

**THE REASON OF INDIA'S GOVERNMENT WHICH DECIDED TO
APPLY BOLLYWOOD MOVIES AS ELEMENT OF SOFT
DIPLOMACY IN INDONESIA**

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Abstract:

India is the state that have so many culture, one of the culture is Bollywood. Bollywood movie contain of the culture of India. India's government apply Bollywood movie as the soft diplomacy to Indonesia. The Bollywood Fever in Indonesia is so booming. There are some fact stated that India and Indonesia has good relation since first India's seller come to Indonesia. They bring india's culture to Indonesia.

This paper will analyze the reasons behind India's government which apply the Bollywood movie as soft diplomacy to Indonesia. It involves cultural diplomacy, national interest, and decision making process concepts to find the reasons. First, the paper will prove that the reason of India's government apply the Bollywood movies as soft diplomacy to Indonesia is because it has values of culture, art, religion, morals, knowledge and other customs of India. Second is Bollywood got positive responses from the International public. The third is Bollywood movies increased gradually and India's government saw this as the opportunity to get its economy and spread the culture.

Keywords:

*Bollywood Movie, Bollywood Fever, India, Indonesia, Soft Diplomacy,
National Interest, Foreign Policy, Culture, Economy.*

Introduction

Right now, the government of India intends on using Bollywood to build up India as a '*soft power*' (Pillania, 2008). Bollywood movie can be soft power diplomacy because it doesn't use any military power and the bollywood is something that really can touch the hearts and minds of the audience because in bollywood movies there are values that can make the international audience accept this Bollywood movie. As mentioned earlier, Saudi Arabia and major countries also receive bollywood movies because in Bollywood films also contain the values of religious and culture of India. Then Bollywood movie is demanded by the audience, and as previously mentioned, Bollywood tickets can be sold up to 1 billion tickets. Bollywood could also help the economy of India because with its current development it can generate Bollywood India's economy through the film industry. Bollywood also can influence the audience through its culture. This following figure is the data export and income of Bollywood movies abroad from 2001 – 2006.

From those movies, India got some devisa from the movie export. In 2001, India got \$US 117,9 million from bollywood. This income also adds the income of music copyright \$US 33,7 million, the copyright of television's broadcasting and videos are \$US44,9 million, while the sponsorship and merchandising is \$US 2,2 million. Bollywood Industry has very good significance for improving India's development. Bollywood is capable of capturing the global market this year for about five percents. India is one of the states that grow so fast in economic side. Bollywood increase the income of India. Right now the great manifestation of India is from Bollywood, since it got \$3,5 billion from industry of Bollywood. Bollywood movies are also watched by 70 countries such as UK, Canada, Middle East, South Africa, France, Germany, and other states in the world. In 2013, Bollywood was worth \$29 billion (Wang, 2014). The level of the income of this industry will be increase 12,6 percent every year, and in 5 years, this Bollywood industry will increase to 70 percents with the increase of distribution, infrastructure, and the

modern of technology (Suhada, 2007). According to Rajesh K. Pillania (2008) “Indian movie exports have grown for around 60% recently, the USA and Canada are two major export destinations accounting for 30 percent followed by the UK with 25% and Mauritius and Dubai with 10% each. Other major markets include South Africa, Russia, Fiji, New Zealand and Australia where there is numerous India diaspora presents. Making a film for the diaspora market is a sure moneymaking venture compared to filming for the Indian domestic market”.

India and Indonesia have good relation in culture, economy, and also bussiness. India’s culture is now such a daily life of Indonesian. Both of the countries got positive result of having cooperation such as working together to erase the poverty and empower the village’s society to increase the economic power in that place (Kawilarang&Dewi, 2013) Both of the countries are looking at the possibilities of co-production shooting in both countries and bringing together common screenplays and scripts to enter the vast entertainment markets in India and Indonesia (Paul, 2013). “To be interested in why states behave as they do interest area, we have to be interested in why their leaders make the decision. However, it would be a mistake to think that foreign policy makers act in vacuum. On the contrary, any given foreign policy act may be viewed as the result of three board categories of considerations affecting the foreign policy decision maker state. The first is the domestic politics within the foreign policy decision makers state; the second is the economic and military capability of the state; the third is the international context the particular position in which his state finds itself especially in relation to other state in system” (Coplin, 2003).

Bollywood is includes the international context because Bollywood can influence the foreign policy-making due to the location it occupies in relation to other countries in the system, In Indonesia, Bollywood has influenced the foreign policy of Indonesia, such as In 1950, Indian Council for Cultural Relation was established and it has engaged the cultural promotion and exchange (Wang, 2014).India’s government excipitly incorporated a cultural

element to their foreign policy, “The Indian Council for Cultural Relation (ICCR) has set up 22 cultural centres in 19 countries whose activities ranging from film festival to book fairs and art exhibitions aim to present an image of India as a plural multicultural society. The Indian government has also encouraged the use of Hindi abroad by organising an annual and rotating World Hindi Conference and by offering Hindi classes in its different centres” (Blarel, 2011).

Diplomatic relation that happened between India and also Indonesia has been existing since 3th of March 1951. Jawaharlal Nehru came to Indonesia to introduce the India’s culture. Jawaharlal Nehru Indian Culture Centre (JNICC) also was built in 1989 in Jakarta. This building was built for giving knowledge about India’s culture, and also promoting the music, dance and also yoga. Right now, the government of India’s intends in using Bollywood to build up India’s as soft power. It can be soft power because through movies the audience’s heart and mind will be touched. Gurjit Singh said that India wants to expand the relation between India and Indonesia. He wants to make a seminar where India’s government brings Bollywood in both of countries, and India’s government will cooperate with Indonesia’s government to produce movies together such as making the serial drama together so that India has opportunity to show its culture in Indonesia, and Indonesia shows its in India. That can increase the tourism sector, good business opportunity and artistic connection (Kawilarang&Dewi, 2013).

There are some reasons why India’s government decided to apply Bollywood movies as element of soft diplomacy in Indonesia. The first is Bollywood has value of culture, art, religion, morals, knowledge, and other customs of India. The Indonesian loves the storyline of Bollywood, about the triangle love story, such as Kuch Kuch Hota Hai, about family love story, such as Kabhi Khusi Kabhi Gham, Indonesian also like watching the culture and values that exist in Bollywood movies, Indonesian also like the characteristic of Bollywood movies which is showed in the movies such as dancing and singing. Second is Bollywood got positive responds from international public

such as Indonesia people, and Bollywood increased gradually in Indonesia, and make the India get economic benefit from Indonesia and because Indonesia is one of states that is very interested with India's culture and Bollywood movies making India's government spreads and promotes its culture in to Indonesia, Thus, India's government applies the Bollywood as soft diplomacy to Indonesia (Pillania, 2008).

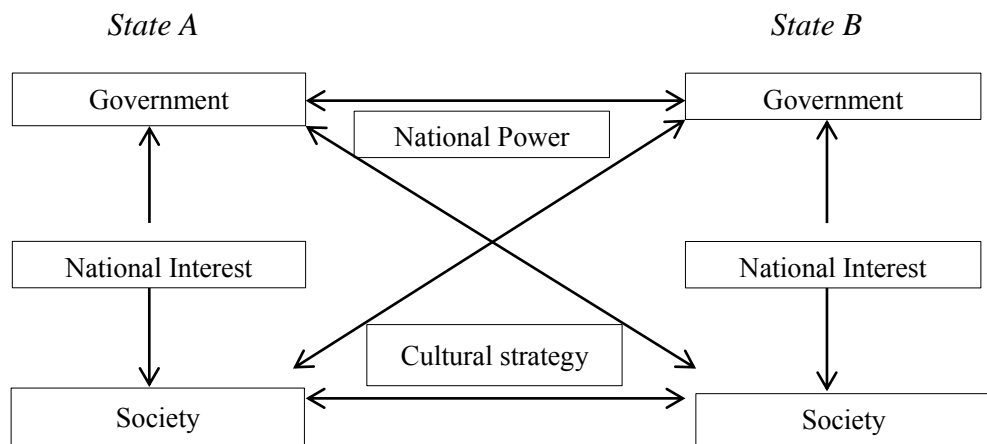
Bollywood movies have values of India's culture.

Cultural diplomacy is a part of diplomacy while the foreign politics of other states are growing up. Diplomacy is an effort to struggle the national interest in international society, and it is also as the effort to have foreign relation. The culture itself is every result and effort of human to environment. It means that cultural diplomacy is an effort of state to struggle its national interest through cultural dimension, or such as education, science, sport, art, propaganda, and others (Warsito&Kartikasari, 2007). Cultural diplomacy is considered as the international bridges and interaction identifying networks and power domains within cultures and transcending national and cultural boundaries. India spreads its culture through Bollywood movies. Now days, the technology has globalized and modern, so the spreading of india's culture through Bollywood movies can spread well from VCD/DVD, cinemas, television, radio, and also internet. Soft power incorporates the national culture such as knowledge, belief, art, morals and any others capabilities and habits created by a society. The importance of the public diplomacy has been existed since soft power has growth out of the culture (Nye, 2004). Movie is the time media which gives the knowledge to the value and atmosphere, hope and dream of a time. Beside, movie is barometer that can take the audience to the changing value of the society in a state. It will be the media to tell or deliver the message one to another about different world, and show the condition of a state that produces the movie (Klinger, 2001). In this case, Bollywood is also the media to deliver the message and also the culture of India. Movie tends to

promote not only through the style of dress, but also through the broad views (Zaman, 1992).

Bollywood is the media of India’s soft diplomacy that could deliver the message of the movie because Bollywood movies have some values including the culture, art, religion, morals, knowledge, ceremony, and other customs of India that can introduce and spread the culture of India to Indonesia. Bollywood is the struggle of India’s government to effort its national interest through entertainment. Cultural diplomacy is done by the government or non-government and the target is the society of state that become the target and not directly the government (Warsito&Kartikasari, 2007).

Figure 1
Actors and Targets of Cultural Diplomacy



Source : Tulus Warsito and Wahyuni Kartikasari : Diplomasi Kebudayaan : konsep relevansi bagi negara berkembang studi kasus Indonesia. page 17

Based on that explanation, The target of India’s soft diplomacy that has been done by India’s government is indonesia’s society and not directly to the

indonesia government. There are some ways to attract the Indonesian to Bollywood movies, such as the embassy organised a cultural programme, and the students can learn how to dance to a medley of popular bollywood songs, and also there is an exhibition of 50 Bollywood's posters movies (paul, 2013).

As mentioned before, Bollywood movies are the effort of India's government to effort its national interest. The India's national interest is spreading its culture globally and increasing the Indian economic power through Bollywood movies. This signals the country's determination to establish itself as a cultural as well as economic powerhouse (Pillania, 2008). According to H.J Morgenthau in (Pham, 2008), national interest is the interest of a nation as a whole held to be an independent entity separate from the interest of subordinate areas or groups and also of other nations or supranational groups that operates under its the national interest.

Based on the book of Jack C Plano and Roy Alton in his books the international reaktion Dictionary, there are five important elements of the states. There are self-preservation, independence, territorial integrity, military security, and economic well- being. All those elements are important to the process of policy making of a government, national interest concept is the important factor for the government to make the decision the policy process (Plano&Olton, 1969). From five of elements that have already been mentioned, Bollywood movies are included in the economic well-being, while increasing the indian economic power through Bollywood movies, it is also spreading the culture of India, because by spreading the inida's culture, the economic of India also will increase, whether from the export of Bollywood movies to other country especially in Indonesia, and also the tourism of india will be looked for by some tourist from abroad, because in Bollywood movies, not only show the culture of india such as singing, dancing, traditional ceremony, or indian life, but also in bollywood movies show the beautiful place in india, and it make the audiences interest and curious with india. This signals the country's determination to establish itself as a cultural as well as economic powerhouse (Pillania, 2008). According to Gurjit singh in (Kawilarang&Dewi, 2013),

India's Diplomat in one Bollywood movie, everything is complete in one Bollywood Movie. There are romantic story, action, dance, happiness, sadness, etc. All is blend in one movie.

Bollywood Got Positive Responses From International Public

Bollywood movies are famous in the whole world, and they can be accepted by all audiences especially muslim audiences. In muslim states such as Saudi Arabia and others muslims states. In 2010, My Name Is Khan was relised in 64 countries and was listed by foreign policy magazine as one of the top ten best movies in 2010 (Wang, 2014). With the international audience, Bollywood can have some combination, with some cross-over movies made by international movie production houses (Pillania, 2008). Bollywood is very successful in Indonesia. In 2001, Kuch-Kuch Hota Hai movie was showed in Indonesia and it was very booming movies at that time. Not only the Kuch-Kuch Hota Hai movie that was very booming in Indonesia, there were some Bollywood movies booming also in Indonesia such as Mohabbatein, Veer-Zaara, Kal Ho Na Ho, Koi Mil Gya, Chalte-Chalte, and the new one is Diwale. Right now, not only the Bollywood Movies cinema, but Indian serial drama is also booming in Indonesia. In 2014, there were some Indian serial dramas that were broadcasted in Indonesia, They were Mahabarata, Jodha Akbar, mahadewa, Adveture of Hatim, Uttaran, and etc. Those Indian serial drama are starred by famous idols, such as Shaheer Sheikh, Rohit Bhardwaj, Saurav Gunjar, Vin Rana, Lavanya Bhardwaj, Aham Sharma, and Arpit Ranka (Irfani, 2013).

Until now, these serial drama are still booming in Indonesia. There are some India's drama series still broadcasted in Indonesia. ANTV brought 7 Mahabarata cast members over from India to perform in a live for three hour stage show in Jakarta. Most of the audience of the Arjuna drama are female. In 2015, the rating of those serial dramas are very high. Jodha Akbar got very high rating According to the estimate data of ABC, it showed that Jodha Akbar got TVR 6,3 and TVS 27,3. In then second place, Mahabarata got TVR 5,3 and

TVS 18,9. In the third place there was Shakuntala, it got TVR 5,2 and TVS 19,2 (Rayendra, 2015). From this Indian series rating broadcasted in India, it can be seen that Indonesia has very high interest to Bollywood Movies and serial drama. Not only the serial drama, Indonesia also made some variety shows related to the Bollywood India series drama. ANTV made a Reality show *Panah Asmara Arjuna*. This was a reality show made by ANTV and starred by the Mahabharata actors. The main actor in this reality show was Shaheer Sheikh. This variety show was about Arjuna (Shaheer Sheikh) choosing one of 14 girls to become his princess. The reward of this reality show was the winner would join Shaheer Sheikh to explore India. This reality show ratings and Mahabharata ratings were higher than FIFA World Cup. The show reached 7,6 per cent of Indonesia's television viewership. The world cup final reached only 6,2 percent. According to Kelly Da Cunha, ANTV's general Manager of production, he said the rating of Mahabharata was high, so that the ANTV decided to continue the show (Aiyar, 2014).

Today, India ranks among the top five economies of the world in terms of purchasing power parity and according to the estimates of leading global investors, it is only a matter of time before India overtakes China as the fastest growing entertainment industry (Bose, 2006). To support the economy, India is going well to spread their culture through Bollywood movies so that the people interested with Bollywood movies. Thus, the economy of India will be helped by Bollywood movies. Gurjit Singh in (Kawilarang&Dewi, 2013) said that Bollywood doesn't only entertain the audiences, but Bollywood also has become the influencing factor for India's economy by providing jobs for million employees and getting billion dollar every year that is why India's government applies Bollywood as a tool of Diplomacy to have close relation with other states including Indonesia.

Conclusion

Entertainment becomes one of the necessities for all human life. The development of entertainment business day by day is bigger and it will never

be far away from human life. One of the existances of entertainment is movie industry. Movie is a tool to deliver message and influence emotion and human mind by using the popularity of the movie. The more popular a movie is, the more influences that it brings to the audiences. By using three concepts of cultural diplomacy, national interest, and decision making process, these can be used to find out the reason why India's government applies the Bollywood as as element of soft diplomacy to Indonesia.

India as the seventh largest country in the world with more than a billion citizens has varioust culture that is unique and interesting. In 1950, ICCR enganged the cultural promotion and exchange, and India's government excipitly incorporated a cultural element to their foreign policy. The action of ICCR was setting up 22 cultural centres in 19 countries whose activities ranging from film festival to book fairs and art exhibitions aimed to present an image of India as a plural multicultural society. The India's government has also encouraged the use of Hindi abroad by organising an annual and rotating World Hindi Conference and by offering Hindi classes in its different centres. Jawaharlal Nehru also came to Indonesia to introduce the india's culture. Then, Jawaharlal Nehru Indian Culture Centre (JNICC) was also built in Jakarta. It is also used to promote the music, dance, and Yoga of India.

The India's cultures that have been worldwide are Bollywood, Yoga, Holi, Diwali and Ayuverda. Bollywood is one of cultures that has been worldwide and Bollywood also is used by India's government as diplomacy tool to another country to get their national interest. Bollywood has significant benefit to India itself. It can spread the culture of India and also can increase the economic of India. By exporting Bollywood movies abroad, India will get high income from Bollywood movies because the demand of Bollywood day by day is higher and higher, and Bollywood gives more than US\$ 4 billion each year. That is huge number of devisa for India. Bollywood as soft diplomacy of India gets anything that it wants and Bollywood has good ability to attract the global audience around the world.

India's government applies the Bollywood as an element of soft diplomacy

to Indonesia because first, Bollywood movies, They have values of India's culture. The values culture of India inside the Bollywood movies are art, religion, morals, knowledge, and other customs of India. Bollywood can spread the culture of India through its ability of influencing the mind and heart of the audiences, and Bollywood is the media to deliver the message and also show the culture of india such as the traditional ceremony, the dancing, the songs, etc. As we know that India's government applies the Bollywood movies to Indonesia to get its national interest. National interests of India are spreading culture and increasing economic power of India. By spreading the India's culture through Bollywood. The economic of India also will increase whether from the export of Bollywood movies to Indonesia and also the tourism of india will be looked for some tourists from abroad.

The second is Bollywood got positive response from international public. Because of Bollywood got positive response from international public, India's government is sure to apply the Bollywood as element of soft diplomacy to Indonesia. Because Indonesia and also India almost have same culture in addition, the relation of India and also Indonesia has existed since long time ago, Bollywood can be accepted in Indonesia. Indonesian love the storyline of Bollywood movies. It is because in Bollywood movies does not only have the romantic story, action, and happy story, but also have a tragic story, and also sad story. Those story can be blended in one Bollywood movie. Moreover, in Bollywood movies, there are singing and also dancing, and Indonesian love it such as Kuch Kuch Hota Hai movie that starred by king of Bollywood Shahrukh Khan, Kajol, and Rani Mukherjee, this movie has good triangle love story and was very fenomenan movie in Indonesia. Kabhi Khushi Kabhi Gham also starred by Shahrukh Khan, was surely also a booming movie in Indonesia. This Kabhi Khushi Kabhi Gham movie is about the family lovestory, it is about how the childern obey their parents, and how the parents love the childern so much. This kind of storyline movie is loved by Indonesian people.

Not only the Bollywood Box office movie that is loved by Indonesia

people, but also the Indian serial drama that is also very booming in Indonesia such as Mahabarata, Jodha Akbar, Mahadewa, Adventure of Hatim, and the famous one is Uttaran. Those Indian serial dramas are very booming in Indonesia. Seeing how high the rating of those India's serial drama, ANTV brought the actors of Mahabarata, and other serial dramas to Indonesia. The actors and actresses of those serial dramas have so many fans in Indonesia. All the programs that broadcasted them in TV would have high ratings. That proves that Indonesia has very high interest in Bollywood Movies and its serial dramas. That is why India's government applies Bollywood as the element of soft diplomacy to Indonesia.

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