

CHAPTER I

INTRODUCTION

A. Background

India as the seventh largest country in the world with more than a billion citizens has so many unique and interesting cultures that everyone can see (Halls,2012). To gain their interest, India uses its culture as a tool of diplomacy. India's culture has spread all over the world because of the action of their government. In 1950, Indian Council for Cultural Relation was established and it has engaged the cultural promotion and exchanges (Wang,2014). Thus, the government of India explicitly incorporated the cultural element to their foreign policy. In addition, according to Blarel in his books on India's soft power, he states "The Indian Council for Cultural Relations (ICCR) has set up 22 cultural centres in 19 countries whose activities ranging from film festivals to book fairs and art exhibitions, aimed 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, 2012). The components of India's soft power are as diverse as Bollywood movies, *Yoga*, *Ayurveda*, political pluralism, and religious diversity (Blarel, 2012). India's culture is different

from cultures of other countries, especially in entertainment side. For example, USA has Hollywood and Korea has K-wave or *Hallyu* which are very popular right now and also used as soft power diplomacy (Amellita, 2010).

Entertainment is one of perfect tools to spread the culture. Nowadays, one of the most popular entertainments is movie or drama. It's in line with (Dilihatya, 2014) who said "Movie will be always interesting for the people". Movie can touch the viewer directly because in movie, the audiences or viewers do not only watch and hear it, but also they can easily get information from movie or drama. Movie is one of the tools that can easily influence people.

All people around the world absolutely like to watch some movies, especially the movies that are very interesting for them. India has a great idea to spread their culture through Bollywood movies, and also make all of the movies become interesting with their own style, such as dancing and singing. The story of Bollywood movies is always interesting for the people. The advantage of movie is it can deliver the message and the point of the movie to the people because it is audio-visual (Husnun, 2011).

Bollywood is the name of India's movie industry. The name of Bollywood is inspired from *Bombay* and *Hollywood*. Bollywood has been existed for the last two decades. The spreading process of Bollywood outside India has been

taking place for a long time. In 1930, Himansu Rai made Indian films entitled "*Light of Asia*" and also "*A throw of dice*" movies which were collaboration with Germany. They were shown in Europe such as French and London. Great collaboration with Germany also began in 1950 when Soviet Union had shown "*Awara*" in their cinema. Then "*Aan*" movie was released in French after its premiere in London. They made some innovations of Indian movies by getting some shooting locations to the abroad like London, USA and other western countries. This innovation can be seen in some movies like "*Dilwale Dulhaniya Le Jayenge*", "*Kal Ho Na Ho*", "*Salaam Namaste*", "*Kabhi Khushi Kabhi Gham*" and many others. Film producers are also into serious corporate structures. Thus, India and foreign business are pouring money into cinema. According to AIM, London Stock Exchange, Indian film companies such as Eros, Adlabs, and UTV have raised hundreds of millions of pounds from hungry institutional investors (Desai, 2007).

On 24th January 2005, Percept Picture Company cooperated with Sahara One to co-produce "*Racing the Monsoon*". On 1st September, Sahara announced another cooperation to make "*Tree of Life*" movie. On 20th October 2005, Sony Pictures enlisted Sanjay Leela Bhansali to co-produce "*Saawariya*" movie which was released in 2007 with about 1.000 print movies all over the world and this was the first time for one of the top six Hollywood studios to produce

Indian movie (Pillania, 2008). More than 250 Bollywood movies are launched every year, and they get more than 20 million people watching the movie (Wang, 2014).

Now, the Bollywood movie industry has turned into a vast economic empire. It is also the biggest movie industry in term of number of films that they have produced. According to (Pillania: 2008), India has produced 27.000 feature films. Bollywood is one of global entertainments that has so many viewers with 1 billion tickets of Bollywood movie sold out (Wang, 2014). There is a huge diaspora in some countries such as UK, Canada, the Middle East, South Africa which all represent a big market for India's films and it makes India's economic is increasing and booming (Pillania, 2008). The reputation of India's information and technology also influence the increase of outsourcing industry for film technology. The special effect film is one of the things that was used by USA and also Europe. They used the outsourcing industry of India because the price of this outsourcing is 75% cheaper compared to the company in USA.

Hollywood also rent the outsourcing industry of India to produce their movies such as Sinbad, Ali Ba ba, and The Forty Thieves. In 2003, according to Andersen the consultant of outsourcing company in Suhanda (2007), the technology export in this field reached \$US 2 billion. Bollywood movie has some values that differentiate it from other movies. This movie has promotion

of family and community-oriented values that made the audiences are more receptive to Bollywood movies.

In Arab Saudi and Southeast Asia, Bollywood movie can also be accepted because Bollywood movies are culturally accessible to muslim audiences. One of the movies that really showed the religious value is *My Name Is Khan*. This movie was realised in 2010 and this movie was about the effort of muslim man living in U.S who is accused of terrorism. *My Name Is Khan* was released in 64 countries and listed by Foreign policy magazine as one of the top ten the best movies in 2010 (Thussu, 2014).

With the international audience, India's movie can have some combinations with some cross-over movies made by international movie production houses (Pillania, 2008). Bollywood has its own characteristics. It shows not only the act of the actor, but also the culture of India such as the music, dance, and also other ceremonies such as *Diwali* and *Holi* ceremony.

Therefore, in all of Bollywood movies, the actor will sing and dance making Bollywood is unique and interesting. All the countries in the world have their own culture that is different among others. However, Bollywood can be accepted because Bollywood is unique making all people curious and also enjoy the song, dance, as well as the act of the handsome actors and beautiful actress in the movie.

The satellite TV and internet are also really helpful for spreading Bollywood movies and India's soap operas have reached growing global audiences. As a result, they become increasingly familiar with India's society and culture. The success of Bollywood abroad makes the culture of India spreading worldwide. It helps the awareness of India's culture, modifies the existing stereotype, and inspires the abroad societies (Blarel, 2012). The success of Bollywood movies also happen in Indonesia. Bollywood Movies can be accepted in Indonesia. Indonesia is one of states that can accept the Bollywood movies.

On March 3th 1951, India and also Indonesia established diplomatic relation. Jawaharlal Nehru Indian Culture Centre (JNICC) was built in Jakarta in 1989 to promote India's culture in Indonesia such as giving the knowledge about India's culture, and also promoting the music, dance and also yoga. Most of Indonesia's television program shows Indian program whether it is drama, movie, music, gossip channel, and other programs that relate with Bollywood. The early existence of Bollywood movies in Indonesia was in 1990. TPI or MNC TV broadcasted Mahabarata and Ramayana serial drama. In 1999 and in the beginning of 2000, Indosiar began to show the India's movies such as Kuch-Kuch Hota Hai, Mann, Mohabbatein, and Kabhi Khushi Khabhie Gham followed by RCTI that showed Dil Hai Tumhara. Then, SCTV showed Mujhse

Dosti Karoge.

The geography, history, and also culture of India and Indonesia are almost the same. That's why the Bollywood movies can be accepted by Indonesians. Since India's culture and religion have long influenced the history of Indonesia. Therefore, Bollywood films and musics are popular and influencing local music.

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 it 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 them. As mentioned earlier, Saudi Arabia and major countries also receive bollywood movies because in Bollywood films also contain the values of religion 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 India's economy. Bollywood also can influence the audience through its culture (Johnson, 2007). This following figure is the data export and income of Bollywood movies abroad from 2001 – 2006.

Figure 1.1

Data export and Income of Bollywood movies abroad 2001-2006 :

Movies Title	Year	Income (\$US million)
Kabhi Alvida Na Kehna	2006	\$US 10 million
Kabhi Khushi Kabhi Gham	2001	\$US 7,9 million
Veer Zaara	2004	\$US 7,5 million
Fanaa	2006	\$US 6,3 million
Devdas	2002	\$US 6,2 million
Kal Ho Na Ho	2003	\$US 5,7 million
Kuch Kuch Hota Hai	2003	\$US 4,8 million
Lage Raho Munnabhai	2006	\$US 4,7 million
Rang De Basanti	2006	\$US 4,4 million
Krrish	2006	\$US 4,1 million

Source : processed from boxofficeindia.com

From those movies, India got some devisa from the 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 are \$US 2,2 million. Bollywood Industry has very good significance for improving India's development. According to Wang (2014) in his book *Rising of Power : India* said that Bollywood is capable of capturing the global market every year for about five percents. India is one of the states that grows so fast in economic side. Bollywood increases the income of India. Right now, the great manifestation of India is from Bollywood since it got \$3,5 billion from

Bollywood's industry. 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. The level of income in this industry will 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 technology (Suhada, 2007).

According to 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 surely moneymaking venture compared to filming for the Indian domestic market".

B. Research Question

Why did India's government decide to apply Bollywood movies as element of Soft Diplomacy in Indonesia?

C. Theoretical framework

For answering the research question, this research will use the cultural

diplomacy theory from Dr. Tulus Warsito and Wahyuni Kartikasari, ST, SIP, Msi, as written in their book entitled *Diplomasi Kebudayaan : Konsep dan Relevansi bagi Negara Berkembang : Studi Kasus Indonesia*. The writer also uses another theory from some experts like Joseph S. Nye, Jr. As written In his book *Soft Power in American Foreign Policy*, and put some explanations from another expert. The second is National Interest and decision making process : rational choice from William D. Coplin. All of them will further help the researcher to analyze this thesis.

1. Concept of Cultural Diplomacy

Cultural diplomacy is a part of diplomacy while the foreign politics of other states is growing up. Diplomacy is an effort to struggle the national interest in international society. It is also as the effort to have foreign relation. The culture itself is every result and effort of human to environment (Warsito & Kartikasari, 2007). It means that cultural diplomacy is an effort of a state to struggle its national interest through the dimensions of culture, 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. Nowadays, the technology has globalized and modernized. Therefore, soft power incorporates the national culture such as

knowledge, belief, art, morals and any other capabilities and habits created by a society and the importance of the public diplomacy existed since soft power has grown out of the culture (Nye, 2004). The formulation of the culture is the pattern which is made by history that is explicit, implicit, rational, irrational, functioned as potential guidance for human behavior every time (Prasetya, 2004). The culture is the whole complex which is in the culture itself there are science, belief, religion, art, moral, customs, and another ability and behavior of human as society (Tylor, 1871). In this case, India exchanges Bollywood movies. The research will use this theory to explain how Bollywood movies used as a soft power diplomacy to gain its national interest, such as increasing economic power and spreading the culture of India in Indonesia.

2. Concept of National Interest

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 separated from the interests of subordinate areas or groups and also of other nations or supranational groups (any foreign policy which operates under the standard of the national interest). According to Plano and Alton in his books entitled *The international Relations Dictionary* (1969), there are five important elements of the state namely self-preservation, independence, territorial integrity, military security, and economic well-being. All those elements are important in

policymaking of a government. National interest concept is the most important factor for the government to make the decision in the policy process (Plano & Olton, 1969). This element will help the research to answer the research question. In this case, based on the five elements, Bollywood movies are included as the Economic Well Being. Bollywood is increasing the India's economic power through its movies as well as spreading the culture of India. This signals the country's determination to establish itself as a cultural as well as economic powerhouse (Pillania, 2008).

3. Foreign Policy Decision making process

This concept could show the reason of the state in deciding its foreign policy. It will tell about the factors which support the formation of foreign policy. In his book, William D Coplin (2003) said:

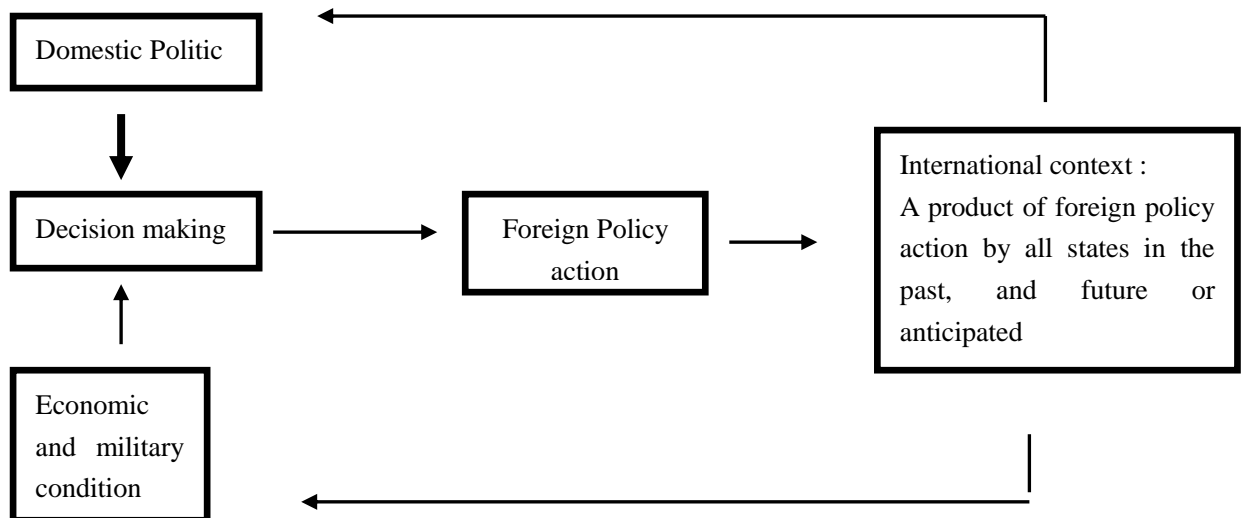
“To be interested in why states behave as they do interest area, we have to be interested in why their leaders make the decision. However, it would be a mistake to think that foreign policy makers act in vacuum. On the contrary, any given foreign policy act may be viewed as the result of three broad categories of considerations affecting the foreign policy decision maker state. The first is the domestic politics within the foreign policy decision maker 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”.

The above statement explained that the act of foreign policy of a country is affected by four determinants, namely nature of domestic politics, military and economic conditions, the international context and decision makers. By examining the four determinants, we will be able to explain the reason for a

foreign policy making of a country. Each of determinants affects only partially, so that each factor is not the sole factor to the formation of foreign policy, other factors also affect foreign policy. To clarify the understanding of this theory, Coplin (2003) explains through the following figure:

Figure 1.2

Diagram of Determinants Which Influence The Foreign Policy Action:



Source : Coplin, Pengantar Politik Internasional : Suatu Telaah Teoretis , 2003.

From the image above, it can be seen that the domestic political, economic, and military condition, as well as the international context to press decision-makers (decision maker) are the government to set foreign policy. Thus, the policy taken by the government is not merely the willingness of decision-makers, but it is the result of consideration of the three determinants.

However, decision maker is the most important role because it has the authority to approve foreign policy. Determinant of domestic political, economic, military, and international context has the ability to influence.

A. Domestic politics

Domestic politics is one of the determinants of the formation of foreign policy of a country. The political situation in the country can be seen through the stability of political situation in the country as well as the type of political system adopted by the government.

B. Economic and military conditions

The second consideration to the following aspects is one of the considerations that influence significantly to the creation of a foreign policy of a country. Efforts to improve, enhance or protect the stability of the economic and military conditions make decision makers need to consider this aspect to shape their foreign policy.

C. International context

International context influence the foreign policy-making based on the location. It occupies its relation to other countries in the system. As well as politics, military, and economy in a country that would impose or incur foreign policy towards other countries. The international context is a judgment from

abroad to other countries. The international context is the consideration of foreign countries that would establish an international policy.

D. Decision maker

These determinants are factors that appear from the governance of a country. A foreign policy is able to be applied if the decision makers agreed that consideration appears to the formation of foreign policy. Other determinants such as domestic politics, military and economic conditions, as well as the international context are the consideration arising for decision makers to establish a foreign policy. This foreign policy decision making process will help and support this research to answer the research question of the thesis and this model can be used to see how the government of India take the best decision to choose Bollywood movies as soft power diplomacy and use them as one of soft diplomacies to spread India's culture.

E. Hypothesis

India's Government decided to apply Bollywood Movie as element of soft power diplomacy to Indonesia because :

1. Bollywood Movies have values of culture, art, religion, morals, knowledge, and other custom of india.
2. Bollywood got positive responses from the international public.

F. Purpose of Writing

To analyze the reason of India's government that applies Bollywood Movies as soft diplomacies to Indonesia.

G. Research Methodology

In this thesis, the writer uses the qualitative-descriptive method. The writer does some researches through internet, collects some data from articles, journals, papers, books and other thesis that can be used for answering the research question and to complete the data that are needed for the thesis, and collect some facts that can support the data of the research.

H. Organization of Writing

This research will have five chapters that will be explained and elaborated as follow:

Chapter I : This Chapter explains the Background, Research Question, Theoretical Framework, Hypothesis, Research Methodology, and Organization of Writing.

Chapter II : This Chapter explains and describes the India's culture, and Bollywood in India.

Chapter III : This chapter explains the Bollywood in Indonesia.

Chapter IV : This Chapter analyzes the reason why India's government applies Bollywood Movies as element of soft diplomacy.

Chapter V : This chapter is the conclusion of all the material of the thesis.