

FRENCH MULTI-TRACK CULTURAL DIPLOMACY TO INDONESIA THROUGH PRIVATE SECTORS

(STUDY CASE: *PRINTEMPS FRANCAIS* IN INDONESIA 2012 - 2016)

Abstract

France is one of the most modern countries in the world, with vast development and technology as well cultural heritage they possessed. The emergence of cultural diplomacy is taken account by many developed countries such as France. This research will try to elaborate concept of cultural diplomacy, multi-track diplomacy and national interest to answer question why French government maximize private sectors to support the multi-track diplomacy in Indonesia in case of Printemps Francais 2012 to 2016. Method that will use in this research is qualitative methods where the data use is primary and secondary data. Secondary data is collected from books, journal, literature, and information from Internet that related to the topic. Primary data obtained from in-purposive sampling through in-depth interview with related person in the field. The results show that French government needs support on the budget to implement Printemps Francais so it maximize the involvement of private sectors. Printemps Francais also become the medium to facilitate French product in Indonesia.

Keywords: *Multitrack cultural diplomacy, national interests, printemps francais, private sectors*