

## ABSTRACT

Nowadays tourism is one of the sectors that has a great influence on the development of a country in various fields, including in the economic field and also diplomatic relations between countries. Tourism sector is considered promising in the country's foreign exchange and national image building. Indonesia, with all its natural wealth and cultural heritage constantly striving to develop tourism sector through the Ministry of Tourism Indonesia. Indonesia Ministry of Tourism is conducting tourism diplomacy by holding promotions to various countries that have the potential to attract tourists to Indonesia, one of them is India. To increase the number of Indian tourists visiting Indonesia, Indonesia Ministry of Tourism continues to promote Indonesia's potential tourist destinations and culture.

This study aims to determine and understand the efforts and programs of Indonesia through the Indonesia Ministry of Tourism in increasing tourists from India to Indonesia. In addition, it is also to find out how high the enthusiasm of Indian people towards Indonesian tourism.

In this study, the method used by the writer is a phenomenological approach with analysis using a descriptive method that seeks to describe and illustrate the level of Indian tourist visits to Indonesia in 2014-2018 and see how the government's efforts in increasing the number of tourists from India.

The result of this study are efforts made by Indonesia through tourism diplomacy by holding promotional programs in various countries, especially in India, affecting the number of Indian tourists visiting Indonesia during 2014 - 2018. The influence of the promotion program is an increase in the number of tourists from India who came to Indonesia from 2014 to 2018.

**Keywords :** *Tourism Diplomacy, Indonesia Ministry of Tourism, and Indian Tourism.*