

**THE ROLE OF TURKISH TELEVISION DRAMAS IN
UAE-TÜRKIYE RELATIONS DURING 2020-2024**



By

**SERGIA DA PIEDADE SILVA
016201900222**

**By Course paper presented to the
Faculty of Social Science and Education
President University**

**In partial fulfillment of the requirements for Sarjana Sosial in
International Relations
Concertration in Strategic and Defense Studies**

2025

TURNITIN PLAGIARISM RESULT

TURNITIN Course (Chapter 1,2&3) Sergia (29 mei 2025).docx

ORIGINALITY REPORT

7%

SIMILARITY INDEX

4%

INTERNET SOURCES

3%

PUBLICATIONS

4%

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to Al Akhawayn University in Ifrane

Student Paper

1%

2

etd.aau.edu.et

Internet Source

1%

3

www.coursehero.com

Internet Source

<1%

4

Jyoti Adhikari. "Soft Power- Track Two Diplomacy: Insights into Nepal-Japan Relations", Intellectual Journal of Academic Research, 2024

Publication

<1%

5

tracking.afribary.com

Internet Source

<1%

6

www.tag911.ae

Internet Source

<1%

7

Submitted to University of Strathclyde

Student Paper

<1%

8

Submitted to Heriot-Watt University

Student Paper

<1%

9

de Figueirêdo, Bárbara Tenório. "Portuguese Digital Diplomacy: Analysis of the Use of Social Networks by the Embassy of Portugal in Canada for the Promotion of Soft Power", Universidade do Minho (Portugal)

Publication

<1%

ejournal.unuja.ac.id

TURNITIN AI CHECKER RESULT



*% detected as AI

AI detection includes the possibility of false positives. Although some text in this submission is likely AI generated, scores below the 20% threshold are not surfaced because they have a higher likelihood of false positives.

Caution: Review required.

It is essential to understand the limitations of AI detection before making decisions about a student's work. We encourage you to learn more about Turnitin's AI detection capabilities before using the tool.

Disclaimer

Our AI writing assessment is designed to help educators identify text that might be prepared by a generative AI tool. Our AI writing assessment may not always be accurate (it may misidentify writing that is likely AI generated as AI generated and AI paraphrased or likely AI generated and AI paraphrased writing as only AI generated) so it should not be used as the sole basis for adverse actions against a student. It takes further scrutiny and human judgment in conjunction with an organization's application of its specific academic policies to determine whether any academic misconduct has occurred.

Frequently Asked Questions

How should I interpret Turnitin's AI writing percentage and false positives?

The percentage shown in the AI writing report is the amount of qualifying text within the submission that Turnitin's AI writing detection model determines was either likely AI-generated text from a large-language model or likely AI-generated text that was likely revised using an AI-paraphrase tool or word spinner.

False positives (incorrectly flagging human-written text as AI-generated) are a possibility in AI models.

AI detection scores under 20%, which we do not surface in new reports, have a higher likelihood of false positives. To reduce the likelihood of misinterpretation, no score or highlights are attributed and are indicated with an asterisk in the report (*%).

The AI writing percentage should not be the sole basis to determine whether misconduct has occurred. The reviewer/instructor should use the percentage as a means to start a formative conversation with their student and/or use it to examine the submitted assignment in accordance with their school's policies.

What does 'qualifying text' mean?

Our model only processes qualifying text in the form of long-form writing. Long-form writing means individual sentences contained in paragraphs that make up a longer piece of written work, such as an essay, a dissertation, or an article, etc. Qualifying text that has been determined to be likely AI-generated will be highlighted in cyan in the submission, and likely AI-generated and then likely AI-paraphrased will be highlighted purple.

Non-qualifying text, such as bullet points, annotated bibliographies, etc., will not be processed and can create disparity between the submission highlights and the percentage shown.



ACKNOWLEDGEMENT

First and foremost raises and thanks to the God, the Almighty, for His showers of blessing to me. I would never succeed to finish my final paper without His blessing. Grace that has been keeping me believe I am not alone through Him. I sincerely thankful to my beloved parents, Dedy, Sergio Correia da Silva and Abu, Silvania Maria Conceição da Piedade, for their unwavering love, prayers, and sacrifices in raising and preparing me for the future. I would also like to express my heartfelt gratitude to my extended family grandparents, uncles, aunts, siblings Atha, Nuggy, Diesel, Christy, and my dear Avó Amama for their constant support and encouragement. I would also like to thank my dear friends: Dicky, Canio, Fio, B.Fani, B.Sandra, B.Mya, and Mamer, who have always been there for me when I needed them.

I sincerely thank my supervisor, Mam Isyana Adriani, BA., M.Si., for her guidance, insight, and invaluable support during the writing of this By Course. It has been an honor to study under her guidance. It was a great privilege and honor to work and study under her guidance. I am extremely grateful for what she has offered me. Many thanks to President University that allows me to earn a scholarship to achieve my bachelor's degree as foreigner student, get to know more about Indonesian culture and lifestyle, meet more friends from other countries, and specially learn many things at President University. For President's University staff also, I would like to say thanks to the Academic, Finance, Study program, International office, and my academic advisor, Dr. Mohammad Syafi'i Anwar, and the lecturers Sir Muhammad Sigit Andhi Rahman, Ph.D., Madam Dr. Jeanne Francoise, and Sir Muhammad Farid, S.S., M.PA., for taught me a lot about defense and strategy studies. I am super proud to be your student.

Despite the challenges posed by the pandemic including returning to my home country and difficulties in finding an internship I feel very fortunate to have been supported by so many kind people throughout this journey. Lastly, I would like to thank everyone who has supported me in completing this final paper.

TABLE OF CONTENTS

	Page
THE RISE OF TURKISH DRAMAS IN THE ARAB WORLD: CULTURAL INFLUENCE AND POLITICAL TENSIONS.....	1
DECLARATION OF ORIGINITY	2
PANEL OF EXAMINER APPROVAL SHEET	3
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST .	4
ADVISOR APPROVAL FOR JOURNAL OF INSTITUTION'S REPOSITORY	5
TURNITIN SIMILARITY CHECK	6
ACKNOWLEDGEMENT	7
TABLE OF CONTENTS	8
ABSTRAK	10
ABSTRACT.....	10
CHAPTER I INTRODUCTION	11
1.1 Background	11
1.2 Statement of the Problem	13
1.3 Significant of the Study.....	13
1.4 Scope and Limitations of Study	13
1.5 Theoretical Framework	14
1.6 Research Methodology	14
1.7 Paper Structure	15
CHAPTER II LITERATURE REVIEW.....	16
CHAPTER III ANALYSIS.....	20
3.1 Cultural Influence: Representation of Values and Lifestyles in Turkish Drama on Turkey–UAE Diplomatic Relations	20
3.2 Diplomatic Relations: UAE Perceptions of Turkish Drama and Cultural	

Political Dynamics	21
3.3 Social Impact in the UAE: Cultural Aspirations and Identity	
Representation in the Context of Cultural Diplomacy	22
3.4 Economic Impact of Turkish Drama in the UAE.....	23
3.5 Interpretation of Results: Cultural and Political Dynamics in Media	
Consumption in the UAE	24
 CHAPTER IV CONCLUSION	 27
REFERENCE.....	28

ABSTRAK

Penelitian ini membahas peran drama televisi Turki sebagai instrumen soft power dalam memperkuat hubungan bilateral antara Türkiye dan Uni Emirat Arab (UEA) selama periode 2020–2024. Menggunakan pendekatan kualitatif dengan tinjauan literatur, penelitian ini menemukan bahwa drama Turki berpengaruh terhadap persepsi publik UEA, meningkatkan ketertarikan terhadap budaya Turki, dan mendorong kerja sama ekonomi dan diplomatik. Meski terjadi ketegangan politik di masa lalu, popularitas drama Turki tetap tinggi melalui platform digital, mencerminkan kekuatan budaya yang melampaui batas politik. Dengan menampilkan nilai-nilai keluarga, kehormatan, modernitas, dan pemberdayaan perempuan, drama Turki berkontribusi pada diplomasi budaya yang efektif dan pembentukan citra positif Türkiye di mata publik UEA.

Kata Kunci: Drama Turki, Soft Power, Diplomasi Budaya, Hubungan Turkiye-UEA, Persepsi Publik

ABSTRACT

This study explores the role of Turkish television dramas as a soft power instrument in strengthening bilateral relations between Türkiye and the United Arab Emirates (UAE) from 2020 to 2024. Employing a qualitative narrative literature review, the research finds that Turkish dramas influence UAE public perception, enhance interest in Turkish culture, and promote economic and diplomatic cooperation. Despite past political tensions, Turkish dramas have remained popular via digital platforms, reflecting a cultural influence that transcends political boundaries. By portraying values such as family, honor, modernity, and women's empowerment, Turkish dramas contribute to effective cultural diplomacy and the construction of a positive image of Türkiye in the eyes of the UAE public.

Keywords: Turkish Drama, Soft Power, Cultural Diplomacy, Türkiye-UAE Relations, Public Perception