

ABSTRAK

Peran film *Bollywood* menjadi alat diplomasi bilateral India-Pakistan. Kebijakan yang dilakukan oleh India bertujuan dalam menjalin hubungan bilateral dengan Pakistan secara harmonis tanpa adanya kembali konflik bilateral yang berkepanjangan. Upaya perdamaian melalui media perfilman *Bollywood* dimulai tahun 2004 di masa pemerintahan Perdana Menteri Manmohan Singh, dimulai dari pembebasan film yang tayang di Pakistan hingga program adu peran yang di buat oleh pemerintah India dalam menjalin hubungan yang harmonis dengan Pakistan meski upaya diplomasi bilateral melalui film *Bollywood* berjalan, konflik juga mengiringi, sehingga masih melekat di masyarakat kedua negara melalui hubungan yang tidak stabil atau fluktuatif. Penelitian ini menggunakan teori diplomasi bilateral, dimana peran utama dalam melakukan diplomasi ini pemerintahan serta pihak-pihak pendukung dalam hal ini pelaku seni antar kedua negara yang menghasilkan perubahan hubungan bilateral.

Kata Kunci : *Bollywood*, India, Pakista,Diplomasi Bilateral

ABSTRACT

The role of Bollywood films has become a tool of India-Pakistan bilateral diplomacy. The policies undertaken by India are aimed at establishing harmonious bilateral relations with Pakistan without the resumption of prolonged bilateral conflicts. Peace efforts through Bollywood film media began in 2004 during the reign of Prime Minister Manmohan Singh, starting from the release of films that were shown in Pakistan to the role-playing program made by the Indian government in establishing harmonious relations with Pakistan despite bilateral diplomatic efforts through Bollywood films conflict also accompanies, so that it is still inherent in the society of the two countries through unstable or fluctuating relations. This study uses the theory of bilateral diplomacy, where the main role in carrying out this diplomacy is the government and the supporting parties in this case the performers of the arts between the two countries which result in changes in bilateral relations.

Keywords: Bollywood, India, Pakistan, Bilateral Diplomacy

