

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran kerja sama internasional antara Pemerintah Arab Saudi dan *Formula One Management* dalam mewujudkan agenda diversifikasi ekonomi pariwisata tahun 2021 hingga 2024 dengan menggunakan teori kerja sama internasional lewat pendekatan kerja sama publik privat, kerja sama jaringan tata kelola, dan konsep pencitraan bangsa. Metode penelitian yang digunakan adalah kualitatif deskriptif. Teknik pengumpulan data dilakukan melalui wawancara serta studi kepustakaan. Peneliti menggunakan tahapan analisis data yaitu reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa kemitraan sukses menggeser orientasi pariwisata negara Arab Saudi yang semula bergantung pada kegiatan keagamaan menjadi destinasi olahraga dan hiburan global. Melalui skema kerja sama publik privat, tercipta pertukaran strategis ketika negara menyiapkan sirkuit beserta dukungan politik, sementara pihak manajemen *Formula One* membawa audiens internasional serta jaringan sponsor komersial. Dalam model kerja sama jaringan tata kelola, penyelenggaraan ajang ini terbukti menyatukan banyak aktor seperti kementerian, perusahaan telekomunikasi, otoritas wisata, hingga perhotelan. Ajang balap berfungsi sebagai instrumen pencitraan bangsa yang memproyeksikan wajah negara Arab Saudi modern. Walaupun sangat berhasil memacu tingkat hunian kamar hotel secara drastis saat perhelatan berlangsung, target diversifikasi perekonomian secara holistik masih akan terus menuntut sistem pengelolaan pariwisata berkesinambungan pada waktu di luar pelaksanaan akhir pekan balapan.

Kata Kunci: Kerja Sama Internasional; Diversifikasi Ekonomi; Arab Saudi; *Formula One*; Pariwisata; Pencitraan Bangsa.

ABSTRACT

This research aims to analyze the role of international cooperation between the Saudi Arabian Government and Formula One Management in realizing the tourism economic diversification agenda from 2021 to 2024. It uses international cooperation theory through public private cooperation, networked governance cooperation, and nation branding. The method used is descriptive qualitative. Data collection was carried out through interviews and literature studies. The researcher utilizes data analysis stages namely reduction, presentation, and drawing conclusions. Research results show that the partnership successfully shifted Saudi Arabian tourism orientation, originally relying on religious activities, into a global sports and entertainment destination. Through the public private cooperation scheme, a strategic exchange was created when the state prepared the circuit with political support, while Formula One Management brought international audiences alongside commercial sponsorship networks. In the networked governance cooperation model, the event implementation is proven to unite many actors like ministries, telecommunication firms, tourism authorities, to hospitality sectors. The racing event functions as a nation branding instrument projecting the face of modern Saudi Arabia. Although it highly succeeds in drastically boosting hotel room occupancy rates during the event, the holistic economic diversification target will constantly demand continuous tourism management systems during times outside the race weekends.

Keywords: *International Cooperation; Economic Diversification; Saudi Arabia; Formula One; Tourism; Nation Branding.*