

ABSTRACT

United Kingdom international is being fluctuated, as United Kingdom's Hard Power soon to be declined, because of the emerging international institution to control the world properly. Swiftly its power from hard to soft, British Council as the United Kingdom's Council, has a job that the council help United Kingdom's image and influence improving post world war II. English as the most popular language seen as potential soft power tool to influence. The emerging of United Kingdom football dimension transformation and become more popular, also the potential tools for United Kingdom to spread its influence over the world. British Council and Premier League collaborate to make it become better. Premier Skills as program from both collaboration already operates more than 25 countries over the world.

This thesis analyze about the impact of Premier Skills program promoting soft power toward other countries. This thesis also describing how Premier Skills as soft power tool can influence other country in achieving goals. One of goals that United Kingdom pursuing by this program is to strengthen alliance with China and India.

Keywords: United Kingdom, Government, British Council, Premier Skills, Soft power, Football