



**VISION 2030 AND THE HARAMAIN SPEED RAILWAY: BUILDING A  
BETTER FUTURE WITH SUSTAINABLE TRANSPORTATION**

**FINAL PROJECT PAPER**

**Submitted as one of the requirements to obtain *Sarjana Sosial***

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**FACULTY OF HUMANITIES**

**INTERNATIONAL RELATIONS STUDY PROGRAM**

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## ACKNOWLEDGEMENT

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I am profoundly grateful for your presence in my life and cherish the memories we have created together. With deepest appreciation and respect,

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**VERYZAL**

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**Abstract** This paper thoroughly examines how the Haramain High-Speed Railway (HHSR) project aligns with Saudi Arabia's Vision 2030 goals of creating a vibrant society, fostering a thriving economy, and establishing an ambitious nation through the lens of nation branding theory. Through literature studies, The Findings highlight positive outcomes such as the nation brand theory that supports the image creation of Saudi Arabia. However, it delves into the analysis of the prestigious role of Saudi Arabia with the Haramain High-Speed Railway by nation branding. Ultimately, while the HHSR showcases Saudi Arabia's commitment to Vision 2030 by creating nation branding with Saudi Arabia's prestigious role, expanding non-oil sectors, and attracting global investment, and environmental stewardship. **Keywords:** Haramain High-Speed Railway, Saudi Arabia, Vision 2030, Nation Branding theory, modern image, Makkah, Madinah, Hajj & Umrah Pilgrimage. **Abstrak** Makalah ini mengkaji secara menyeluruh bagaimana proyek Kereta Api Berkecepatan Tinggi Haramain (HHSR) selaras dengan tujuan Visi 2030 Arab Saudi untuk menciptakan masyarakat yang dinamis, mendorong ekonomi yang berkembang, dan membangun negara yang ambisius melalui lensa teori nation branding. Melalui studi literatur, temuan ini menyoroti hasil positif seperti teori nation brand yang mendukung penciptaan citra Arab Saudi. Namun, penelitian ini juga mendalami analisis peran prestisius Arab Saudi dengan Kereta Api Berkecepatan Tinggi Haramain melalui nation branding. Pada akhirnya, sementara HHSR menunjukkan komitmen Arab Saudi terhadap Visi 2030 dengan menciptakan nation branding dengan peran prestisius Arab Saudi, memperluas sektor non-minyak, dan menarik investasi global, dan pengelolaan lingkungan. **Kata kunci:** Kereta Api Berkecepatan Tinggi Haramain, Arab Saudi, Visi 2030, teori Nation Branding, citra modern, Makkah, Madinah Ziarah Haji dan Umrah. **1. Introduction** The Kingdom of Saudi Arabia has undertaken a large-scale transformational process referred to as Vision 2030. The Saudi Vision 2030, which was launched in April 2016 by Mohammed bin Salman, the crown prince, is a vast development plan aimed at changing the Kingdom's economy from being oil-dependent to innovation-based and looking for overall prestige development. This strategic map has set out goals to transform Saudi Arabia into a vibrant society, thriving economy, and an ambitious nation by making it consistent with the broad and vision of a sustainable and prosperous globe (Al-Tuwajri, 2016). A Vibrant Society calls for the sustained creation of social capital, the promotion of healthy and worthwhile lives, and the formation of solid well-being for the development of societies and communities. This involves paying for human capital development through learning, health facilities as well as social infrastruc-

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## **Abstract**

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**Keywords:** *Haramain High-Speed Railway, Saudi Arabia, Vision 2030, Nation Branding theory, modern image, Makkah, Madinah, Hajj & Umrah Pilgrimage.*

## **Abstrak**

*Makalah ini mengkaji secara menyeluruh bagaimana proyek Kereta Api Berkecepatan Tinggi Haramain (HHSR) selaras dengan tujuan Visi 2030 Arab Saudi untuk menciptakan masyarakat yang dinamis, mendorong ekonomi yang berkembang, dan membangun negara yang ambisius melalui lensa teori nation branding. Melalui studi literatur, temuan ini menyoroti hasil positif seperti teori nation brand yang mendukung penciptaan citra Arab Saudi. Namun, penelitian ini juga mendalami analisis peran prestisius Arab Saudi dengan Kereta Api Berkecepatan Tinggi Haramain melalui nation branding. Pada akhirnya, sementara HHSR menunjukkan komitmen Arab Saudi terhadap Visi 2030 dengan menciptakan nation branding dengan peran prestisius Arab Saudi, memperluas sektor non-minyak, dan menarik investasi global, dan pengelolaan lingkungan.*

**Kata kunci:** *Kereta Api Berkecepatan Tinggi Haramain, Arab Saudi, Visi 2030, teori Nation Branding, citra modern, Mekkah, Madinah Ziarah Haji dan Umrah.*