

## ABSTRACT

*Saudi Arabia is known as an oil producing country in the world, with the main income coming from this sector. However, fluctuations in world oil prices, especially the sharp decline in oil prices in 2014, caused Saudi Arabia's economy to experience instability. To overcome this dependency, Mohammed bin Salman initiated Saudi Arabia's Vision 2030, which consists of three main pillars: a dynamic society, a thriving economy and an ambitious state.*

*This research analyzes how the sports sector functions as a tool for nation branding and achieving Vision 2030. By holding international sports events and investing in sports infrastructure, Saudi Arabia is trying to introduce itself as a progressive and innovative country. This approach also aims to diversify the economy and promote a positive image in the eyes of the world.*

*Using the theories of sports diplomacy, nation branding, and soft power, this qualitative research was conducted through an extensive literature review. The aim of the research is to explore the innovative ways used by Saudi Arabia to promote itself and increase its influence on the global stage through sports. This research identifies and analyzes the strategies implemented to integrate sports in the national agenda to improve the country's image and achieve the goals of Vision 2030.*

*The research results show that Saudi Arabia has succeeded in attracting world attention through holding major sporting events. This not only increases revenues from the sports sector but also strengthens the country's position as a dynamic and modern global player. Through this approach, Saudi Arabia not only improves its international image, but also opens up new economic opportunities that contribute to long-term economic stability. The sports sector has become an important instrument in Saudi Arabia's economic transformation and international diplomacy.*

*Keywords: Saudi Arabia, Sports Diplomacy, Nation Branding, Soft Power*