

ABSTRAK

Penelitian ini dilatarbelakangi oleh upaya Pemerintah Bahrain dalam memperbaiki citra negara melalui penyelenggaraan Formula One pada periode 2022-2024 di tengah sorotan internasional terhadap isu hak asasi manusia. Penelitian ini bertujuan untuk menggambarkan upaya Pemerintah Bahrain dalam memperbaiki citra negara melalui penyelenggaraan Formula One pada periode tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Data dikumpulkan melalui studi pustaka dan wawancara tertulis dengan tiga narasumber. Hasil penelitian menunjukkan bahwa Pemerintah Bahrain melakukan upaya memperbaiki citra negara melalui penyelenggaraan Formula One pada level internasional dan domestik. Pada level internasional, upaya dilakukan melalui pembangunan dan pemeliharaan hubungan dengan Formula One Management serta keberlanjutan penyelenggaraan Bahrain Grand Prix. Pada level domestik, upaya dilakukan melalui penguatan tata kelola penyelenggaraan Formula One melalui koordinasi lintas lembaga dan pemanfaatan Formula One sebagai sarana promosi pariwisata melalui integrasinya dalam *Bahrain National Tourism Strategy 2022-2026*. Penelitian ini juga menunjukkan bahwa berbagai upaya tersebut berlangsung di tengah sorotan terhadap isu hak asasi manusia dan tuduhan *sportswashing*. Kondisi tersebut memperlihatkan bahwa pemanfaatan Formula One sebagai bagian dari upaya memperbaiki citra negara berlangsung di tengah persepsi internasional yang telah terbentuk sebelumnya.

Kata Kunci: Diplomasi Olahraga, *Nation Branding*, *Sportswashing*, Formula One, Bahrain

ABSTRACT

This study is motivated by the efforts of the Bahraini Government to improve the country's national image through hosting Formula One during the 2022-2024 period amid international scrutiny over human rights issues. This study aims to describe the efforts undertaken by the Bahraini Government to improve the country's national image through hosting Formula One during the period. This study employs a qualitative approach with a descriptive research design. Data were collected through a literature review and written interviews with three informants. The findings show that the Bahraini Government undertook efforts to improve the country's national image through hosting Formula One at the international and domestic levels. At the international level, the efforts involved building and maintaining relations with Formula One Management and sustaining the hosting of the Bahrain Grand Prix. At the domestic level, the efforts involved strengthening the governance of Formula One through inter-agency coordination and utilizing Formula One as a means of tourism promotion through its integration into the Bahrain National Tourism Strategy 2022-2026. The study also finds that these efforts took place amid international scrutiny over human rights issues and allegations of sportswashing. This condition indicates that the use of Formula One as part of efforts to improve the country's national image took place amid pre-existing international perceptions of Bahrain.

Keywords: Sports Diplomacy, Nation Branding, Sportswashing, Formula One, Bahrain