

CHAPTER I

INTRODUCTION

This first chapter will begin with background of the problem by elaborating briefly France information and its bilateral relations with Indonesia. It follows with the French institution that manages relation in Indonesia, especially in culture and education program. This chapter will describe *Printemps Francais* as part of program runs by *Institut Francais* that regarded as tools of its cultural diplomacy. Later on, this chapter will mention research question that limits the range of the research that comes up based on the background explained before. Literature review that use to developed topic discussed in this research will be mentioned later, as well as theoretical framework, contribution of the research, range of the research, research methods and data collection, and last is the structure of the research.

A. Background

France is known for its diverse culture, good economy, as well as welfare of its citizen. According to focus-economics.com, in 2015 Growth Domestic Product (GDP) per capita of France is 33,990 Euros and its economic growth is increasing from 2012 where it was only 0.0 percent to 1.2 percent also in 2015.¹ Paris, the capital city of France is well known for its fashion and architecture. One of its famous

¹ France Economic Outlook, retrieved on June 10, 2016, taken from Focus Economics: <http://www.focus-economics.com/countries/france>,

landmarks is the Eiffel Tower that standing tall in the heart of Paris. Not only famous with its fashion industry, France also known for its architecture fines arts, as well as performing arts. There are many artists reside in France such as Monet, Renoir, Delacroix, and many others.² France is a country rich in cultural heritage and culture played a big part in shaping the nation.

After the end of Second World War, the world shifted drastically to the era where hard power is no longer the main subject played and issued by most countries. The existence of hard power within international realm is not disappeared once for all but there is an emergence of soft power taken a big role in creating world political condition.³ This shifted of world politics enforce the role of soft power diplomacy to be taken account, not again become the kick-side of hard power diplomacy like military and economic based diplomacy. Cultural diplomacy is set of actions which exercise the exchange of values, ideas, traditions and other parts of culture or identity, in order to strengthen relations, cooperation in socio-political aspects, promote and achieve national interest and many other purposes.⁴ Among countries within European Union, France is one of the countries that actively promote

² Famous French Painters, taken from The Famous People:
<http://www.thefamouspeople.com/french-painters.php>

³ Andrew F. Cooper, Jorge Heine, Ramesh Thakur, "The Oxford Handbook of Modern Diplomacy", 2013, Oxford University Press

⁴ Cultural Diplomacy Definition, retrieved on June 10, 2016, taken from Institute of Cultural Diplomacy:
http://www.culturaldiplomacy.org/index.php?en_culturaldiplomacy,

themselves through cultural exchange.⁵ Cultural activities use by French government to promote their ideas, values, and cultures to others.

France, as one of members of European Union, try to maintain its relations with other members of regional organization in Asia, one of them is Association of Southeast Asian Nation (ASEAN). France sees Indonesia as one of leading actors within Southeast Asia region. France and Indonesia relations already started since the colonization era, even though it was not significant like Netherlands and Portuguese. The relations during colonization was indirect relations where in early 19th century when Netherlands lost war in Napoleonic wars, its possession belong to France as well as in East Indies.⁶ France revolution and its government system inspired Indonesia legal system.⁷ In 2011, President Susilo Bambang Yudhoyono and President Nicholas Sarkozy agreed on strategic partnership after Indonesia's President visited France in 2009.⁸ France and Indonesia relations in economic sector are visible in which many France companies operating in Indonesia such as Total, Carrefour, Michelin and Air France.

⁵ France & The Promotion of French Worldwide, Cultural and French Language Policy, retrieved August 17, 2016, taken from: http://www.diplomatie.gouv.fr/en/IMG/pdf/FR_promotion_du_francais_version_anglaise_cle4df411.pdf, retrieved August 17, 2016

⁶ Asvi Warman Adam, "The French and the British in Java 1806-1815", Britannica, taken from: <https://www.britannica.com/place/Indonesia>

⁷ Timothy Lindsey, "Indonesia, Law and Society", 2008, Federation Press

⁸ Erwida Maulia, "RI, France agree on 'unlimited' strategic partnership", 2009, Jakarta Post, taken from Press Reader: <http://www.pressreader.com/indonesia/the-jakarta-post/20091216/282531539508554>, retrieved August 10, 2016

Bilateral relations between France and Indonesia also occur in other sectors like culture.

France has many successful histories in keeping or creating good relations with once enemy now partner countries through cultural diplomacy, one of them was German. German and France were known as ferocious enemy, involved in many bloody wars and conflicts. The cultural understanding between both countries was starting by the signing of Elysee Treaties in 1960.⁹ The importance of language exchange between two countries become the beginning of better relations between them; they started to create an effort to increase number of school children to learn about each other languages.¹⁰ From this example, France is seen to understand the importance of cultural exchange in creating, developing, and maintaining its relations to others. Moreover, it gives better chance for France to achieve its national interest.

The role of cultural diplomacy is not only seen as good steps for successful relations between France and other countries, but it is also realized by many countries around the world such as United States of America, South Korea with its spread of k-pop, and more. For example is the United States diplomacy in education which now known as Fulbright scholarship. This scholarship is at the beginning proposed by

⁹ The Franco-German Treaty of Friendship, taken from:
<http://www.cvce.eu/en/recherche/unit-content/-/unit/02bb76df-d066-4c08-a58a-d4686a3e68ff/e186f474-22ac-4360-bc1d-d923d8ecadc4>

¹⁰ *ibid*

Senator J. William Fulbright in 1945. The bill included the use of profit from war property to create and promote international goodwill in the exchange of students in education, science, and cultures.¹¹ He saw the benefits of creating good images of the States. This program has been implemented from the beginning of 1950s until today.

Another advance cultural diplomacy implementation is done by South Korea. South Korea is one of the new emerging countries in Asia and the world with its culture dispersion as well as economic development in technological industry. South Korean culture is spread through addicted Korean drama or shortens as K-drama and do not forget the musical influences it brings to the rest of the world.¹² The benefits of music industry to South Korea economy is, for example, the income of famous k-pop idol agency is around 630 million dollar in year, not only adding the national income it also become the effective tools to promote South Korean culture.¹³

From some of cases mentioned earlier, France is advanced in cultural diplomacy area as good as United States or South Korea. France has sets of strategy and also agencies that

¹¹ History of Fulbright, taken from Fulbright:
<http://us.fulbrightonline.org/about/history>

¹² Anais Faure, “K-Culture Diplomacy: From Sao Paulo to Tehran”, May 2016, taken from The Diplomat: <http://thediplomat.com/2016/05/k-culture-diplomacy-from-sao-paulo-to-tehran/>

¹³ Zack O’Malley Greenburg, “Big Bang Theory: How K-Pop’s Top Act Earned \$44 Million In a Year”, July 2016, taken from Forbes:
<http://www.forbes.com/sites/zackomalleygreenburg/2016/07/06/bigbang-theory-how-k-pops-top-act-earned-44-million-in-a-year/#76fefbf47252>

involved in its cultural diplomacy. *Institut Francais d'Indonesie* is institution that manage cooperation network in Indonesia on culture and linguistic sectors. *Institut Francais d'Indonesie* (IFI) is located is several cities in Indonesia, Jakarta, Bandung, Yogyakarta, Surabaya, as well as Bali. IFI is a consolidation of Service for Cooperation and Culture (*Le Service de Cooperation et d'Action Culturelle* (SCAC)) of French Embassy with French Cultural Centers (*Centre de Culturelle Francais* (CCF)).¹⁴ In short, IFI is a French agency that manages the cooperation between France and its host country. IFI Indonesia is a cooperation agency that conducts cooperation in education and culture between France and Indonesia.¹⁵

Printemps Francais is annual program held by France government within the framework of Institut Francais programs. This festival that celebrate and held every year is not only in Indonesia, but also in other countries where Institut Francais located such as Srilanka, Laos, and Hongkong. *Printemps Francais* celebration is including performing arts from various French artists that having performance in several cities in Indonesia, French and Indonesian artists collaboration, workshop, and discussion. In 2016, *Printemps Francais* already held in Indonesia for 12 times. The opening ceremony of *Printemps Francais* 2016 held in Jogjakarta on 28th April 2016 with the performance by French leading puppet theatre group

¹⁴ About IFI, taken from IFI: <http://www.ifi-id.com/presentasi>

¹⁵ *ibid*

Les Remouleurs which collaborate with Indonesian artist.¹⁶ *Printemps Francais* that held every year from 2004 to the recent festival in 2016 must have certain results to the bilateral relations between France and Indonesia. There must be reason why this spring festival is still ongoing since 12 years ago and with many French companies supporting the budget of the festival. *Printemps Francais* is self-sufficient festival where the budget is mainly came from partnership. Even though it was governmental organization, IFI, that organized the *Printemps Francais* need to cooperate with private sectors in order to create a better cultural exchange during the festival. *Printemps Francais* is a cultural diplomacy implement by French government under Institut Francais, which the exercise of the festival is requiring a broad support and work of various level of parties. Private sectors have a great role in term of supporting the *Printemps Francais* in Indonesia.

B. Purpose of Research

The writer has several purposes by conducting this research on French Cultural Diplomacy to Indonesia through *Printemps Francais*:

- 1) The research aim to understand how France government construct the cultural diplomacy in brief, and the festival of *Printemps Francais* as their diplomacy instrument not only

¹⁶ Indonesia Francais Institute Launch Printemps Francais 2016 Festival, retrieved August 10, 2016, taken from Jakarta Globe: <http://jakartaglobe.beritasatu.com/features/indonesia-francais-institute-launch-printemps-francais-2016-festival/>

to Indonesia but also to other countries to maintain and develop their relationship.

- 2) To understand the importance of the cultural diplomacy through the festival in gaining France national interests in Indonesia.
- 3) To analyze the reasons in maximizing private sectors to support the Printemps Francais as one of its multi-track cultural diplomacy instrument in Indonesia.

C. Contribution of Research

This research aims to contribute on several aspects:

- 1) This research will be contributing on the evaluation for French government towards the importance of the cultural exchange within the Spring Festival.
- 2) To contribute as lessons for Indonesian government in managing its cultural diplomacy towards other countries.
- 3) This research contributes as well in broadening the ideas of multi-track cultural diplomacy as one of effective tools in creating a better relationship among countries.

D. Research Question

Based on the background of the research explained in the previous section of this chapter, the research question is “**Why French government maximize private sectors to support the multi-track cultural diplomacy to Indonesia?**”

E. Literature Review

There are some literature and academic paperwork, which discussed the topic of cultural diplomacy and specifically France cultural diplomacy. These literatures are helping the writer to create and develop idea or topic of this research.

1) Review on French Science and Cultural Diplomacy by Phillippe Lane

First literature is the book review of Phillippe Lane entitled French Scientific and Cultural Diplomacy written in 2013. In this book, Phillippe Lane explained about many parts of French cultural diplomacy. Describing the history and evolution of French cultural policy throughout time starts the content of the book. Gino Raymond writes the book review of Lane from University of Bristol. Raymond review on Lane's is part of French Studies: A Quarterly Review, volume 68, Number 3, and published on July 2014. According to Raymond, Lane's book has given the highlight on the importance of cultural fields to pursuit advantage in the competitive world's stage. Furthermore, it said that the explanation and analysis done by Lane on French cultural policy from top-down scheme would attract complementary analysis from bottom-top scheme. This review is useful for the research on French cultural diplomacy to Indonesia because it will give images or description on French cultural policy.

2) Undergraduate Research of Fitria Afriyanti

Undergraduate thesis with titled *Diplomasi Kebudayaan Perancis di Indonesia Melalui Institut Francais D'Indonesie (IFI) Tahun 2012-2013* (French Cultural Diplomacy in Indonesia through Institut Francais D'Indonesie (IFI) in 2012 – 2013) talked about the role of IFI in promoting the french cultural diplomacy within several programs held by this institute. Cultural diplomacy of France has two priority, education and influences. Based on the research done by the Afriyanti, French government exercise its cultural diplomacy under Counselor of Cooperation and Culture of French Embassy in Indonesia through Institut Francais D'Indonesie.

French government has several ways to implement its cultural diplomacy such financial autonomy, infrastructure, and sending French artist to Indonesia. To implement the steps to exercised cultural diplomacy in Indonesia, later on, IFI implement several programs related to the large image of the French cultural diplomacy. The first cultural program held every year is *Les Printemps Francais*, which is Spring Festival that tries to promote French culture through cultural events and also there is screening of French films. France is well known for its filming industry, this way; France tries to show its capability in film industry and creating link and relations with Indonesian film maker. Second program runs by IFI is education program where under IFI itself there is Campus France, which manage promotion to Indonesian

student to study in France. This program is believed to be one of the effective ways to spread French language and culture through mobility of students, teachers, and lecturer from and to Indonesia. The last program is science cooperation. Under IFI, there are some programs that established to connect to education facilities. French Corner and Joint Research Programs are programs for science and reserach related topic.

Based on Afriyanti's research there are quite problems and barriers regarding the imlementation of programs manage by IFI. Despite, all the odds face by IFI in establishing french cultural dilplomacy, there are succeed stories of all the effort done by IFI, one of them is there are increasing number of audience to the program held by IFI as well as the number of student and researcher that cooperate with France university and also student and researcher that applied French as their additional languages.

From this research, the writer could analyze the process done by France government through *Institut Francais D'Indonesie* that acts as the agency in Indonesia, which manages cooperation in culture, education, and science. This research also could become references in describing cooperation implemented by France in education and cultural sectors.

3) Undergraduate Research of Dian Rachmawati

Undergraduate paper of Dian Rachmawati entitled *Festival Film Cannes 2006 sebagai Diplomasi Kebudayaan Perancis* (Cannes Film Festival 2006 as French Cultural Diplomacy) written on 2007 discussed about diplomacy done by France through film festival, which is the most known film festival, Cannes. The writer of this research created hypothesis on the topic of France Cannes Film Festival, which are the implementation of French cultural diplomacy through Cannes Film Festival is categorized as exhibition form of cultural diplomacy. Based on this research the purpose of French cultural diplomacy is to increase or improve its France economic welfare by tourism.

The writer analysis stated that the background of this form of cultural diplomacy is one of them the tourism sectors of France. Tourism is one of main economic sectors. Cannes is one of the tourist destinations in France. The film festival becomes one of the attractions in Cannes every year, not only attracted local tourist from Europe but also to foreign people that involved in film industry. From the research done by Rachmawati, it could be seen that France government has executed many cultural diplomacy forms to increase and develop its economic interest; one of them is Cannes Film Festival. This research will give other perspective and forms of cultural diplomacy done by France. Indonesia, indeed, influence by this cultural diplomacy, there are many young and talented filmmakers try to

contribute in this prestigious film festival. This type of cultural diplomacy is not only beneficial for France but also for Indonesia, through this festival Indonesia young artist could participate and at the same times creating an images of Indonesia film industry development. Prenjak, short movie, which produced by Indonesian filmmaker, recently won an award in Cannes Film Festival 2016 on Leica Cine Discovery Prize, this example, is showing the impact of French cultural diplomacy through Film Festival.¹⁷

4) The First Resort of Kings: American Cultural Diplomacy in the Twentieth Century by Richard T. Arndt

The book written by Richard T. Arndt discussed about United States cultural diplomacy from the early times where first World War to the recent years. Richard T. Arndt, the writer of the book is pursued his career in United States Information Agency (USIA) for almost quarter of century. On this book, Andt could describe and explains well about United States cultural diplomacy or public diplomacy because he is been in the office before. This book explains phenomenon, which related to American cultural diplomacy such as the birth of USIA, President's period, as well as Fulbright which one of American cultural diplomacy tools. From the book by Andt, the writer could get wider images on how cultural diplomacy may take place in different

¹⁷ Agnes Anya, "Indonesian short movie Prenjak wins award at Cannes", May 16, 2016, taken from The Jakarta Post: <http://www.thejakartapost.com/life/2016/05/20/indonesian-short-movie-prenjak-wins-award-at-cannes.html>

situation of a state. Scheme of cultural diplomacy might differ from one state to another state as the definition of cultural diplomacy might be different as well based on how the state also defines its national interests. This book is giving a new perspective on perceiving the role of states in shaping the cultural diplomacy by explaining president's period and how the cultural diplomacy is implemented.

5) Research Paper on *La Diplomatie Culturelle Francaise: La culture face à de nouveaux enjeux?* by Gerbault Loïc

Research paper by Gerbault Loïc entitled "*La Diplomatie Culturelle Francaise: La culture face à de nouveaux enjeux?*" or in English is "French Cultural Diplomacy: Culture Face New Challenges?" discussed about challenges faces by French cultural diplomacy with the development of globalization as well as new economic challenge of China. The research is divided into three chapters, the first chapter talks about French cultural representation abroad; this chapter discussed the French cultural histories from values and principles inherited from past, and also French cultural network development and evolution. The second chapter explained about the instrumentalization of cultural promotion abroad by the state. This chapter mainly discussed the bureaucratic aspects in creating and accommodating French cultural diplomacy attempts. The last chapter is talking about the globalization and French culture and institution position in global arena. It

also highlight the emergence of new economic of China. This paper gives perspective based on French point of view.

6) Article The Neglected Aspects of Cultural Diplomacy by John Brown

Article written by John Brown that entitled The Neglected Aspects of Cultural Diplomacy published on Routledge Handbook of Public Diplomacy edited by Nancy Show and Phillip M. Taylor in 2009 is talked about one of aspects that have been ignored by United States government on their public diplomacy. This article argues that United States neglect the aspects of cultural diplomacy which is art (arts here included music, literature and painting) in its diplomacy. Brown compared United States with other countries such as France, German, and Japan whom actively use arts as part of their cultural diplomacy. This article could give other perspective on the use of arts in diplomacy as Brown mentioned that there are three reasons why arts is importance to U.S. diplomacy; 1) Arts is a response to the desires of overseas public, 2) it provides context on American cultures, and 3) arts diplomacy will give public unique and memorable experience.

7) Notions of popular culture in cultural policy: a comparative history of France and Britain by David Looseley

The article written by David Looseley tries to compare the history of France and Britain cultural policy. He argued that the France might have little advance towards the

intercultural aspects rather than Britain. Even though France and Britain most likely has quite the same condition towards their historical background, but Looseley closed his remarks by saying that Britain might learn from a nation across the Channel.¹⁸

8) North Korea: The Potential Application of Multi-track Diplomacy to Conflict Resolution and Peace Building

The paper by Randall Cuthbert talked about the multi-track diplomacy in general and applied the nine-track of diplomacy to the peace building and conflict resolution in North Korea.¹⁹ The paper talked about the conflict of North Korea and South Korea and applied the nine-tracks to the possible situation of the conflict. It gives a great view on how the tracks use to explain and demonstrate two states relations. In this research, the tracks will explain the cultural diplomacy done by French, and it will focus on some of the tracks of multi-track diplomacy.

From all the literature explained above, those researches are relate and compare to French Multi-track Cultural Diplomacy to Indonesia through Private Sectors, the study

¹⁸ David Looseley, "Notions of Popular Culture in Cultural Policy: A Comparative History of France and Britain", 2011, *International Journal of Cultural Policy*, 17:4, pp.365-379, DOI: 10.1080/10286632.2010.541907

¹⁹ Randall Cuthbert, "North Korea: The Potential Application of Multi-track Diplomacy to Conflict Resolution and Peace Building", 2005, taken from Institute for Multi-Track Diplomacy: <http://imtd.imtdeast.org/papers/OP-16.pdf>

case of *Printemps Francais* in Indonesia 2012 - 2016, it will concluded on the table below.

Literature Review Summary

No.	Research Title	Author	Review
1.	Review on French Science and Cultural Diplomacy	Gino Raymond	This review seen the analysis done by Phillippe Lane is based on top-bottom scheme. This review could highlight the French cultural policy, which is going to be analyzing in this research.
2.	French Cultural Diplomacy in Indonesia through Institut Francais D'Indonesie (IFI) in 2012 – 2013	Fitria Afriyanti	French implemented its cultural diplomacy through one of institution named Institut Francais D'Indonesie, institution under French embassy. This paper could give a brief review on role of Institut Francais.
3.	Cannes Film Festival 2006 as French Cultural Diplomacy	Dian Rachmawati	French cultural diplomacy is taking many forms in its implementation. Film festival held by France is not only beneficial in increasing and developing France economy in tourism sectors but also creating sequence of effects to Indonesia.
4.	The First Resort of Kings	Richard T. Arndt	The book explains the cultural diplomacy of United States through many stages of leadership as well as national and global situation where the cultural diplomacy was implemented. The book gives the writer different perspective on how states background and national condition create a distinct differences when it come to the exercised of cultural diplomacy.
5.	Research Paper on <i>La Diplomatie Culturelle Francaise: La culture face à de nouveaux enjeux?</i>	Gerbault Loïc	The research paper, which is originally written in French, describes the French cultural diplomacy from its history, bureaucratic mechanisms as well as challenges it faces nowadays. This research paper gives comprehensive data and information towards French cultural diplomacy in French point of view.
6.	The Neglected Aspects of Cultural Diplomacy	John Brown	In the article, he argued that the art is neglected aspect in U.S. cultural diplomacy. This article contributed in analysis the form of <i>Printemps Francais</i> activities, which included arts.
7.	Notions of popular culture in cultural policy: a comparative history of France and Britain	David Looseley	This article compares the historical timeline of France and Britain cultural policy. This article contributes to this research by giving explanation about French cultural policy, even not in extra details.
8.	North Korea: The Potential Application of Multi-track Diplomacy to Conflict Resolution and Peace Building	Randall Cuthbert	The article explained the possibility application of the nine-tracks to solve conflict of North Korea and South Korea. The thesis will use some of the track to explain the <i>Printemps Francais</i> done by France.

Table 1.1 Summary of Literature Review

F. Theoretical Framework

In order to answer and understand the problem stated in the research question before, the writer will use several concepts and theories

1) Cultural diplomacy

Before heading directly to the explanation of cultural diplomacy, firstly the writer will explain briefly about diplomacy and culture itself. Diplomacy is set of communication systems between countries in international system which purpose is to create agreement through negotiation or tacit understanding.²⁰ The words diplomacy itself derived from Greek words “*diploma*” which is union of “*diploun*” which means fold and “*ma*” which means an object.²¹ The main function of diplomacy is to protect and expand national interest.²² According to Harold Nicholson, Diplomacy is international relations management through negotiation, where the relations adjusted and managed by ambassadors.²³ While according to Hans J. Morgenthau, diplomacy is promoting national interests of a state in peaceful ways.²⁴

²⁰ G.R Berridge, “Diplomacy: Theory and Practice”, 2010, Palgrave Macmillan

²¹ Sally Marks, Chas .W. Freeman, “Diplomacy”, 2016, taken from Britannica: <https://www.britannica.com/topic/diplomacy>

²² S.L. Roy, “Diplomacy”, 1984, New Delhi: Sterling,

²³ Sir Harold Nicholson, “Diplomacy”, 1988, Study of Ersvity

²⁴ J. Peter Pham, “What Is in the National Interest? Hans Morgenthau’s Realist Vision and American Foreign Policy”, 2008, American Foreign Policy Interest, 30: 256-265

It can be concluded that, diplomacy is a set of mechanisms, which within it includes the creation of agreements, negotiation between actors that carried out in order to exercise foreign policy of a country. At the beginning of nation-state, diplomacy is done by state officials that appointed by head of government. As the technology develops where national borders of states become blurred by the increasing use of World Wide Web, the emergence of non-formal actors that carried out diplomacy is increasing. Diplomacy is not only carried out by formal diplomatic agents chosen by government, other official and private people also conduct it.

After getting the brief explanation of the definition of diplomacy, in this research the need to understand culture itself is necessary. According to Lederach, culture is knowledge and schemes shared by a group of people in a situation where people perceive, interpret, express, and respond to the social situation or condition around them.²⁵ Culture is an exceedingly broad term to be defined in one definition, this characteristic also influences the definition of cultural diplomacy itself. Culture includes literature, arts, customs, traditions, history, music, and also social relationships.²⁶ In this research, the culture that is discussed will

²⁵ John Paul Lederach, "Preparing for Peace: Conflict Transformation across Cultures", 1995, Syracuse, NY: Syracuse University Press. p.9

²⁶Ronit Appel, Assaf Irony, Steven Schmerz, Ayela Ziv, "Cultural Diplomacy: An Important but Neglected Tool in Promoting Israel's Public Image", May

includes in form of culture that portrayed in *Printemps Francais* which considered as cultural exchange festival where French and Indonesian culture round up. It can be seen that with several cultural adjustment could increase the possibility of effective persuasion.²⁷ *Printemps Francais* uses some cultural adjustment within its framework; such as considerate the cultural background of the host country, in this matter is Indonesia.

In the book written by Richard T. Arndt entitled *The First Resort of Kings: American Cultural Diplomacy in Twentieth Century*, he argues that the cultural diplomacy is absorb little funds, as he compared to the U.S. aircraft.²⁸ His argument before stated that the cultural diplomacy is giving advantage in creating image with quite minimum budget rather than military policy that cost billions. In the Concise Review on the basic of cultural diplomacy, it can be concluded that cultural diplomacy is:

2008, The Interdisciplinary Center Herzliya, Lauder School of Government, Diplomacy Strategy, Argov fellows Program in Leadership and Diplomacy.

²⁷ Kelton Rhoads, "The Culture Variable in the Influence Equation" on Routledge Handbook of Public Diplomacy, 2009, New York: Routledge, pp. 166

²⁸ Richard T, Arndt, "Three Resorts of Kings: American Cultural Diplomacy in Twentieth Century", 2005, Washington: Potomac Books

Cultural diplomacy is a domain of diplomacy concerned with establishing, developing, and sustaining relations with foreign states by way of culture, art, and education. It is also a proactive process of external projection in which nation's institutions, value system, and unique cultural personality are promoted at a bilateral and multilateral level.²⁹

Joseph Nye in his article *The Changing Nature of World Power*, made distinction between hard and soft power. He explained that soft power is the ability to persuade through, culture, values and ideas.³⁰ He explained further that power; especially soft power comes from attraction. Attraction use by politicians, groups, and states in form of intangible assets such as culture as mentioned before.³¹ Moreover as Nye stated in his book *Soft Power: the Means to Success in World Politics* in 2004, there are three sources of state soft power, which is culture, political values, and its foreign policy.³²

In other words, cultural diplomacy is mobilization of soft power since the use of culture as one of power's sources in influencing other. Soft power use by France in order to persuade others through attractive attribute she possess, in

²⁹ Concise review of the basics of cultural diplomacy, taken from <http://textus.diplomacy.edu/textusBin/BViewers/oview/culturaldiplomacy/oview.asp>

³⁰ Joseph Nye, "The Changing Nature of World Power", *Political Science Quarterly*, Vol. 105, pp. 177-192, The Academy of Political Science

³¹ *ibid*

³² Joseph S. Nye, "Soft Power: The Means to Success in World Politics", 2004, New York: Public Affairs

this topic is culture. The use of culture as manifestation of its soft power can be seen in the cultural diplomacy done by France. Culture is one of sources of soft power which it has its own attraction. Cultural diplomacy is indeed using culture as its material in establishing diplomatic relations with aimed states. Giving situation, when someone is adoring culture, they will follow even spread culture they have been looking up to.

There are two important things in cultural diplomacy as explained in *Diplomasi Kebudayaan* book by Tulus Warsito and Wahyuni Kartikasari, which is micro and macro diplomacy. Micro diplomacy is connected to the culture exploitation to support the implementation of foreign policy. While, macro diplomacy is where cultural diplomacy should involving power and political prestige, economy and military that are possessed by developed countries that create unbalance condition between states that create condition where cultural diplomacy could be implemented in.³³ In the implementation of French cultural diplomacy in form of *Printemps Francais* includes on the definition of micro diplomacy as explained in Warsito and Kartikasari books. *Printemps Francais* use and exploit cultures in form of performing arts, and other type of arts in purpose to support France's foreign policy.

³³ Tulus Warsito, Wahyuni Kartikasari, "Diplomasi Kebudayaan Konsep dan Relevansi bagi Negara Berkembang: Studi Kasus Indonesia", 2007, Yogyakarta: Ombak

Cultural diplomacy concerns three aspects of national interests, which are cultural identity, political aspects in form of soft power, and creative economy.³⁴ France cultural identity is transferring into its cultural diplomacy through Spring Festival, which organized, by *Institut Francais D'Indonesie*.

Scheme of Actors and Target of Cultural Diplomacy

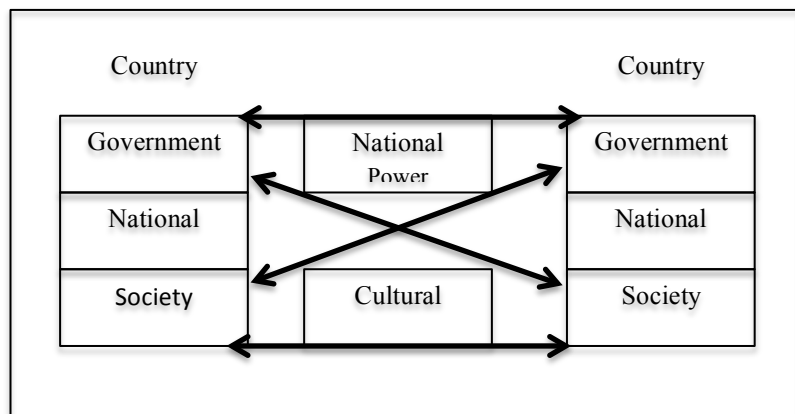


Figure 1.1 Scheme of Actors and Targets of Cultural Diplomacy³⁵

As seen on the figure above, cultural diplomacy through *Printemps Francais* will be explained as the action of both government and society in order to achieve its national interests. Government is supporting institution and society in set of bureaucracy and regulation in exercising the

³⁴ Hyungseok Kang, "Reframing Cultural Diplomacy: International Cultural Politics of Soft Power and Creative Economy", 2013, taken from: <http://www.culturaldiplomacy.org/academy/content/pdf/participant-papers/2011-08-loam/Reframing-Cultural-Diplomacy-International-Cultural-Politics-of-Soft-Power-and-the-Creative-Economy-Hyungseok-Kang.pdf>

³⁵ Tulus Warsito, Wahyuni Kartikasari, "Diplomasi Kebudayaan Konsep dan Relevansi bagi Negara Berkembang: Studi Kasus Indonesia", 2007, Yogyakarta: Ombak

diplomacy. Government and society exercise and maximized their national power in form of culture within cultural strategy. *Printemps Francais* that held annually includes not only France government and its official institution but also organization, business corporations, researchers, as well artists taking and playing role in making and running this certain type of diplomacy. By using this model, the writer will also try to analyze the role of private sectors as well as other actor's part in carrying out *Printemps Francais* as part of France's multi-track cultural diplomacy to Indonesia.

Relations Between Situation, Form, Aims, and Means of Cultural Diplomacy

No.	Situation	Form	Aim	Means
1.	Peace	<ul style="list-style-type: none"> - Exhibition - Competition - Mission Exchange - Negotiation - Conferences 	<ul style="list-style-type: none"> - Recognition - Hegemony - Friendship - Adaptation 	<ul style="list-style-type: none"> - Tourism - Sport - Education - Trades - Arts
2.	Crisis	<ul style="list-style-type: none"> - Propaganda - Mission Exchange 	<ul style="list-style-type: none"> - Persuasion - Adaptation - Threat 	<ul style="list-style-type: none"> - Politic - Diplomatic mission - High-level mission - Public Opinion
3.	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 - Paramilitary - Third Party Formal Forum
4.	War	<ul style="list-style-type: none"> - Competition - Terror - Penetration - Propaganda - Embargo - Boycott - Blockade 	<ul style="list-style-type: none"> - Domination - Hegemony - Threat - Subversion - Recognition - Conquer 	<ul style="list-style-type: none"> - Military - Paramilitary - Smuggling - Public Opinion - Trade - Supply of Consumption goods (weapons)

Table 1.2. Relations between Situation, Form, Aim, and Means of Cultural Diplomacy³⁶

As the figure above describe the forms of cultural diplomacy in many situations from peace, crisis, conflict and war. The cultural diplomacy of France will be categorized on the form exhibition. Unlike the cultural diplomacy done

³⁶ Tulus Warsito, Wahyuni Kartikasari, “Diplomasi Kebudayaan: Konsep dan Relevansi Bagi Negara Berkembang, Studi Kasus Indonesi, 2007, Yogyakarta: Ombak

by United States during Cold War which might categorize into condition of war where the form of its cultural diplomacy might fall into propaganda group. Table above gives a highlight on type of cultural diplomacy done by France government to Indonesia through *Printemps Francais*. Moreover, on article written by Clarke, he argues there are four categories of actors that he considered making value with cultural products, which he later described as cultural producers and consumer.³⁷ The four actors will be described on the table below:

Actors which giving meaning to Cultural Products

No.	Name	Functions
1.	Policy-makers	Funding priorities, set policy goals
2.	‘Agents’	Implementing cultural diplomacy policy For example: British Council
3.	Cultural Practitioners	Implementing cultural diplomacy policy through their artistic works
4.	Individual	Engaging to the cultural products

Table 1.3. Actors which giving meaning with cultural products³⁸

In the explanation of private sectors involvement in the multi-track cultural diplomacy effort done by French during *Printemps Francais* held in Indonesia, the table above would help to explain the position of private sectors in the cultural diplomacy done by France.

³⁷ David Clarke, “Theorizing the role of cultural products in cultural diplomacy from a Cultural Studies perspective”, *International Journal of Cultural Policy*, 2016, 22:2,147-163, DOI: 10.1080/10286632.2014.958481

³⁸ *ibid*

Additionally, to understand further about French multi-track cultural diplomacy, the explanation of multi-track cultural diplomacy is needed. Multi-track diplomacy is another form of diplomacy that develops in 1980s.³⁹ Joseph V. Montville, like any other conflict resolution researcher and practitioner, he worried about Track One diplomacy failures. Later, he mentioned the term of Track Two diplomacy.⁴⁰ Track One diplomacy is an official or governmental diplomacy, where the communication and interaction are between the government officials such as President, Ministry of Commerce, or Ministry of Foreign Affairs.⁴¹ So, Track Two diplomacy is the unofficial diplomacy done by non-governmental parties. Track One diplomacy, during 1990s, believed incapable to solve the intra-state conflict or protect the international cooperation. Joseph V. Montville argued that the interpersonal approach is essential to support the government effort.⁴² In the Mapendere article, he explained Track Two diplomacy have strength compared to Track One diplomacy such as; 1) the parties do not constrain by the political or constitutional

³⁹ Jeffrey Mapendere, Track One and a Half Diplomacy and the Complementary of Tracks, *Culture of Peace Online Journal* 2, pp. 66 – 81. Taken from: http://peacemaker.un.org/sites/peacemaker.un.org/files/TrackOneandaHalfDiplomacy_Mapendere.pdf

⁴⁰ Jeffrey Mapendere, Track One and a Half Diplomacy and the Complementary of Tracks, *Culture of Peace Online Journal* 2, pp. 66 – 81. Taken from: http://peacemaker.un.org/sites/peacemaker.un.org/files/TrackOneandaHalfDiplomacy_Mapendere.pdf

⁴¹ What is Multi-Track Diplomacy, taken from Institute for Multi-Track Diplomacy: <http://imtd.org/multi-track-diplomacy>

⁴² *ibid*

power, so that they could express their stand point, 2) they do not fear of losing their constituencies because they are the constituent, 3) it gives platform for people to understand what peace means for them in their society and environment, 4) Track Two diplomacy identified as an effective instrument pre-violent condition as well as post-violent, 5) it operate in grass-root and middle level of leadership that exist within the direct contact of conflict, and the last is 6) do not affected by electoral cycles.⁴³

Multi-Track Diplomacy Diagram

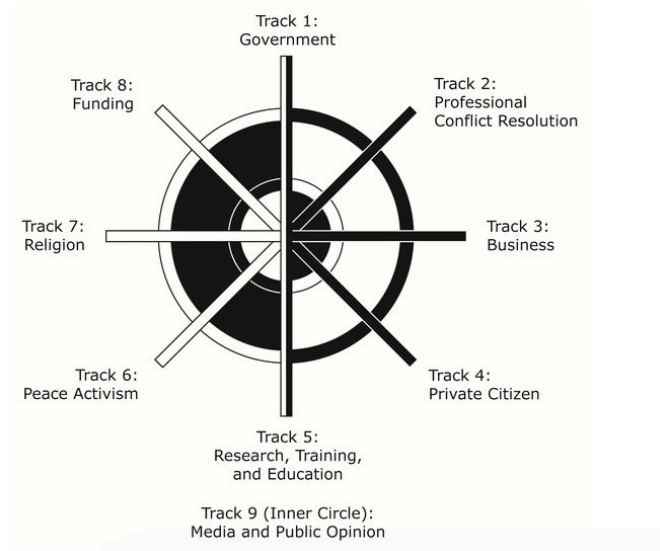


Figure 1.2 Multi-track diplomacy diagrams⁴⁴

⁴³ Jeffrey Mapendere, Track One and a Half Diplomacy and the Complementary of Tracks, Culture of Peace Online Journal 2, pp. 66 – 81. Taken from: http://peacemaker.un.org/sites/peacemaker.un.org/files/TrackOneandaHalfDiplomacy_Mapendere.pdf

⁴⁴ ibid

In the development of Track Two diplomacy, Dr. Louise Diamond, observed that Track Two diplomacy was not sufficient enough to cover all the complexity under the unofficial diplomacy.⁴⁵ United States Ambassador, John W. McDonald expanded the Track Two diplomacy into four separated parts; conflict resolution officials, business, private citizen, and media.⁴⁶ In 1991, Track Two diplomacy expanded more into nine different tracks by added four other tracks. Dr. Diamond and Ambassador McDonald differentiate the tracks into religion, activism, research, training, education, and philanthropy, as can be seen on the figure above. Each of the nine tracks in diagram above is not the only entity that operates by itself but rather interconnected system where each of the tracks are influencing and supporting the diplomacy effort.

⁴⁵ What is Multi-Track Diplomacy, taken from Institute for Multi-Track Diplomacy: <http://imtd.org/multi-track-diplomacy>

⁴⁶ *ibid*

All the nine tracks will be explain below:

Nine Tracks of Multi-track Diplomacy

Tracks	Explanation
One	Government, Peacemaking through official diplomacy done by government officials.
Two	Non-government or Professional, Peacemaking through Conflict Resolution. This track attempts to analyze and manage international conflict by non-state actors.
Three	Business, Peacemaking through Commerce. Peace building through economic opportunities.
Four	Private Citizen, peacemaking through Personal Involvement. Individual involvement in peacemaking activities such as exchange programs, voluntary in organization, also special interest group.
Five	Research, Training, Education, peacemaking through Learning. These tracks combine three aspects, research, training program, and education.
Six	Activism, peacemaking through advocacy. Involved peace and environmental activism on issues such as human rights, also social economic justice.
Seven	Religion, peacemaking through Faith in action. Examines the beliefs activities is not connected to violent and pacifism.
Eight	Funding, peacemaking through Providing Resources. Provide support for other tracks activities.
Nine	Communications and Media, peacemaking through Information. Public opinion shaped and expressed by film, printing paper, radio, and others.

Table 1. 4. Nine Tracks of Multi-track Diplomacy taken from Institute for Multi-Track Diplomacy.⁴⁷

The involvement of Private Sectors in the cultural diplomacy by France that reflects in the program of *Institut Francais D'Indonesie*, Printemps Francais, will be demonstrate by multi-track diplomacy concept defined above. Private sectors and other actors that involved in the

⁴⁷ ibid

implementation of Printemps Francais will be illustrate using the model above and how each of the aspects inter-related to one another. To summarize, multi-track cultural diplomacy is category of multi-track diplomacy that focus on the cultural exchange which will be use to explain several tracks that responsible or associate to the implementation of *Institut Francais's* program, *Printemps Francais*.

2) National Interests

In order to understand the foreign policy of France by doing cultural diplomacy in forms of cultural festival called *Printemps Francais*, the writer decided to elaborate the reasons behind this action. To elaborate France cultural diplomacy, the writer also use national interests concept to analysis more deeply on this topic. Using the national interest concept, there is a need to understand the meaning of interest beforehand.

National interest is commonly known concepts in international politics. There is no exact agreement on definition to explain and understand national interests. For one state to other state, the national interest definition might differ but it will refer into certain ideals that state wanted to achieve or simply the priorities each states has related to their national interest. National interest is the aim of states that exercised in their foreign policy. In this research, it will try to observe on the national interest of France that becomes the driving forces in creating certain cultural diplomacy to

Indonesia. The concept of national interest has two factors, first is the necessity or its existence is demanded rationally, and second is the national interest is changeable and decided based on the situation where it is formulate.⁴⁸

Miroslav Nincic introduced three categories of basic assumptions that need to be understood regarding the National Interest concept⁴⁹:

- a) The Interest should be vital in its nature, so that its achievement become main priorities for society and government.
- b) Those interests should be related to international environment in which the attempt to achieve national interest influenced by international situation
- c) National interests should cover beyond individual, group, or governmental institution's interests. So it becomes concern of the society as a whole

G. Hypothesis

Based on the literature review on the topic discussed in this research as well as theoretical framework that use to explain and analyze the topic, there are several hypotheses can be drawn the reasons why French maximizing the private sector

⁴⁸ China National Interest-ch1.pdf

⁴⁹ Aleksius Jemadu, "Politik Global dalam Teori dan Praktek", 2008, Yogyakarta: Graha Ilmu

to support multi-track cultural diplomacy in form of *Printemps Francais*:

- **France maximizes private sectors involvement in the implementation of *Printemps Francais* because the needs of funding support.**
- **France government maximizes private sectors so that it could facilitate French industrial products as well as cultural creation of its people.**
- **Through *Printemps Francais* within the multi-track cultural diplomacy scheme, it could attract visitors to France, which could increase number of foreigner, who come to France whether as tourist or student.**

H. Research Method

To conduct analysis on the French multi-track cultural diplomacy through private sectors study case of *Printemps Francais* in Indonesia from 2012 to 2016, the research method use in this research is qualitative methods. This research use deductive methods where theories described first and then the hypothesis is drawn later. Data use in this research is primary and secondary data. Primary data is collected through purposive sampling by doing in-depth interview, in which the interviewee is from *Institut Francais d'Indonesie*. Secondary data is collected through observation and research from books, journals, articles, and other information regarding the topic in the Internet. Secondary data will transform into descriptive text,

which gives further explanation on the topics. The research is using library research, in which the secondary data mentioned before use to understand fact about the topics.

I. Range of Research

French cultural diplomacy is still general topic to discuss about. In this research, range of research will be specifically analyzing the multi-track cultural diplomacy through private sectors. By creating limit to the research it will focus the research analysis. To even more limit the research, this research only observe the *Printemps Francais* that held in Indonesia from 2012 to 2016 as the study case. This research is also limit the research only in cultural diplomacy concept multi-track cultural diplomacy and national interest as theory basis in analyzing the phenomenon of French cultural diplomacy to Indonesia.

J. Systematic Writing

Systematic writing of this research will be divided into five chapters, as follows:

Chapter I, Introduction, this chapter will outline the background of research on why the problems is important and matter to discuss about. This chapter is also including purpose of the research, contribution of the research, literature review, theoretical framework, hypothesis, research method, and range of research, as well as the systematic writing of this research.

Chapter II, France and Its Bilateral Relations with Indonesia, this chapter will discuss briefly about France general information started with social and political dimension, economy, involvement in international organization and the main focus of this research is culture. This chapter will also discuss the France and its relation with Indonesia since colonization until this day issues between both countries.

Chapter III, *Printemps Francais: French Cultural Diplomacy*, this chapter will analyze cultural exchange and diplomacy done by French government. Also, will explain *Institut Francais D'Indonesie* and its role in French cultural diplomacy. Moreover, this chapter discusses the *Printemps Francais* as tools of French cultural diplomacy to Indonesia. Last is the private sectors that involved in the implementation of *Printemps Francais* would be explain in this chapter.

Chapter IV, *Printemps Francais: Sweet Attempts on Multi-track cultural diplomacy*, this chapter will analyze the impact of this cultural diplomacy method to bilateral relations between France and Indonesia, it also analysis more about the role of private sectors in supporting French multi-track cultural diplomacy.

Chapter V, Conclusion, this chapter will conclude all discussions from previous chapter. This chapter also included suggestions about the topic for future exercise of this method of cultural diplomacy whether for France, Indonesia, or others.