

Oman Utilizes Its Soft Power to Mitigate the Impact of Muscat Recent Terrorist Attack

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Abstract:

The Sultanate of Oman was historically known for its diplomacy and as a peace-loving country in the Middle East and North Africa (MENA). It recently faced a new terrorist threat to its national security in Muscat. The main aim of the article is to explore how the country utilized its soft power to mitigate the impact of the Muscat terrorist attack depending on its general diplomacy, cultural diplomacy, and strategic messaging. The qualitative methodology focusing on interviews and analyzing data was utilized to achieve this objective. The result of this article highlights the effectiveness of Oman's soft power strategy in maintaining national security while also recognizing the challenges and limitations that accompany this approach. The aftermath of Muscat's recent terrorist attack proved that a soft power approach is significant in mitigating the impact of the events. The integration of soft and hard power, continued economic diversification, and efforts to address emerging challenges will be crucial for Oman's future security. These findings contribute to a deeper understanding of how soft power can be affected in an unstable region for national security domestically and regionally.

Keywords:

Soft power, Hard power, Smart Power, Public Diplomacy, Cultural Diplomacy, National Security, Terrorism