

CHAPTER IV

FACTORS THAT MADE INDIA USE BOLLYWOOD AS SOFT DIPLOMACY TOOL IN INDONESIA

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). To covers the factors that made India choose Bollywood Movie as the soft diplomacy tools toward Indonesia, chapter IV will analyze the case using the concept of National Interest, Cultural Diplomacy, and Multitrack Diplomacy Theory. Three points will answer the research question, which are :

A. Bollywood Movie Builds The Image of India in Indonesia

A movie is a form of entertainment that everyone likes. A movie can influence and even change people's point of view, this is something unique, how we can receive and capture the message conveyed by a movie to form a new perspective and an image delivered by the movie itself. Some people may not realize it, but a movie is a very effective means to link the ideas and shape one's mindset. Currently, many countries use movies to achieve their interests. Movies also make us know a nation; this is because the movie will share the aspects of life that occur in a country, stories of reality, trends in a country to the lifestyle adopted by the nation. This is what India is trying to do with the people of Indonesia. Indian movies try to touch every part of Indonesian society. Of the various Indian films that have been aired in Indonesia, Indonesians are becoming more

knowledgeable about India. Bollywood movies make people who initially do not know anything about India, become figured out what's in India and even like the lifestyle and the culture that is highlighted by India. The efforts of the Indian government in building the image of India in Indonesia can be shown from various movies that aired in Indonesia. Some of the relationships that have taken place can be described in the multitrack theory of diplomacy. Some tracks that can explain which actors are involved in soft diplomacy in Indian movie points that build India's image in Indonesia are Track 1, Track 2, Track 4, Track 9. For more details, the following points will explain the implementation of each track.

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).

Cooperation between the Indian government and the Indonesian government has been carried out in the fields of education, youth, sports, tourism, media and movies, science and technology, health, technical cooperation and, disaster management. Indonesia and India have a Cultural Exchange Program for the 2011-2014 period signed in New Delhi in 2011. Bilateral mechanisms in the field of educational cooperation: Joint Working Group on Education (since 2011). In the field of tourism: Joint Working Group on Tourism (since 2009). Indonesia and India have cooperated in the operationalization of the facilitation of the Biak Integrated Telemetry, Tracking and Command (TTC) earth station since 1997. India also plans to launch two Indonesian remote sensing satellites, LAPAN A2 and A3 in 2014 and 2015. Scholarships respectively offered by India (Indian Technical and Economic Cooperation, Technical Cooperation Scheme of Colombo Plan, and Indian Council for Cultural Relations) have been utilized by around 1300 Indonesian students. Indians have used scholarships offered by the Indonesian Government. In the period 2005-2013, 12 Indian students received Darmasiswa scholarships; and in the 2011-2013 period, 6 Indian students received KNB scholarships (KementrianRepublikIndonesia, 2015).

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). India should thank the national film industry actors,

ranging from actors/actresses, directors, producers, lighting artists to makeup artists. Thanks to their creativity and hard work, which is capable of producing up to 1,000 films per year, India is increasingly known to the world. Known as the popular nickname "Bollywood," the film industry based in the city of Mumbai this year is a century old. To celebrate, the Indian Embassy invited some Bollywood industry players to Jakarta to share their experiences with their colleagues in Indonesia in September 2013. Also, some well-known Bollywood movies were played from time to time for the public (Kawilarang, 2013). In this diplomacy, the role of the story writer or screenwriter plays a critical role. Story writers make stories with certain views to produce a great movie. Usually, the author of the story has a certain message in the story that they made. For example, the idea is to deliver the message like life advice, political views and social problems that are still considered taboo. Indian cool movies that have deep meanings such as *My Name Is Khan*, *Koi Mil Gaya*, *Bajrang Bhaijaan* have deep messages that written by Indian writers who can change one's point of view of certain things. As illustrated in the film *My Name Is Khan* that every religion can live side by side and respect each other, evils in the world are not inspired by a particular religion but from the interests of irresponsible people. Indian writers who write the sad stories of life to love stories that make viewers who are also very worthy of appreciation in this diplomatic effort. After the extension of the author will be continued by the producer and the people involved in making the film. Good movies will touch the hearts of the Indonesian people to know more about India and can change the viewpoint of viewers in Indonesia about India as a country. This shows how the role of non-government or professionals is critical in India's diplomatic efforts towards Indonesia.

3. 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. The fourth path is a private citizen, the creator of peace through a personal approach (Diamond D. L., 1992). This track is also significant in building the image of India. This is where private citizens of India play a strong role in Indian diplomacy; Private citizens here are more intended for Indian Diasporas in Indonesia. Thanks to the Diaspora in Indonesia, Indian movies, Indian songs, to Indian culture can be developed and better known in Indonesia. The population of Indian people in

Indonesia reaches 500,000 people. This number includes NRIs and PIOs, namely Indian descendants and native Indians who settled in Indonesia. In Surabaya, the total population of India is around 500-600 people. The largest number of Indian diaspora who lived in North Sumatra, precisely in Medan. Many Indians also live in Java and Bali. The rest, around 15%, is scattered in other parts of Indonesia. As a country with a high level of culture, Indian communities wherever they are have never forgotten to preserve their culture. Many Indian diasporas continue to wear traditional sari clothes in various meetings. Decorations of places of worship and simple prayer places are found in every residence of Indian communities in Indonesia. A very thick Indian-British accent is also common. Indian Diaspora in Indonesia accommodates its existence by forming the Indian Association. Furthermore, in each city in Indonesia, the Indian Association of Indonesia branched out to form communities according to the city where they lived. One example is the Indian Association of Surabaya and the Indian Club Jakarta. Every year, the Indian Association of Surabaya, like the Indian Association in other cities in Indonesia, has seven cultural activities that they routinely carry out. The average cultural activity takes the form of celebrating Indian cultural days. This Indian community does not close the Indonesian people around them to attend and participate in its implementation (Andina, 2011).

4. Track 9 - Communications and the Media, or Peacemaking through Information. The voice of the people is shaped and expressed by the media-print, film, video, radio, electronic systems, the arts (Diamond D. L., 1992). As explained in chapter I that the media has a vital role in Indian diplomacy. 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 an important 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).

Some movies are also very good at achieving national interests in Indonesia. The national interest is in the form of better economic achievements to promote culture and introduce a character to the characteristics of India can be seen from the following films. With a variety of films produced by India, Bollywood shows how its people show hospitality and charm. For example, we can see from the film "Bajrangi Baijaan." The movie revolves around a mute Pakistani Muslim child lost in India, finally meeting an Indian man who adheres to Hinduism where there are disputes between Hinduism and Islam and conflicts between India and Pakistan. However, this man generously helped a child who was not known for her background. He tried to find the girl's parents and drove her back home to Pakistan. On his way to Pakistan, it was clearly shown how this man named Pawan was sincere and obedient to his religion but could still have good relations with every Muslim he met on the way. However, he was even accused of being a spy sent by India to spy on Pakistan. The story of Salman is full of obstacles, but finally won the hearts of the people of India and Pakistan whose ends eased tension between the two countries. The Pakistanis finally came together to the border between India and Pakistan in the Kashmir Valley to deliver Pawan to the India-Pakistan border. The film shows how good an Indian young man is struggling wholeheartedly to help other humans on earth. The good that is shown by the Indian people in this film is how they greet each other.

Another thing is how Indians welcome guests, Pawan lives in his father's friend's house and is given his room without having to pay rent, and he is also considered part of the family. So far, India is also considered as a country that has a lot of "red zones" or is said to be an unsafe zone because of the high crime that occurs there. However, the scene was that a child who was dressed in the slum was assisted and fed by Indians showed that such a thing was not unusual. If we look at the comparison to Indonesia, when we meet a small child in used clothes on the side of the road or in other places our minds will say that they are beggars and we will not help him more than give money, and we will not be interested in knowing the story of the child. This makes the depiction that India is a safe place and full of good people.

The sincerity and kindness of Indian people are also shown by "*My Name Is Khan*" movie. The movie which tells the story of the stigma of terrorists aimed at Muslims rebuilds the minds of people that Muslims are good people, especially those described in this case, is Khan's character, an Indian Muslim. The thing that is inherent in this movie is

the message from Rizwan's mother that there are only two types of people on this earth, which are good and not good, we have to choose which person we want to be. This movie shows how persistent a Khan is through his life even though he has Asperger's syndrome. The film also raised an unusual issue in the form of autism symptoms that Khan suffered. Despite the disease, there was a very touching scene where Rizwan returned to Wilhelmina in Georgia to help the victims of Hurricane. Rizwan helped rebuild their church, and this news attracted the empathy of the population in the country. Help came in droves to Wilhelmina who had not received any assistance at all because they were black people. The film also gives the message that behind a flaw there is always an advantage and Indians are sincere people. Another movie that proves that India cannot be underestimated is *Dangal*. The movie is about a wrestler who cannot achieve his goals because of the demands of life. He was determined one day he would educate his son to become a world champion. However, unfortunately, his wife gave birth to four daughters. He was desperate, until one day his two eldest children came home from school after beating up the boys at their school because they had demeaned them. That day the father realized that his two daughters had talent. Since then the father has educated them to wrestle with hard training every day. The father even told his two daughters to cut their hair short. Their struggle was not in vain when their eldest daughter managed to get the world title and managed to bring her to get training in an institution in the Patiala area. Although the discipline of the first child had declined, he realized that what his father emphasized was the right thing. She returned to training seriously so she could bring the title of victory and become the first female wrestler from India. This was also followed by her sister who a few years later also became the champion of wrestling. This film instills in our minds that Indians are passionate people and India has a unique potential in its human resources.

India is serious about building the views of others about its country, even in terms of cartoons. Back to the Little Krishna movie which at that time was aired on TPI for the first time in 2010. Krishna is one of the deified figures in Indian belief, in the Mahabharata, it is known that Krishna is the incarnation of the god Vishnu in the world. At that time Krishna received an entirely satisfactory rating and fight with Upin and Ipin movie in rating. The story of Krishna is also very inspiring. Even though he was only a child, Krishna had an extraordinary power to defeat adults, to his sincerity in helping others. However, with all the strength he has, Krishna is still a child who likes to play and

nosy like other children at his age. According to the rating data, a week released by rating agency TV Nielsen Audience Measurement placed the Little Khrisna program in the number 2 position most watched last week (May 2-8 2010) with a rating of 5.9 percent and 20.9 percent share. This figure shows that Indonesian people are enthusiastic about Little Khrisna. (Irwansyah, 2010). This Little Khrisna movie teaches us about many things such as always helping, being humble, always believing in the existence of God and not being arrogant as taught by religion in India. This is an excellent example for Indonesian children. Not only appearing in TPI the Little Khrisna afterward also appeared on ANTV in a cartoon version but then on March 8, 2015, the Krishna film in the real version titled *Jai Shri Krishna* also began airing on ANTV.

B. Bollywood Movie Enhances The Affinity of Indian Culture in Indonesia

India and Indonesia are known to have similar cultural backgrounds. The process of the development of Indian culture in the past also influenced literature in the Sanskrit Hinduism styles, such as the story of Mahabharat and Ramayana which influenced Javanese culture and gave birth to several literary works, such as Kakawin Ramayana and Kakawin Bharatayuda (Purwadi, 2007). As explained earlier, the Indian diaspora in Indonesia has a substantial number that gave birth to cultural acculturation from time to time. 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 the national interests themselves can be interpreted as formal legal activities in government, as well as those that take place on the broader community, both individuals and groups (Warsito & Kartikasari, 2007, p. 30).

Bollywood movies that are widely known and idolized by Indonesian society contain very high cultural elements. As we know, Bollywood movies have their characteristics that are interesting to see further. The culture of India included in Bollywood movies is usually in the form of music, typical Indian dances involving many people, even the religious culture can be lifted even further like the famous Deepavali day or Hindu Festival Of Light. It is undeniable that the Indian diaspora in Indonesia has a critical role in the positive image of Indonesian society and maintains the manifestation of Indian culture in Indonesia. Some Indian movies that are always known to highlight their

culture have succeeded in increasing their influence in Indonesia. A real example that we can see from what we have adopted from India is a large number of Color Run events that are inspired by the Deepavali or known as '*Holi*' day in India. Before Color Run in various countries, people from various countries did not hesitate to come far to India to take part in the Holi Festival. Holi's popularity spread throughout the world not only in Indonesia but even Coldplay's music group uses the Holi tradition in their video clip entitled 'Hymn For The Weekend.' Also, many Indian movies showcase the beauty of Indian Saree fabrics. This has made many imported Saree fabrics from India, and even Saree cloth has influenced fashion in Indonesia. Not a few of Indonesian women who unite Saree cloth and Muslim clothing for Eid collections wear. Many of The Lebaran clothes fashion inspired by India Saree trend fashion but in the more closed type of clothes.

Indian movies also highlight a lot of typical foods in India, making Bollywood fans in Indonesia also curious to try them. One of the foods that are quite famous in Indonesia through films is "Laddu." In the Little Krishna movies, laddu is described as very delicious and liked by everyone. Laddu is round and orange in color which is very often included in various Bollywood movies. Furthermore, Laddu is often highlighted in the Mahabrata movies; this snack is so popular and much sought after by Indonesians. Many youtube sites also provide content on how to make Indian Laddu.

Another thing that is not less interesting than India is Indian music that has its characteristics. The author remembers how almost all known peers and adults fluently sing '*Koi Mil Gaya*' and '*Kuch Kuch Ho Ta Hai*.' This was also proven on December 8, 2012 "Temptation Reloaded Live In Concert" which was enlivened by Shah Rukh Khan, Rani Mukherjee and Preity Zinta. The success of this event was shown in an advertisement break that could reach 10 minutes due to the high rating of the event. We also cannot forget the song and dance '*Chaiyya Chaiyya*' which was booming by the video of a police officer named Brigadier Norman Kamaru who is very fluent in lipsync and dances the style of the song '*Chaiyya Chaiyya*.' The phenomenon that happened became the other diplomacy ways and made the stronger of the affinity of Indian culture in Indonesia. As a prove of the cultural influence improvement by Bollywood in Indonesia was "Bolly Extravaganza" in 2015. The program, entitled "Bolly Extravaganza" which combines dangdut, Malay and Bollywood style musicalization, will

be broadcast live from Teater Bhineka Tunggal Ika, TMII, every Saturday, at 20.30-23.30 WIB, starting February 14, 2015. Four "Mahabharata" stars; Vin Rana, Rohit Bhardwaj, Lavanya Bhardwaj, and Saurav Gurjar, also did not miss to enliven the program every week. According to Kelly Da Cunha as GM of ANTV Production, "Bolly Star Vaganza" presents a variety of top-notch artists, stage performances, and music every theme.

In this point, multi-track diplomacy which is track 5 is also very influential in increasing cultural affinity. Track 5 which is - Research, Training, and Education, or peacemaking through Learning. This 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). One example is student exchanges conducted by the governments of India and Indonesia. The Indian Embassy in Indonesia has just signed a Memorandum of Understanding (MoU) with the University of UIN Syarif Hidayatullah Jakarta in 2015. The cooperation is to open opportunities for both countries to exchange students for researching the field of education. At UIN Jakarta campus, Indian Ambassador in Indonesia HE Gurjit Singh said India through the Friends of India's program tried to embrace more young people in Indonesia. He said India wanted to show that as a country with similar cultural backgrounds India could be a good friend for Indonesia. "For that, I chose an approach through campus to reach many young Indonesians," he said. According to him, the MoU between India and UIN contained many things related to the world of education. Among other things, the agreement will allow both countries to conduct student exchanges and scholarship programs for Indonesian students who want to study in India or vice versa (Amanda & Nursalikhah, 2015).

C. Bollywood Movie Builds The Indian Economy

Since 1998, the official circles in India have been expressing their intentions to employ potential as a soft power to project economic mounting, 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 some roles that are capable of playing a pivotal role at regional and international levels. The invariably offered culture industries are unconditional support to the core foreign policy initiatives of a nation-state and work together with the policy-makers in image building and the interests of their countries (Rasul & Mukhtar, 2015, p. 11). This thing, of course, achieved Indian national interest. The Indian Ambassador Gurjit Singh has also been enthusiastic in explaining how the Bollywood industry does not only entertain the audience but has become one of the motorbikes of the economy for India, by employing millions of people and generating billions of dollars in income every year. He also explained how Bollywood films are now being used as "diplomatic tools" for India to strengthen relations with various countries, including Indonesia. He also stated that the film was a significant contribution to the Indian economy in several respects. First, Bollywood is the most significant unifying element. Although Hindi is not the first language used, Hindi films are trendy, so films can unite this country. Even though we do not have a national language, Bollywood Language has become common and understandable everywhere. Second, the Bollywood film industry employs two million people directly and 35 million people indirectly, depending on the industry. The television industry is the first real proof of Bollywood success stories. We only have one channel, where music and film are the main themes. In fact, at present, there are already various movie channels on Indian television. So in the current Indian economy, Bollywood films contribute the US \$ 4 billion. Also, I think that is a significant number (Kawilarang, 2013).

Table 4. 1 Indonesian Tourist Arrival in India 2014-2015

Years	2014	2015
Numbers of Arrival	32215	34933

(Ministry of Tourism, 2015)

In achieving its national interests, India also benefits from a large number of filmmakers and large exports abroad, through taxes. The ever-increasing rise of Bollywood, both in Indian, initial, and later global, is inextricably linked with significant changes to the political landscape and the economy of India, mainly in the last decade. The Indians reflect changes in the Indian political economy and society, covering the entire period of Hindu growth rates, reaching the current "global" era, where the economy has multiplied (Ullah, Debrou, & Christos, 2002). Taxes from cinema have a major contribution to the development of India. In other sectors namely Tourism, the movie also contributes greatly to the income of visits to India. Indian movies or Bollywood can be a great platform to showcase the country's rich cultural heritage, a variety of travel destinations and diversity in cuisine to the world. The Ministry of Information and Broadcasting and the Ministry of Tourism has signed a Memorandum of Understanding (MoU) to provide strong support for film tourism in a bid to give a fillip to the "Incredible India" campaign and cinema as its sub-brand at various international film festivals and markets abroad. According to the MoU, the Ministry of Tourism will provide budgetary support for identified film festivals and only offers - window clearance permissions to shoot films. This is expected to create a film tourism vertical that will promote India as a filming destination for domestic and foreign film producers (Ernst & Young, 2012).