



Emy Roko

Saudi Comedian & Social Media Influencer

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Who is Emy Roko

Emy Roko, whose real name is Amal Al-Shahri, is a Saudi comedian and influencer renowned for her unique style—delivering comedic sketches while wearing the niqab. Born around 1994 (exact date undisclosed), she adopted the pseudonym "Emy Roko" to maintain privacy and intrigue across social media platforms. Emy began posting short videos on Instagram around 2015, humorously depicting everyday situations faced by Saudi women, highlighting generational gaps, family dynamics, and public encounters. Despite performing in a niqab, Emy masterfully conveys comedic expressions through body language and voice, captivating audiences without ever revealing her face. She boldly challenged stereotypes of niqab-wearing women—often perceived as shy or reserved—by portraying a witty, confident, and playful persona. This distinct approach quickly attracted a massive following. Emy is also known for her signature laugh and memorable Najdi catchphrases, such as her iconic "Yakhi, wesh tha!" delivered in a comedic tone. For years, she kept her true identity secret, fueling curiosity and reinforcing the idea that content—not appearance—drives stardom.

Achievements of Emy Roko

Emy Roko has achieved remarkable success, becoming one of Saudi Arabia's most prominent comedy content creators. Her Instagram following surpassed 2 million, and her videos went viral on TikTok after joining the platform. This digital success translated into real-world recognition: in 2017, she won the "Favorite Digital Comedian" award at a national youth ceremony, honoring her innovative approach to Saudi comedy. Emy also broke into traditional media, appearing as a guest on MBC's talk show "Majmouat Insan" in 2018—her niqab-clad interview sparked widespread buzz. She has inspired a new wave of niqab-wearing female comedians who cite her as a trailblazer. In 2019, Emy Roko was named to Forbes Middle East's "Arab 30 Under 30," cementing her leadership in content creation. Leveraging her influence for social good, Emy participated in the "#Entaliqi" campaign, encouraging Saudi women to embrace sports, and appeared in a TV ad motivating girls to take up running and physical activities. She also spoke at Riyadh Season 2019's Saudi Creatives Forum, advocating for youth self-expression. Over time, Emy gradually revealed her identity at select events—while maintaining her hijab—demonstrating that women's empowerment takes many forms and expressing pride in every stage of her journey. Emy Roko has become a cultural phenomenon, proving that creativity knows no boundaries and that faith and fun can go hand in hand.

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