

CHAPTER V

CONCLUSION

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 Swadeshi (Mulia T, 1951, p. 17). However, 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. One of the biggest Industries in India is Bollywood. The Bombay film industry 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).

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). 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 wants not only good relations with the Indonesian government but also with Indonesian citizens. 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. To answer the research question what Factors which made India use Bollywood Movie as the diplomacy tool toward Indonesia, the writer uses the concept of national interest, the concept of cultural diplomacy, and multitrack diplomacy theory. There are three main points why India used Bollywood as their soft diplomacy to Indonesia.

First, Bollywood Movie Builds The Image of India in Indonesia. To explain this, the writer uses the concept of national Interest and multi-track diplomacy which are Track 1, Track 2, Track 4, Track 9. 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. 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. 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 last is track nine which shows how media are playing an essential role in doing the soft Indian diplomacy.

Second, the Bollywood movie enhances the affinity of Indian Culture in Indonesia by exploring the concept of cultural diplomacy. 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. Third, the Bollywood movie builds the Indian Economy by using the concept of national interest. The existence of tax for a movie and also tourism visit that shown by the Bollywood movie in every scene gives a massive nominal to build India as a country.