



**THE EVOLUTION OF SAUDI ARABIA'S ENTERTAINMENT
INDUSTRY: THE ROLE OF NON-STATE ACTORS IN REALIZING
SAUDI VISION 2030**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain Sarjana Sosial

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Abstract

This article analyzes the development of the entertainment industry in Saudi Arabia under Saudi Vision 2030 launched by Crown Prince Mohammed bin Salman, especially the involvement of non-state actors. The development of the entertainment industry is one of Mohamed bin Salman's ambitions to build a vibrant society in Saudi Arabia as outlined in Saudi Vision 2030. Therefore, this article uses the theory of privatization to elaborate on the development of the entertainment industry in Saudi Arabia, especially under Saudi Vision 2030. This study also suggests that the involvement of international actors has a significant impact on the development of Saudi Arabia's entertainment industry.

INTRODUCTION

Saudi Vision 2030 is a forward-looking initiative outlining three important pillars for Saudi Arabia's long-term development unveiled by Crown Prince Mohammed bin Salman in 2016. The three pillars mentioned previously are a Vibrant Society, a Thriving Economy, and an Ambitious Nation.

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The Evolution of Saudi Arabia's Entertainment Industry: The Role of Non-State Actors in Realizing Saudi Vision 2030

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Abstract

This article analyzes the development of the entertainment industry in Saudi Arabia under Saudi Vision 2030 launched by Crown Prince Mohammed bin Salman, especially the involvement of non-state actors. The development of the entertainment industry is one of Mohamed bin Salman's ambitions to build a vibrant society in Saudi Arabia as outlined in Saudi Vision 2030. Therefore, this article uses the theory of privatization to elaborate on the development of the entertainment industry in Saudi Arabia, especially under Saudi Vision 2030. This study also suggests that the involvement of international actors has a significant impact on the development of Saudi Arabia's entertainment industry.

Keywords: Saudi Vision 2030, Mohammed bin Salman, entertainment industry, non-state actors, social transformation

Abstrak

Artikel ini menganalisis perkembangan industri hiburan di Arab Saudi berdasarkan Visi Saudi 2030 yang dicanangkan Putra Mahkota Mohammed bin Salman, khususnya keterlibatan aktor non-negara. Perkembangan industri hiburan merupakan salah satu ambisi Mohamed bin Salman untuk membangun masyarakat yang dinamis di Arab Saudi yang dituangkan dalam Visi Saudi 2030. Oleh karena itu, artikel ini menggunakan teori privatisasi untuk menguraikan perkembangan industri hiburan di Arab Saudi, khususnya dalam Visi Saudi 2030. Penelitian ini juga membuktikan bahwa adanya keterlibatan aktor internasional memiliki dampak yang signifikan terhadap perkembangan industri hiburan Arab Saudi.

Kata Kunci: Visi Saudi 2030, Mohammed bin Salman, industri hiburan, aktor non-negara, transformasi sosial

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