



Embargoed Press Release

4.00pm, 19 July 2019

BULAN BAHASA – CELEBRATING THE VIBRANCE OF THE MALAY LANGUAGE

This year, in conjunction with Singapore’s Bicentennial commemoration, *Majlis Bahasa Melayu Singapura* (MBMS or Malay Language Council, Singapore) launches a new theme for *Bulan Bahasa*, ‘*Cita. Citra. Cinta. Bahasa Kita.*’.

‘Cita’ encapsulates the aspiration of the community to maintain the relevance of the Malay language. ‘Citra’ underscores the diversity in the usage and adaptation of the language, as a window to knowledge and vehicle of communication. ‘Cinta’ emphasises the need to cultivate the love and appreciation for the Malay language.

“Our hope is for the community to continue to find meaning in the use and appreciation of the Malay language,” says Mdm Rahayu Mahzam, Chairman of the *Bulan Bahasa* Committee. “The Malay language has evolved from Sanskrit and Old Malay in the 7th century, and remains very much in use in our daily lives. It is important for the community to recognise that the Malay language connects us to the people and stories in the Malay Archipelago, and therefore our values, history and heritage. While we understand our history, we should also celebrate the development of our language.”

With the new theme, *Bulan Bahasa* 2019 invites the community to discover the beauty and significance of the Malay language in various programmes and events, taking place from 17 August to 13 October.

Official Launch at the Asian Civilisations Museum – 7 September 2019

Bulan Bahasa will be officially launched at the Asian Civilisations Museum on Saturday, 7 September 2019. To bring ‘*Cita. Citra. Cinta. Bahasa Kita.*’ to life, partners and schools will come together to present programmes and activities featuring the Malay language. Visitors will also be treated to an array of vibrant activities and performances related to the Malay heritage and culture.



Join **Sriwana** in two interactive dance showcases, **Sis Cuba** and **Nenek I (Watch)!** where visitors get to test their knowledge of Malay words through multimedia games. The story of *Sis Cuba*, features Amy, who has just returned from living overseas. To familiarise herself with the Malay language and culture, she goes window shopping at the Geylang Serai market. *Nenek I (Watch)!* considers the possible connection between technology and the Malay culture as a grandson teaches his grandmother how to use a smartwatch.

To immerse oneself in the performing arts, visitors can join **Perkumpulan Seni** for **Cita. Citra. Cinta. Bahasa Kita**, a cultural variety performance which will feature Malay dance, drama and poetry.

Visitors can challenge their knowledge of the traditional *silat* art form, by participating in **Cinta Silat Cinta Bahasa**, presented by **Perguruan Silat Seni Gayong Singapura**. In this programme, visitors will be engaged in a giant crossword puzzle which will introduce different *silat* terms.

Be entertained by primary school students in the sixth edition of **Juara Si Cilik**, a signature singing contest organised by **Nusantara World Music**. In this competition, students will perform traditional Malay folk songs in creative and interactive ways.

Visitors to the Asian Civilisations Museum can experience the art, textiles, publications and artefacts found in the Malay world from the 19th century, in **soapbox tours** presented by **Rakan Bahasa** (students appointed as Friends of the Language). These tours will allow students to confidently present their stories and museum content to all guests using the Malay language.

Various activity booths will also be available for visitors to enrich themselves in different facets of the Malay language, history and culture. **Orchid Park Secondary School** presents visitors with the opportunity to revisit Malay legends and appreciate the moral values promoted, in **Tamsil Teladan Tokoh**. To learn about Malay herbs and spices, join **By Definition** in **Dapur sebagai Farmasi** as they introduce everyday ingredients that would be useful to make Malay traditional medicine, or *jamu*.



Duta Bahasa (Language Ambassadors) 2019

Duta Bahasa are appointed by MBMS, as champions and avid users of the Malay language. This year, three more ambassadors have been identified based on their mastery of and affinity for the language.

1. Ms Nabillah Jalal – Musician and entrepreneur
2. Mr Aqmal Noor – Singer and songwriter
3. Mr Zhulkarnain Abdul Rahim – Lawyer and community volunteer

For more details, please refer to [Annex 1](#).

Creative Identity for *Bulan Bahasa* 2019

While *Bulan Bahasa*'s new creative identity retains the intricate, ornamental floral motifs of the *awan larat*, the contemporary design depicts the attributes of '*Cita. Citra. Cinta. Bahasa Kita.*' through illustrations that represent different ideals and aspirations for the community.

1. Palari – A palari is a sailing vessel originally built by the *Bugis* in the 20th century. It is a common symbol of trade which represents inter-connectedness within the Malay Archipelago (*Nusantara*). Likewise, the Malay language is a medium of communication for the people in the region, connecting people across different cultures and locations.
2. Mouse Deer – A mouse deer often appears as a protagonist in famous local fables, such as *Sang Kancil dan Buaya* (The Mouse Deer and the Crocodile). Its encounters with various animals, and how it engages with them, reflects its wittiness, adaptability and quick-thinking when faced with challenges. Similarly, one should emulate the mouse deer's wisdom and intellect when faced with difficulties.
3. Lion – The Malay Annals tell of how Singapore was named by Sang Nila Utama after a lion (*singa*), which is known for its pride, courage and strength. Just like the lion, one should be proud of his or her own Malay identity and culture.
4. Rocket – The rocket symbolises change, innovation and dynamism. It represents our desire to promote the use and awareness of the Malay language, through exciting and innovative ways.
5. Guitar – The *Nusantara* features many musicians adept at producing both traditional and contemporary Malay music. Music ignites emotions, and encourages reflections, bonding and relationships. The guitar represents this connection between individuals. Music, like



the Malay language connects and has the ability to bring people together regardless of their backgrounds.

Please refer to [Annex 2](#) for a visual of the creative identity.

Bulan Bahasa 2019 Notebooks

The Malay language notebooks, put together by *Anugerah Guru Arif Budiman* (AGAB) teachers in conjunction with *Bulan Bahasa*, continues to be sought after annually. Topics of notebooks for this year and its contributors are as follows.

Notebook Topic	Contributed by
<i>Kuih-muih Tradisional</i> Traditional Malay <i>Kuih</i>	Cikgu Norafizah Binte Shariff
<i>Adakah Masa yang Khusus untuk Memakai Busana Melayu?</i> Traditional Malay Clothing	Cikgu Amirul Asri Hussin
<i>Bahasa Tubuh Ketika Berbicara</i> Speech and Body Language	Cikgu Nurhiza Mohamed
<i>Panduan Terjemah</i> Translation Tips	Cikgu Roslie Buang Sidik
<i>Biasakan yang Betul</i> Commonly Misspelled Words	Cikgu Mohamad Zareen Mohamed Shariff

The production of these notebooks are supported by the Lee Kuan Yew Fund for Bilingualism (LKYFB) and copies will be distributed to all schools and *Bulan Bahasa* programme partners.



New Partnerships

Bulan Bahasa also continues to be supported by new partners, who deliver programmes to suit different interests and segments in the community.

1. *Rakan Bahasa Cilik* by Ilham Childcare

Participants will learn different facets of the Malay language, literature and heritage through traditional Malay games, food and poetry in *Rakan Bahasa Cilik*, an immersion programme for pre-school students.

2. *Duit-duit* by Bio Dew Management Institute (BDMI)

This competition introduces financial literacy to students through a board game, inspired by Monopoly and The Game of Life. Participants with the highest score will stand to win prizes.

3. *View from Minangkabau* by Minang Association Singapore

A literary workshop which will introduce participants to *Minangkabau* poetry forms such as *bakaba*, *maota*, *bakieh* and *pepatah petitih*. Through this workshop, participants will learn how to express themselves through these literary genres.



***Bulan Bahasa* in the Heartlands**

Bulan Bahasa celebrations continue to be strongly supported by Community Clubs (CCs) and the Malay Activity Executive Committees (MAECs) in various heartlands. Dates and venues for this year's celebrations are as follows.

Date / 2019	Heartland Celebrations	Venue
8 September (Sunday)	<i>Bulan Bahasa</i> @ Toa Payoh [NEW]	Toa Payoh HDB Hub Atrium
14 September (Saturday)	<i>Bulan Bahasa</i> @ Sembawang	Woodlands Galaxy CC
14 September (Saturday)	<i>Bulan Bahasa</i> @ Jurong	Yuhua CC
14 September (Saturday)	<i>Bulan Bahasa</i> @ Marsiling	Woodlands Regional Library
14 September (Saturday)	<i>Bulan Bahasa</i> @ Tampines	Tampines West CC
28 September (Saturday)	<i>Bulan Bahasa</i> @ Chua Chu Kang	Keat Hong CC
28 September (Saturday)	<i>Bulan Bahasa</i> @ Nee Soon	Yishun Town Square

***Rakan Bahasa* 2019**

The *Rakan Bahasa* sub-committee, which sits within the *Bulan Bahasa* Committee has been working closely with various partners in many initiatives for the appointed *Rakan Bahasa* (Friends of the Language). These include the *Pertandingan* NewsMaker 2019, co-organised with TeeVers, and the inaugural *Penterjemah Pintar* 2019, co-organised with Oasis Primary School. For more details, please refer to Annex 3 and 4.

~ ~ ~



For more information, please contact:

Ms Liyana Nasyita
Assistant Manager (Secretariat, Malay Language Council, Singapore)
Language Division
National Heritage Board
DID: 6332 5493
Email: liyana_nasyita_shukarman@nhb.gov.sg

About *Bulan Bahasa* by the *Majlis Bahasa Melayu Singapura*

Bulan Bahasa (Malay Language Month) was first launched as a biennial event in 1988 by *Majlis Bahasa Melayu Singapura* (MBMS or the Malay Language Council, Singapore). Since 2011, it has become an annual celebration that continues to attract community interest, participation and support.

As a signature initiative of the MBMS, *Bulan Bahasa* is focused on encouraging the community to embrace and use the Malay language in their daily lives. It also aims to instil a deeper appreciation for the Malay culture, and promote the preservation of the community's rich heritage.

For more information about MBMS and *Bulan Bahasa*, please visit mbms.sg and facebook.com/majlisbahasa.



Annex 1

Duta Bahasa 2019



Pianist **Nabillah Jalal** graduated in 2016 with Honours from the Royal College of Music (RCM) in London. She was also a recipient of the prestigious Goh Chok Tong Youth Promise Award (Distinction) in 2011.

In 2018, Nabillah launched NJ Studio, a piano school. Every year, NJ Studio aims to sponsor classical music education for selected students under MOE's Financial Assistance Scheme. Nabillah also founded ArtSee, a volunteer programme which provides free contemporary music education to youths-at-risk.

As *Duta Bahasa*, Nabillah aspires to reignite her passion for the Malay language and culture. Nabillah believes that language is key in understanding culture. She urges the community, especially the millennials, to join her in this journey.



Duta Bahasa 2019



Noorhaqmal Mohamed Noor, better known as **Aqmal N**, is a former teacher and an avid *dikir barat* activist. He is also a singer, composer and music producer.

Winning *Projek Rentak* in 2009 paved a new direction in Aqmal's music endeavours. He was also subsequently nominated for Best Songwriter and Best Composer for *Warkah Cinta Dunia* in Mediacorp Suria's *AnugeraHitz.SG* in 2010.

As a performer, Aqmal has made numerous appearances in performances such as *Sukma Irama*, jointly organized by Radio Televisyen Brunei Darussalam (RTB) and Mediacorp Suria, and in concerts held at the Esplanade Concert Hall, Victoria Theatre and The Istana.

Aqmal also founded WildWhiz Learning, a company providing educational and cultural programmes for schools and institutions. He is currently producing arts and educational events, composing songs for television and radio, and publishing songs composed from poetry.

As a *Duta Bahasa*, Aqmal is keen to inspire the community to express themselves in Malay language, through songs and poetry.



Duta Bahasa 2019



Zhulkarnain Abdul Rahim is a lawyer in global law firm, Dentons Rodyk & Davidson LLP. Besides legal work, he is also very involved in community and voluntary work. He has set up legal clinics, and provided pro bono legal services to those in need. Amongst his many accolades, he also won the Junior Chamber International Singapore: Ten Outstanding Young Persons of the World Award 2017 in the category of Political, Legal and Government Affairs.

He contributes his ideas in various op-ed media articles in the Malay newspapers, and his writings cover wide-ranging topics, such as social issues, legal and international relations. He also embeds messages of inspiration in his writings for his young children, as he hopes they will one day, share his passion for the Malay language.

As Duta Bahasa, Zhulkarnain wishes to share his experiences as a father raising young children, and his efforts in inculcating in them, the love for the Malay language.



Annex 2

Visual of the Creative Identity for *Bulan Bahasa 2019*





Annex 3

Pertandingan NewsMaker 2019

Pertandingan NewsMaker 2019, held for the second time this year, was jointly organised by TeeVers, MBMS and the *Bulan Bahasa* Committee for all appointed *Rakan Bahasa*. The competition was held at the Malay Heritage Centre (MHC) on 22 May 2019, for primary school participants, and on 23 May 2019 for secondary and tertiary participants.

This competition, aimed at developing oratorical skills and inculcating media literacy amongst *Rakan Bahasa*, provided participants with a platform to demonstrate their Malay language and presentation abilities. This year, the competition theme was *Singapuraku* or My Singapore. Each team comprises two *Rakan Bahasa* from the same school, and the students' Malay Language teacher, each team produced a two-minute video based on the theme. A total of 86 teams took part in the competition.

The following winners were selected by a judging panel, comprising *Bulan Bahasa* Committee members, MBMS members and *Duta Bahasa* (Language Ambassadors). The results were announced by the Chairman of the *Bulan Bahasa* Committee, Mdm Rahayu Mahzam, in a video uploaded to the MBMS Facebook Page on 31 May 2019.

Category	1ST	2ND	3RD
Primary School	Haig Girls' School	Fuhua Primary School	Qifa Primary School
Secondary School and Tertiary Institutions	Raffles Girls' School	Meridian Secondary School	Regent Secondary School

Each winning team has received trophies, medals and certificates. Their videos can be viewed on YouTube at <https://tinyurl.com/RBPNYT19>.



Annex 4

Penterjemah Pintar 2019

The inaugural *Penterjemah Pintar 2019* translation competition held on 17 May 2019, was co-organised by Oasis Primary School, MBMS and the *Bulan Bahasa* Committee, and supported by the National Translation Committee (NTC). This competition was opened to *Rakan Bahasa* from primary schools and aims to promote the relevance and importance of effective bilingualism in daily contexts through translation.

Held at Oasis Primary School, the competition saw the participation of 28 *Rakan Bahasa* from 14 primary schools. These *Rakan Bahasa* were given the task of translating English words and phrases into the Malay language. The competition was hosted by *Duta Bahasa* and *Bulan Bahasa* Committee member, Mr Hairianto Diman. The judging panel comprised *Bulan Bahasa* Committee members Mr Riz Sunawan (also *Duta Bahasa*), Cikgu Iskandar Shah and Cikgu Azhar Rashid.

At the end of the competition, three schools clinched the top three places and one student won the Best Translator award. Details of the winners are as follows.

Category	1 ST	2 ND	3 RD
School	Clementi Primary School	New Town Primary School	Haig Girls' School

The **Best Translator Award** was presented to Aniqah Bte Sahrudin from Clementi Primary School.

Each winning team received book vouchers, trophies, plaques and certificates and the Best Translator received book vouchers and a trophy. Photos of the competition can found on Facebook at <https://tinyurl.com/RBPP2019>.