

The Influence of China in Hollywood Environment

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Abstract

Film as an entertainment and learning tool is so effective that many filmmakers around the world have included certain elements in their homemade films such as a moral message to educate as well as communicate the culture of a state. Films in Hollywood are used by the People's Republic of China to form Chinese image worldwide. This study discusses how the People's Republic of China through the Dalian Wanda Group real estate entrepreneur Wang Jianlin helped Hollywood to rise from its downturn. Culture is expected to be a bridge between the People's Republic of China and the United States of America. Also discussed is how audiences and also mass media have responded to the phenomenon that occurs between the People's Republic of China and Hollywood affair using many aspects (culture, business, and public diplomacy) and many elements (cultural, media, governmental, and public diplomacy). Yet China is not used to utilize the maximum potential of movie as soft power.

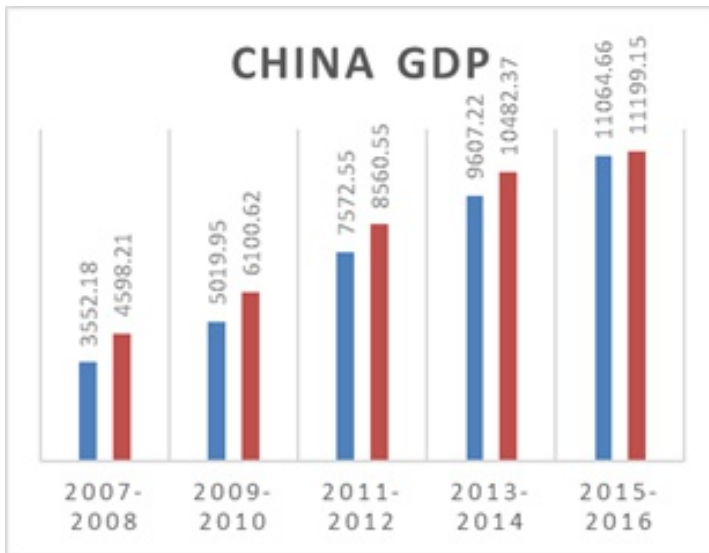
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1. Introduction

China and the United States are two big countries. History shows that diplomatic relations between China and the United States was unsuccessful in 1784 due to China's refusal to cooperate with the United States (US Department of State, 2017).

China with its economic system has experienced in rapid growth. According to the International Monetary Fund (IMF), China's economic growth reached an average of 10% per year over the past 30 years, and even faster to reach 11.4% in 2005 compared to the GDP growth of 10.1% in 2004. The increase in China's economic growth can be seen in Figure 1 about nominal Chinese GDP in 2006-2016 (*Trading Economics*, 2016).

Figure 1 China's Economic Growth, 2006-2016



Source: *tradingeconomics.com*.

There are so many industries run by China that spread into all fields to support the country. For example, the mining and foundry industries (iron ore, steel, aluminum), textiles and apparel, petroleum, cement, chemicals, fertilizers, consumer goods (footwear, toys, electronics), food & beverages, transportation equipment (motorized vehicles), and telecommunications (satellite) (*Menafn*, 2015).

China has bilateral relations in the exports sector with the United States, Hong Kong, Japan and South Korea, and in the imports sector with South Korea, Japan, Taiwan, the United States, Australia and Germany (CIA, 2016). However, the development of the Chinese economy is not only limited to commodity goods. China has also begun to explore the world of entertainment (cinema & movies), such as Hollywood in the United States. Initially, China severely limited the development and screening of Hollywood films in the country to protect its own films. However, all that has changed since China realized that Hollywood is a very promising field of cooperation and investment (Eka, 2015).

Hollywood was originally a simple community in 1870 and was incorporated into a municipality in 1903 and combined with the city of Los Angeles in 1910 (*Los Angeles Herald*, 15 November 1903). After this merge, the leading film industry emerged, and eventually became the most recognizable film industry in the world (Auditor's Office of Los Angeles, California, 1913). In 1912, a large motion picture company made a production near Los Angeles (Jacobs, 1939: 85).

When Hollywood was increasingly dominant in the mid-1980s, the Chinese government continued to maintain, foster and strengthen its own film industry. China is very strict in selecting Hollywood films that may air in the country (*Kompas*, 24 May 2016). Films originating from Hollywood production must comply with Chinese government standards where films that enter China must comply with the rules of the Chinese

Censorship Agency by considering Chinese audiences (Kokas, 2017). The standard examples are: not vulgar, at least containing a Chinese actor or actress, at least having one or more Chinese crew, even if possible with a Chinese background (place) – but these are only a small part of the examples. These are due to the fact that since the beginning film has become an important part of society, namely media for education and entertainment (*CNN Indonesia*, 7 December 2016).

Film is divided into two types, Box Office films and Blockbuster films. In the United States the designation of Box Office was originally a term used for ticket sales boxes in theater buildings, cinemas, or other entertainment venues (*Collins Dictionary*, 2018).

Currently the term Box Office in Hollywood is the term for successful films that have income above the budget that has been spent during film making, in just a few days or a few weeks of screening the film through ticket sales; the more films are in demand, the greater the income (Nurfadillah, 2018).

For the Blockbuster designation, this is a designation that was first used in 1942 to describe a very large bomb explosion and the term for something very expensive, effective, successful or perhaps wasteful (*Merriam-Webster*, 2018). Blockbuster in this case, namely film or mass media, is something that is very popular and very successful in terms of income with large budgets or big results in the Box Office. It can be said that Blockbuster films are a narrowing of the category of the Box Office film (Pittman, 2018).

From the point of view of communication studies The world of cinema is an effort of communication. Film is also an effective communication medium due to the fact that it has the two aspects – audio and visual – in its production. Whether it is a drama-themed film, or one on history or nationalism, it certainly contains those aspects (Said, 1991: 44).

Film is also expected to become a bridge of culture and style between China and the United States. Lindsey Conner, a US Entertainment lawyer, herself is the leader of Phelps & Philips, a media and entertainment practitioner based in Manhattan. With the opening of the door to collaboration between the Chinese and Hollywood industries, Conner ensured that there would be more Chinese people investing in Hollywood and vice versa. These investments will involve finance, distribution and production. Meanwhile, from Hollywood itself it is clear that China is a lucrative market for “throwing” their latest films because China is the latest market in the world and the opportunity to grow there is huge (Eka, 2015).

Initially film was made only for education and entertainment but, because of the many interests of certain parties film became a field to convey a message both implicitly and explicitly. These days there are already many production houses owned by Hollywood that have been acquired and have short and long-term contracts with several large companies owned by China.

China has a big market but the most important thing is that China has huge capital so that the acquisition of a famous production house in Hollywood can be controlled by China. According to Li Rigang, head of China Media Capital (CMC) – a private equity company that partners with Warner Bros., Dream Works, and Imax, China’s main capital comes from the Dalian Wanda Group which is actually a real estate company that is trying to transform into an international-level entertainment company in China and expanding its business to the United States, especially in Hollywood (Fannin, 2017).

China is very interested in Hollywood and vice versa. In addition to having a strong culture, China has a market for Hollywood cinema and also has the Qiangdao Movie Metropolis which was founded by

Wang Jianlin from Dalian Wanda Group (*Sindo News*, 2018). In addition to getting the Hollywood market, it also gets a place to advance Hollywood cinema (*QINGDAO(nese)*, n.d.). According to Wang Jianlin, the acquisition of Hollywood is expected to advance the technology and quality of Chinese cinema (*Sindo News*, 2016).

Hollywood is already on its edge towards financial downfall, so the arrival of China's acquisitions and investments is the right step to save the Hollywood itself. For the name as famous as Hollywood is making a profitable business for China, whereas consumers for Hollywood from China are pretty much (Tartaglione, 2017).

Hollywood is a place of duel and struggle for China and the United States, through films produced by Hollywood with Chinese interference as investors, and of course it is expected to be a bridge of culture and style between China and the United States. However, through a Legendary Entertainment film such as *The Great Wall*, China is considered to be indirectly exporting culture, rather than importing culture from the United States (Hoskin, 2017).

In this article, we will discuss China using Hollywood as a land to expand its cultural influence. Through the role of the Dalian Wanda Group company, China began to make unexpected moves.

2. Literature and Methodology

Communication is crucial and important in dealing with others. No one has never communicated with others, both verbal and non-verbal communication (Nasrullah, 2012).

Culture is values that are recognized directly and indirectly that occur in the subconscious of individuals which are passed on from generation to generation (*ibid.*: 15). Culture has its own characteristics historically which can be seen from the symbols that appear. These

symbols have meaning, namely, a system of human communication concepts that contain meaning that continues to grow with the development of human knowledge (Hofstede as cited in Nasrullah, 2012: 16).

In every country there must be a culture that existed since the beginning of the state's formation. Through culture, people in a country have something that can maintain their identity. Culture is something that is inherited from the family from generation to generation. Culture includes many things, namely clothing, buildings, values, political systems, religious systems, languages, and works of art (Tubbs and Moss, 2008).

To be said literally, cinema (film) comes from the word *cinematographie* which means *cinema* (motion), *tho* or *phytos* (light) and *graphie* or *graph* (writing, images, images). So that film can be interpreted as painting motion with lights (*Sekolah Pendidikan*, 2017) using a special tool, and usually the tool used is a camera.

According to John Storey (2008) in his book entitled *Cultural theory and popular culture*, pop culture occurs because of the process of urbanization where the movement of people from villages to urban areas is very high when the industrial revolution takes place. The industrial revolution makes everything easy to produce something. It is due to this process of urbanization that pop culture (popular culture) is also called mass culture.

Language and thought patterns that are part of Chinese culture are symbols of communication brought into Hollywood that are poured into film artwork. Since Chinese companies have invested heavily in Hollywood, Hollywood cinema has grown so much and has taken examples from China (Kokas, 2017).

Business to Business (B to B) is a form of business cooperation from a company to another company by making an agreement but not

necessarily moving in the same field. Like a Chinese company that is engaged in real estate, Dalian Wanda Group, is helping Hollywood in the field of film art by collaborating to help Hollywood market its films to Chinese territory because China is a big market for Hollywood (Eka, 2015).

Vincent Mosco stated that political economy from a media, in this case film, is a representation of power or domination that is shown to dominate a particular group, namely the audience. Updated technology and the ability to influence audiences by media companies through new media tools (such as social networking and blogging, films) to reject business and government power (Mosco, 2009: 24).

Today's political power has affected the media. The media are now unwittingly including political elements to strengthen a particular group because of the influence of globalization (*ibid.*: 105).

China in this theory has become a primary stakeholder in the media, namely Hollywood. China as the biggest investor has the power to control Hollywood films funded by Chinese companies. Changes that occur in Hollywood regulations are so real that 10 years ago the United States government banned foreign companies from owning companies from the United States.

Diplomacy is certainly carried out by each state to reach agreement in a policy with other countries. Own diplomacy according to Eytan Gilboa (2001) using media channels is the most effective way because it can reach and influence the public directly through messages conveyed because the mass media is mainly more focused on certain events (Gilboa, 2001: 6). The importance of mass media's role in diplomacy cannot be denied due to the fact that mass media can be used as a tool for political campaign (or perhaps propaganda) but the media is a stand-alone "actor".

According to Louise Diamond and John McDonald (1996), in addition to public diplomacy in general, there are 9 multi-track diplomacy as a system for creating peace between countries.

There is also a theory about multi-track diplomacy which separates nine different tracks of diplomacy depending on the actor and context. These are: (1) Government, (2) Professionals, (3) Business, (4) Private Citizen, (5) Research, Training and Education, (6) Peace Activism, (7) Religion, (8) Funding and (9) Media and Public Opinion (Diamond and McDonald, 1996).

Tracks 1, 3, 8, and 9 are the suitable tracks that can reflect the system used in the collaboration formed between China and Hollywood. The Chinese government has provisions or foreign policy to build peace with other countries which will be explained in the discussion.

The first track “Government, or Peacemaking through Diplomacy” explains how China and the United States collaborated through Hollywood. Through President Xi Jinping’s foreign policy, relations between China and the United States, especially in Hollywood, have become more flexible.

The third track “Business, or Peacemaking through Commerce” explains how China helped revive Hollywood cinema with a large investment by taking over Legendary Entertainment and AMC Entertainment Holdings which became a subsidiary of Dalian Wanda Group. In addition to the Dalian Wanda Group company, another company Tencent (giant Internet company from China), WeChat application and mobile video game *Honor of Kings* have already purchased a portion of shares from Skydance Media which produces famous film such as *Mission Impossible* and *Terminator* films (VOA Indonesia, 2018).

The eighth track “Funding, or Peacemaking through Providing Resources” explains how Wang Jianlin provided financial assistance to Hollywood through buying Legendary Entertainment and AMC Entertainment Holdings which managed to become a company that had more income than before being taken over by Wang Jianlin.

The ninth track “Communications and the Media, or Peacemaking through Information” explains how China took over Hollywood to create a new image of China in the eyes of the world. China changed the world view of its country through Hollywood cinema.

3. Analysis

3.1. Culture

China is one of the countries in the eastern part of the world while the United States is on one of the continents in the western region of the world. China and the United States have different views partly due to cultural differences.

The culture brought by China into Hollywood is so visible because China wants its state roots to be unforgettable in other countries. Nevertheless, China’s presence is still so significant in helping Hollywood (Robinson, 2016).

According to Johanes Herlijanto from the Department of International Relations, Bina Nusantara University, Jakarta, the cultural differences between China and the United States have made them who they are now. China from its inception was already aware of the purpose and direction to be addressed by the government in contrast to the United States which followed developments from private entrepreneurs. China is an autocratic-monolithic country that has only one major party, the Chinese Communist Party. Every right of its citizens to create and develop works of art is severely restricted so that it remains in line with

the Chinese government and that affects the amount of Chinese widescreen film production (Herlijanto, 2018). The cultural gap between the two countries shows huge contrast, which is also what makes an initial problem in China and Hollywood relations.

Leaders in each country certainly have cultural differences and different ways to lead their respective countries. According to René Pattiradjawane, president of Indonesia's Center for Chinese Studies, China has planned to realize the "China Dream" where China through President Xi Jinping wants to be the center of all countries in the world. China is so limiting and even curbing the creativity and opinion of its people that the government holds full power without any contribution from the people (Pattiradjawane, 2018).

There are several films that are banned from entering China through a special body that selects Hollywood films such as the *Avatar* movie. *Avatar* is prohibited from circulating in China because the film has a storyline that the government avoided telling its people – the problem of the region, namely describing visualizations of land rights, land colonization, land tenure. This is due to the large number of areas belonging to the people (in the form of land ownership) which are acquired by the government with a "profit change" where the proceeds from the sale are given higher than the actual price (*ibid.*).

Film is an entertainment product that has a great demand in China since the first time film was used as a government tool to "instill" perceptions that must be followed by every citizen. Hollywood cinema is so tightly selected by the Chinese government in order that it does not interfere with people's perceptions and views of the government (*ibid.*). It is so clear that Chinese government wants to utilize pop culture as their own culture (perception towards country) barrier to uphold the people's morale.

According to René Pattiradjawane, for every freedom that the people want to achieve some particular thing must pass selection in the political and economic fields of a country. Films are like coins that have two sides: they can be used for learning and can also serve as tools for certain groups.

The occurrence of cultural and technological exchanges between China and Hollywood is just a myth. Wang Jianlin hopes that passing in the wake of the Qingdao Movie Metropolis of China can take the knowledge and technology of Hollywood filmmakers. However, it is all just the ideals of the Dalian Wanda Group. If the Chinese government does not approve a proposal, there will be no second chance to discuss the same thing (*ibid.*).

What actually happened is that the process that was passed by Dalian Wanda Group owner of Legendary Entertainment in Hollywood was quite long. The limited creativity of the Chinese people has caused Hollywood to remain the largest source of film production in the world (*ibid.*).

Although China has a super-fast computer named Tianhe-1A and Tianhe-2 which helped Dreamworks in the making of such animated films, not many people know this. Competition between China and Japan (through the Sony Pictures company) in Hollywood has been fierce as the owner of the largest capital that can influence culture and technology in Hollywood (*ibid.*).

Hollywood films are “admired” because no one yet can compete with the United States film industry – if we compare it to another film industry, for example, that of the United Kingdom which produces the television series and film *Mr. Bean* or its predecessor, Charlie Chaplin Films, which makes silent films where players only communicate and express themselves through body language (*ibid.*). According to René Pattiradjawane, the audience in China did not understand what the silent

actors mentioned above wanted to say. However, the reality is Charlie Chaplin is one of the ten film actors whom the audience like most (*China Daily*, 2014). Charlie Chaplin made cultural differences become invisible because he only used body language to convey messages.

The major directors of Chinese films such as Zhang Yimou and Chen Kaige have limitations in freedom within China, and they are only allowed to make colossal themed films based on Chinese history alone. The directors cannot think freely and have their imaginations to create a story just like the director and filmmaker of *Star Wars* or *The Avengers* (Pattiradjawane, 2018).

According to cultural theory, here the Chinese government retains its national roots because it limits the influence from outside its country which can change the views or perceptions of its people. On the other hand, China is not the only country that helps develop Hollywood (*ibid.*).

China through the Dalian Wanda Group company is just one actor who has a large capital supporting Hollywood. There is a cultural mix between China and Japan in Hollywood where these two countries are big Hollywood funding sources (*ibid.*).

3.2. Business to Business Aspects

In carrying out relations of cooperation, both bilateral and multilateral relations must consider the economic field. According to René Pattiradjawane, there are two types of economic policy, namely: hard economy and soft economy.

In China, hard economy in this case refers to a new policy made during the era of President Xi Jinping, the One Belt, One Road (OBOR) which includes bilateral relations between China and the United States and other countries in Asia and Europe. Hollywood is one example of soft economy, namely through the film industry (*ibid.*).

Wang Jianlin's Dalian Wanda Group is a large-scale company that has businesses in various fields. Atletico Madrid football club, Shanghai Disneyland, and merchandise are just a few examples of Dalian Wanda Group's sources of income (*South China Morning Post*, 12 July 2017).

Table 1 Dalian Wanda Group Assets

Date	Target	Price (US\$ billion)
May '12	AMC (cinema chain)	2.6
Jun '12	Sunseeker (motor yacht builder)	0.41
Jun '14	Edificio España (a building in Madrid)	0.36
Feb '15	Infront Sports & Media	1.2
Jun '15	Hoyts Cinema	0.37
Aug '15	World Triathlon Corp	0.65
Jan '16	Legendary Entertainment	3.5

Source: *South China Morning Post*, 12 July 2017.

The business carried out by Dalian Wanda Group which is less popular to the people is only the Shanghai Disneyland. Due to poor maintenance, there were not many people in Shanghai who went to visit the amusement park (Pattiradjawane, 2018).

The Dalian Wanda Group company does not have a factory and only works in the service sector. Wang Jianlin through Dalian Wanda Group has a dream to bring together various industries. For example, the famous actor Leonardo DiCaprio, who played in the film *The Revenant* produced by Legendary Entertainment, has been used as an advertising model since he won the Oscar for the first time because of the film (*ibid.*).

Even though Dalian Wanda Group's revenue source is large and has a share in building China's state economy, the government still limits its operation. Wanda company earns approximately 400 billion USD only from businesses in the property sector, and this does not include the entertainment sector such as Legendary Entertainment and the AMC Entertainment Holdings cinema network. The Chinese government feels threatened by the amount of income from the Dalian Wanda Group company because of the amount of Chinese state money circulating if calculated amounting to 23 trillion USD (*ibid.*).

China prioritizes state revenues from state-owned enterprises so that state businesses remain strong and are not rivaled by private-owned companies. By contrast, in the United States private companies control the country's economy so that it can change government policies (*ibid.*).

Since President Xi Jinping's leadership China has limited and curbed the movement of the private sector in investing abroad. Wanda company since 2016 after acquiring Legendary Entertainment and the AMC Entertainment Holdings cinema network cannot expand further overseas (*ibid.*).

China's domestic problem is how the government controls the money that comes out of its country. Before President Xi Jinping came to power, there was cooperation between China's political elite and private companies so that private entrepreneurs such as Wang Jianlin could expand their business overseas freely (*ibid.*).

Initially, Wang Jianlin saw Hollywood as a “fertile” and pure “field” of business only for the sake of his company with a company in Hollywood. However, since the new policy implemented by President Xi Jinping, Wang Jianlin may only carry out domestic activities due the cases involving money laundering (*Variety*, 2017).

What the state of China has done in recent years has been carried out by the state of Japan for the past 20 years. China is studying the Japanese state slowly but is sure to enter the biggest film industry in the world, Hollywood (Pattiradjawane, 2018).

Japan with Sony Pictures entered Hollywood in the event of a deficit in the country. Japan has already read Hollywood developments compared to China (*ibid.*).

In the Hollywood film industry merch sales must also be included such as t-shirts, dolls, and others. The Chinese state made it an opportunity to become the place to produce the merchandise which will be sold in theaters where the film was aired (*ibid.*).

Today’s films do not use ribbons like in the old days. Today’s films use hard disks as data storage media before they are distributed to cinemas who work together to show the film. The occurrence of duplicate films is due to the ease of access to distribute films illegally (*ibid.*).

If calculated carefully China is causing quite a lot of disadvantage to some parties because of the violation of copyright issues. In the field of cinema, many Hollywood films that have just aired are already on Chinese websites even though China limits its citizen’s Internet use. In the field of merchandise, many are also remade merch that are sold very cheaply compared to buying at Disneyland (the original distributor) for example. As René Pattiradjawane said:

“*Apa yang di jual China, pasti laku. Apa yang di beli China, pasti ludes. Premis nya kira-kira begitu.*” (What China sells, certainly sold. What China bought, certainly sold out. That is about the premise.)
(*ibid.*)

According to the theory of business to business with the concept of media politics, there is certainly little impact from the entry of China into Hollywood. China through film director Zhang Yimou in collaboration with the Hollywood production team filmed *The Great Wall* to tell the background or history of the founding of the Great Wall in China (*ibid.*).

In the Hollywood film industry, China cannot yet become the center. Apart from still interfering from other countries, Hollywood is a closed industry that is rather difficult to “go” to other countries except for business or investment (because Hollywood is on the stock exchange), not to say acquiring or taking over Hollywood companies like Dalian Wanda Group does.

3.3. Public Diplomacy

China made various efforts to control the existing industries in the world, including the film industry. The biggest film industry in the world is in the United States, namely Hollywood.

If viewed from various perspectives, the image of the state of China has not changed at all. China and the United States remain two countries that need each other. China has capital and markets for the United States while the United States has film media to be used as soft economy media or soft power by China (Kokas, 2017).

From China’s perspective we need to look at Xi Jinping’s foreign policy which aims for: (1) Peaceful Development (with short- and long-term goals, thus achieving the China Dream); (2) New Model

of Major Country Relations (enabling every country to participate with equal chance in open-market and achieve multilateral relationship); (3) Neighborhood Diplomacy (there is no such term as one-size-fits-all policy; the approach will be different for every single country); (4) Cooperation with Developing Countries (the OBOR policy); and (5) Multilateral Relations (with a fair system in rights and responsibilities, respecting the sovereignty and diversity between country that are interconnected) (Swaine, 2015).

China sees the Hollywood film industry as a place of business that is tempting if it is seen for the long term because everybody needs entertainment. China through its media and private companies before President Xi Jinping's government was so free in carrying out overseas activities that it could cooperate with Hollywood (Pattiradjawane, 2018).

The Chinese government in addition to limiting the production of films in China also limits those who will be involved in foreign films. Original Chinese actors and actresses are hard to find in Hollywood films. Most of them are only Chinese descendants (from Hong Kong and Taiwan) but are not citizens of the original Chinese People's Republic (*ibid.*).

China does not have a special funding team or group to give Hollywood because of a lack of sensitivity to the film industry. China is a Communist state that does not understand the meaning of soft power that is loved by everyone. China is accustomed to following rules and making rules that make its citizens not to fight or oppose policies made by the Head of State (*ibid.*).

According to the theory of public diplomacy with multi-track diplomacy, bilateral relations between China and the United States can be considered successful because not a few private companies from each country invest in each other. The goal of China in going to Hollywood is only for profit in the economic field (business expansion) alone.

Likewise, the United States has come to China to look for land and labor, where factories will be built for private companies from the United States (*ibid.*).

The Chinese aspects of Hollywood cinema are limited to the setting of the scene, the storyline and the typical Chinese food. The lack of freedom from government policies causes citizens to be less educated in other industries (e.g. film industry).

There is no freedom in expression and making a work of art because of the policies of President Xi Jinping who only wants to implement hard economy through One Belt, One Road (OBOR). If examined further, soft power or soft economy will be easier to control because the occurrence is not explicit or can be run covertly (Herlijanto, 2018; Pattiradjawane, 2018).

Contrary to the core of track 9, audience are not allowed to express themselves (giving criticism or giving advice to the government) through mass media such as films and even the Internet in China is so different from the Internet in general. The government does not let the public know the latest information from foreign mass media that talks about their country. Communication is done only in one direction, only from the government to the people.

From the results of the research evaluation, it can be seen that the entry of Chinese culture to Hollywood film industry has four main elements which have the following evidence:

(1) Cultural elements

This can be shown through the film *The Great Wall* (2016) which was produced by Legendary Entertainment with the colossal genre (history) clearly portraying the development of Chinese weapons as compared to countries in Europe. There are mercenaries from Europe who try to find out the secrets of China's gunpowder. In this case the

fourth foreign policy of President Xi Jinping namely Cooperation with Developing Countries shows how he becomes the center of OBOR (One Belt, One Road) through the commodities possessed by his country. In addition, according to President Xi Jinping's first foreign policy, Peaceful Development, he will also prioritize culture in cooperation (bilateral or multilateral).

(2) *Media elements*

Film in this case is used as a tool for promotion by China, as in the movie *Transformers: Age of Extinction* (2014) where there is one Chinese actress, Li Bingbing, who is the leader of the KSI factory in Beijing, there are conversations and writings in Chinese, set in Beijing. There is a battle between the Autobots and Decepticons, there is milk from China that was drunk by Joshua Joyce (Stanley Tucci), the owner of KSI Industries above the apartment building. In the second film, *Independence Day: Resurgence (ID 2)* (2016) there is one Chinese actress, Angelababy (lieutenant and pilot tug), and there is a Weibo application from China that is used by the son of the former President of the United States (President Whitmore) to communicate with his girlfriend, a spacecraft pilot on duty at the earth defense headquarters on the moon, in accordance with President Xi Jinping's second foreign policy, the New Model of Major Country Relations.

(3) *Governmental elements*

In the context of government, China's policy prohibits the entry of the *Avatar* movie (2009) because the film has an issue that the Chinese government does not want to inform its people. This clearly shows that information even from a fiction movie is carefully controlled by the government.

(4) Public diplomacy elements

China according to President Xi Jinping can put forward the country's position in other countries. It is explained in the third foreign policy of President Xi Jinping, namely Neighborhood Diplomacy that there are no one-size-fits-all, equal-based dialogue, and friendly consultation designation in conducting bilateral relations; each state has its own advantages and interests in various fields.

The Chinese state through the foreign policy of President Xi Jinping can in such a way regulate bilateral and multilateral relations with other countries – through film, especially, even though there is a special sensor body that filters films that enter the country.

China already knows how important it is to participate in the soft economy through film in Hollywood. On the other hand, China also continues to prioritize its hard economy through OBOR (One Belt, One Road) which invites other countries to combine economic power with China as its center (China Dream).

According to an analysis of the discussion on Culture, Business to Business, and Public Diplomacy and a collection of evidence for the focus of research, China prioritizes culture in bilateral and multilateral relations. Culture is represented through promotions of Hollywood films as its media. China wants the public to know how much Chinese influence is in Hollywood and the world.

In running the government, China pretty much hides issues from its people so that through the Chinese censorship body it can filter out all information that will be wide-spread in its country through Hollywood films. President Xi Jinping's policy also balances the development of his country (its people) even with limited access.

4. Conclusion

Culture in a country is the result of customs that are passed down from generation to generation. Likewise, since the beginning of the Communist Party's rule till the leadership of President Xi Jinping, the thickness of Communist Party's rule in the state of China makes the people confined with limited access to the outside world.

In the aspect of Business to Business using the concept of political economy of the media, it is explained that through a private company from China, Dalian Wanda Group, China succeeded in entering the film industry. Wang Jianlin could acquire Legendary Entertainment and the AMC Entertainment Holdings cinema network that became a subsidiary of Dalian Wanda Group, making the government curb private companies from growing and developing more than the Chinese State-Owned Enterprises.

In the theory of Public Diplomacy that uses nine tracks in achieving peace between countries it is explained that only tracks 1 and 3 are in accordance with the facts that occur because in track 8 (funding) this is not done by the state of China in carrying out bilateral relations with the United States. Likewise, with track 9, mass media, namely film used as a tool to express public opinion does not materialize in China. Film is only used by China as a form of public opinion.

The conclusion that can be taken based on the results of this study is that China is not merely in control of its economic power, but is still rigid in using soft power or soft economy because it is accustomed to form cooperative relations between countries formally and depending on the country's economic and political strength. Here the United States has a role to show China how to manage the entertainment industry that is always interesting and enjoyed but on the other hand can also be controlled.

Notes

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