations between nations can occur between anyone as an actor, where the primary goals and objectives of cultural diplomacy are to influence public opinion (other countries' communities). The material or content of cultural diplomacy is that everything in macro and micro terms is considered as the utilization of cultural aspects (foreign policy), and so on (Warsito & Kartikasari, 2007, p. 21).

Diplomacy goals that have been known so far are to seek recognition, adjustment, persuasion, threats, hegemony, or subversion. Theoretically, the purpose of Cultural Diplomacy is to fulfill national interests. While national interests can be interpreted as legal-formal activities in government, as well as those that take place on the broader community, both individuals and groups. (Warsito & Kartikasari, 2007, p. 30). Furthermore, to explain the situation, the forms, objectives, and facilities of Cultural Diplomacy can be seen from the following table:

Table 1. 1 Cultural Diplomacy by Tulus Warsito and Wahyuni Kartikasari

Situations	Forms	Goals	Means
Peace	<ul style="list-style-type: none"> ✓ Exhibition ✓ Competition ✓ Mission Exchange ✓ Negotiation ✓ Conference 	<ul style="list-style-type: none"> ✓ Recognition ✓ Hegemony ✓ Friendship ✓ Adjustment 	<ul style="list-style-type: none"> ✓ Tourism ✓ Sports ✓ Education ✓ Trade ✓ Art
Crisis	<ul style="list-style-type: none"> ✓ Propaganda ✓ Mission Exchange ✓ Negotiation 	<ul style="list-style-type: none"> ✓ Persuasion ✓ Adjustment ✓ Recognition ✓ Threat 	<ul style="list-style-type: none"> ✓ Politics ✓ Mass Media ✓ Diplomatic Mission ✓ Public Opinion
Conflict	<ul style="list-style-type: none"> ✓ Terror ✓ Penetration ✓ Mission Exchange ✓ Boycott ✓ Negotiation 	<ul style="list-style-type: none"> ✓ Threat ✓ Subversion ✓ Persuasion ✓ recognition 	<ul style="list-style-type: none"> ✓ Public Opinion ✓ Trade ✓ The Military ✓ Official Forum ✓ Third Party
War	<ul style="list-style-type: none"> ✓ Competition ✓ Terror ✓ Penetration ✓ Propaganda ✓ Embargo ✓ Boycott ✓ Blockade 	<ul style="list-style-type: none"> ✓ Domination ✓ Threat ✓ Subversive ✓ Recognition ✓ Conquest 	<ul style="list-style-type: none"> ✓ Military ✓ The Military ✓ Smuggling ✓ Public Opinion ✓ Trade ✓ Supply Consumer Goods (Including Weapons)

(Warsito & Kartikasari, 2007, p. 31)

One means of cultural diplomacy is art. In this field, There Art is a part of The culture which is a means to express the sense of beauty in the human soul. Art is one of the elements of universal culture which is a reflection of its supporting human civilization. There are many types of arts, and one of them is the art of role-playing (drama). Bollywood movie is in art categories. It can explain that movies have art categories on it. For example in Bollywood Movie, there is the audio-visual art that

includes music with original and has its characteristic of India's music. There is a dance choreography with many people include in scenes. From this art, role actors can make a story narrative according to the message they want to convey to the audience. Acting is often used as a tool to convey effective messages, influence and even change one's perspective, to build or undermine the image of a country. As India use Bollywood as their diplomatic tool in Indonesia, they can get Indonesian people heart. When it happens, all the cultures from India can readily accept and being one specific trend in Indonesia. The trade sector will increase significantly between India and Indonesia that will give more benefit to India by the capacity of export to Indonesia. The investment sector will also increase by relations.

3. Multi-Track Diplomacy

Multi-Track Diplomacy is a conceptual way to view the process of international peacemaking as a living system. It looks at the web of interconnected activities, individuals, institutions, and communities that operate together for a common goal: a world at peace. (Diamond D. L., 1992) The multi-track system originated due to the inefficiency of pure government mediation. Moreover, increases in intrastate conflict (conflicts within a state) in the 1990s confirmed that "Track One Diplomacy" was not an effective method for securing international cooperation or resolving conflicts. Rather, there needed to be a more interpersonal approach in addition to government mediation. For that reason, former diplomat Joseph Montville invented "Track Two Diplomacy" in order to incorporate citizens with diversity and skills into the mediation process. cognized that lumping all track-two activities under one label did not capture the complexity or breadth of unofficial diplomacy. Therefore, she coined the phrase "multi-track diplomacy." (Diamond D. L., 1992) Louise Diamond sees that Multi-track diplomacy is a series of interconnected systems to create world peace. There are many interconnected activities, communities, individuals and, institutions that work together to build world peace. In essence, in multi-track diplomacy, diplomacy has not only been carried out by the government but has been wider than that.

Overall of Multi-Track diplomacy (consisting of nine tracks) as followed :

1. Track 1 – Government, or Peacemaking through Diplomacy. This is the world of official diplomacy, policymaking, and peacebuilding as expressed through formal aspects of the governmental process. (Diamond D. L., 1992)

It means the government as the creator of peace through diplomacy. This track has three characteristics. First, the government is an official body that has the authority to be responsible for peace. (Diamond & McDonald, 1996, p. 27) Second, the government has the power to create peace, especially in cases that are high politics because in policy formulation requires power. The underlying assumption of international diplomacy is the existence of relative power, with the political power of a country able to control resources, intervene and even influence other countries (Diamond & McDonald, 1996, p. 26). Third, the government is a vehicle of power in the process. Strong countries tend to control weak countries so that a country should try to control its power in order to be able to achieve its national goals. The government has an official role in global system peace now different from non-government actors. The lack of this path is the government's potential to act arbitrarily because of the different power of each country. The advantages of the government can mobilize resources quickly to support their political policies (Diamond & McDonald, 1996, p. 33) But the weakness in the first track is the opportunity for power abuse which is wide open due to the lack of transparency or the people involved in any actions taken by the government.

2. Track 2 – Nongovernment/Professional, or Peacemaking through Conflict Resolution. This is the realm of professional nongovernmental action attempting to analyze, prevent, resolve, and manage international conflicts by non-state actors (Diamond D. L., 1992)

Track two is non-government or professional as the creator of peace in conflict resolution. This Track includes some peace efforts through professional non-government actors from experts who mostly have high intellectual levels or experts in the field. The second path goal is to help overcome conflict by increasing communication, understanding and, collaboration to share problem-solving (Diamond & McDonald, 1996, p. 37). Therefore, non-government actors are expected to be able to know the roots of conflict so that they can explore solutions that are appropriate to the needs of the community. This track activity in addition to conflict resolution is also a mediator, consultant, coach, coach, agent for non-formal private diplomacy, analysts. In its implementation, this track reaps some criticisms, one of which is how the second path enables and regulates the conflict resolution process systematically (Diamond & McDonald, 1996, p. 40). The track was based on individuals in this track consisting of different backgrounds so that the level of

effectiveness, especially in the division of roles tends to be feared to overlap, but the main obstacle of this pathway is money and the absence of legitimacy. The weakness of this track is that it is prone to risk because it is not well regulated while its advantages can create creative concrete solutions that the government cannot do (Diamond & McDonald, 1996, p. 12).

3. Track 3 – Business, or Peacemaking through Commerce. The track is about business and its actual and potential effects on peacebuilding through the provision of economic opportunities, international friendship and understanding, informal channels of communication, and support for other peacemaking activities (Diamond D. L., 1992).

The third track is business as a peace creator through commercial or trade. The main task of business in peace is not only to gain profit but to build relationships and create a path for communication and action (Diamond & McDonald, 1996, p. 52). Economics is an important aspect that often becomes a factor and resolves conflicts. So with this path, trade can become a driver in the actualization of global interdependence to maintain global peace. Business lines have the assumption that international business can have a positive impact and benefit each other (Diamond & McDonald, 1996, p. 52). The case happens if there is no peace, then the trade will not occur and can happen otherwise. Then with the right economic conditions, peace will be created by itself. However, the weakness of this track is when trade is used by individuals or certain circles to achieve profits as big as possible without thinking about the impact of what they do.

4. Track 4 - Private Citizen, or Peacemaking through Personal Involvement. These include various ways that individual citizens become involved in peace and development activities through citizen diplomacy, exchange programs, private voluntary organizations, nongovernmental organizations, and special-interest groups (Diamond D. L., 1992). The fourth path is a private citizen as the creator of peace through a personal approach.

Private citizens consist of various organizations that deal directly with international relations. This pathway assumes that each person is different, all individuals are peacekeepers, and having the responsibility to change the world and strength is not only needed for decision makers but also the lower classes (Diamond & McDonald, 1996, p. 60). In this track, there are five types of non-governmental organizations namely community diplomacy or exchange programs, private

voluntary development programs, special interest groups or advocacy, professional interest groups and democratic development institutions (Diamond & McDonald, 1996, pp. 60-1)

5. Track 5 – Research, Training, and Education, or peacemaking through Learning. The track includes three related worlds: research, as it is connected to university programs, think tanks, and special-interest research centers; training programs that seek to provide training in practitioner skills such as negotiation, mediation, conflict resolution, and third-party facilitation; and education, including kindergarten through PhD programs that cover various aspects of global or cross-cultural studies, peace and world order studies, and conflict analysis, management, and resolution (Diamond D. L., 1992).

The purpose of the education component here is to channel information related to the issue of peace and conflict to decision making and its implications (Diamond & McDonald, 1996, p. 70).

6. Track 6 – Activism, or Peacemaking through Advocacy. This track covers the field of peace and environmental activism on such issues as disarmament, human rights, social and economic justice, and advocacy of special-interest groups regarding specific governmental policies (Diamond D. L., 1992).

This group plays a role in changing attitudes and institutional or political policies. The public believes that moral obligations by opposing injustice can support security and truth for the oppressed (Diamond & McDonald, 1996, p. 87).

7. Track 7 – Religion, or Peacemaking through Faith in action. The track examines the beliefs and peace-oriented actions of spiritual and religious communities and such morality-based movements as pacifism, sanctuary, and nonviolence (Diamond D. L., 1992).

Religious communities try to bring moral law through the principle of God as a unifier of peace on Earth (Diamond & McDonald, 1996, p. 97). Decision makers usually carry religious elements for reasons of peace in policy making because religion has a high level of cooperation and a positive response to peace. The values embedded in this path include spiritual truth, social action, justice with activities including elite and public education, discussion, conflict mediation. Religious activities usually seem unique because they cover prayer and other medications, but this has proved useful in political transformation through religious communities. However, the track of religion is doctrinal whereas in the world it consists of

various kinds of religions with different beliefs even though all religions believe that violence is a sin. A case in point is the 1947 Kargil War between India and Pakistan which could be mitigated by a meeting between the Indian Sign Community and the Pakistan Ulama Community. The lack of this track is that historical elements and doctrines give rise to exclusivity for each religion so that it has the potential to create conflict, especially for extreme adherents. Its strengths can bring a high understanding and awareness of the importance of peace and attitudes to the issue of war (Diamond & McDonald, 1996, p. 102).

8. Track 8 – Funding, or Peacemaking through Providing Resources. The track refers to the funding community-those foundations and individual philanthropists that provide the financial support for many of the activities undertaken by the other tracks (Diamond D. L., 1992).

The underlying assumption is this path because prosperous communities have the responsibility and opportunity to contribute wisely in the use of funds to support particular projects (Diamond & McDonald, 1996, p. 108). Even the funding provided varies as is usually the community of large funders such as the Ford Foundation funding education and research covering issues of security and public policy. However, for small bodies or family foundations, even individuals tend to fund programs that attract their attention in the form of funds, facilities or personnel. The foundation has specific procedures for receiving funding including sending letters of application, proposals, formal or informal applications even through internal staff. Security issues became the main list after popular issues such as nuclear in the list of beneficiaries. The case influenced by the Cold War situation where the changes were felt directly for the smooth running of the foundation's business (Diamond & McDonald, 1996, p. 110). The weakness of this pathway is the obstruction of assistance to the hands of recipients because of the bureaucratic system which is sometimes complicated and easily manipulated.

9. Track 9 – Communications and the Media, or Peacemaking through Information. The track is the realm of the voice of the people: how public opinion gets shaped and expressed by the media-print, film, video, radio, electronic systems, the arts. (Diamond D. L., 1992)

The media is very influential in creating public opinion in responding to something so that it will have an impact on the government as the decision maker.

In this sophisticated era, information is easily accessible wherever and whenever, but the weakness is the difficulty of distinguishing between truth and hoax.

Of the nine multi-track diplomacy lists, tracks that used by India are Track 1, track 2, Track 3, track 4, track 5, and track 9. In this occasion, government, non-government, business and trade, the involvement of ordinary or ordinary citizens, training and education research, funding, and communication and mass media are useful tools for conducting soft diplomacy towards Indonesia in achieving the national interests of their countries.

D. Hypothesis

From the background and theoretical framework described above, India wants to use Bollywood as a diplomatic tool to Indonesia to achieve its national interest by some factors that are :

First, India wants to build a positive image in Indonesia pop culture. Second, India wants to improve the affinity of Indian culture. Third, India wants to grow its economic matters in Indonesia.

E. The Purpose of Research

1. As a condition for obtaining a Bachelor's Degree in the Department of International Program of International Relations. Faculty of Social and Political Sciences at Muhammadiyah University of Yogyakarta
2. This thesis made to understand deeper and what factors made India choose Bollywood as a flexible diplomatic tool toward Indonesia using the concept of national Interest and Cultural Diplomacy.

F. Research Methodology

1. Data Collection Method

This study uses a qualitative method that emphasizes the technique of library research. The data obtained is secondary data and is valid data obtained from print media in the form of books, journals, magazines and online media such as official sites and news sites that help the research process.

2. The Method of Explanative Research

The method of critical research; an analytical method is a type of method that aims to find an explanation of why an event or symptom occurs, usually which studies the connectivity of causes and effects between two phenomena or more to answer questions from the problem statement. This method hopefully can answer the question of what factors made India finally choose Bollywood as a soft diplomacy tool in Indonesia.

G. Research Period

In order to avoid confusing and widespread discussion, the author limits the scope of this thesis from 2014 to 2016. The reason is that in those years Bollywood Movie reaches the peak of its success in Indonesia.

H. Organization of Writing

This thesis consists of 5 chapters, and each chapter will collaborate in detail through subchapters. Next is the systematic writing:

CHAPTER I: This chapter will describe the background to the problems, research questions, theoretical frameworks, hypotheses, purposes of research, research methodology, the period of research and organization of writing.

CHAPTER II: This chapter will discuss the history of Bollywood Movie and development of the Bollywood Movie.

CHAPTER III: This chapter will discuss how Bollywood Movie finally come to Indonesia and the media used by Bollywood Movies in Indonesia.

CHAPTER IV: This chapter will discuss what factors made India use Bollywood Movie as the diplomatic tool in Indonesia and the struggle of Bollywood movies to reach the attention and respect from Indonesia.

CHAPTER V: This chapter will contain a conclusion from the previous chapters and show the result of the analysis of the undergraduate thesis.

