



Embargoed Press Release

4.00pm, 13 July 2018

BULAN BAHASA - CELEBRATING 30 YEARS

This year, *Majlis Bahasa Melayu Singapura* (MBMS or Malay Language Council, Singapore) celebrates a significant milestone, marking 30 years since the first edition of *Bulan Bahasa* (Malay Language Month) was organised.

Taking place from 18 August to 14 October, *Bulan Bahasa* 2018 will be launched on Saturday, 1 September at Wisma Geylang Serai, Singapore's newest hub for Malay cultural and community activities.

Previously known as the "Malay emporium of Singapore", Geylang Serai continues to be a social centre for Malay kinship in Singapore, as its history and heritage also encompass the community's shared stories. As Geylang Serai evolves, its cultural and communal significance is still remembered and celebrated, as the Malay community faithfully continues to visit and patronise the area.

"The celebration of *Bulan Bahasa* in Geylang Serai is intended to bring home one key message - that it is important for everyone in the Malay community, to keep alive the use of the Malay language in Singapore," says Mdm Rahayu Mahzam, Chairman of the *Bulan Bahasa* Committee. "When we use the Malay language, we get to share the knowledge and wisdoms that the Malay community accumulates more effectively. At same time, we convey our unique culture in Singapore. It would be our duty and responsibility to ensure that our next generations remain heirs to our rich legacy and heritage that our Malay community should be very proud of."

"*Bulan Bahasa* marks 30 years since its inaugural celebration in 1988, and as a signature initiative of the MBMS, it has maintained its focus and purpose of encouraging the use of the Malay language. It has also grown in scale and reach, resulting from the combined efforts of the past chairpersons and their committees, the support of our partners and donors, the dedication of the educators, schools and our community organisations, and the participation of the community at large. Being able to celebrate this milestone year for *Bulan Bahasa* is a privilege for my committee and me," says Mdm Rahayu.



Bulan Bahasa continues to focus on *Ilmu* (Knowledge), *Budaya* (Culture) and *Mesra* (Relationships), as the community of schools and partners gather momentum to put together a rich and diverse calendar of activities. Ranging from performances to programmes and workshops, *Bulan Bahasa* this year continues to strengthen its engagement of students, youths and their parents.

A Fun-filled Day of Festivities at Wisma Geylang Serai - 1 September 2018

Bulan Bahasa will be celebrated throughout the day at Wisma Geylang Serai on Saturday, 1 September 2018, where partners and schools come together to present programmes and activities featuring the Malay language, and visitors will be treated to an array of vibrant activities and performances related to the Malay heritage and culture.

Join **Wellington Primary School** for their choir performance, ***Bicara Berirama***, as they sing and re-enact Malay poetry and prose, with a comical twist!

For theatre aficionados, join **Sriwana** for a re-staged *bangsawan* performance, ***Tajul Ariffin***, which was originally put up in 1991. While the opera performers are in action, be mesmerised by the colourful costumes and classical Malay music as they invite the audience to experience a truly rich and traditional *bangsawan* performance.

For a dose of cuteness overload, **Nusantara World Music** presents ***Juara Si Cilik***, a singing contest where students perform traditional Malay folk songs in creative and interactive ways. The 2018 edition marks the fifth year that this contest is being held, and it has become a much anticipated event on *Bulan Bahasa's* calendar.

Visitors and participants can also test their knowledge on the Malay language, culture and heritage while they play exciting games at booths organised by students from **Admiralty Primary School, Orchid Park Secondary School, Yusof Ishak Secondary School** and **School of Science and Technology, Singapore**.



Duta Bahasa (Language Ambassadors) 2018

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

1. Ms Farhana M Noor – Actress and television personality
2. Mr Bakti Khair – Singer and songwriter
3. Mr Shahrizal Salleh (Chef Bob) – Culinary celebrity

Creative Identity for Bulan Bahasa 2018

Bulan Bahasa's creative identity this year draws inspiration from traditional Malay manuscripts, and its borders are adorned with intricate, ornamental floral motifs, called *awan larat*. The contemporary design also features an original typography inspired by the angled and elegant strokes produced by the quill (*qalam*), and an attractive colour palette representing the vibrant Malay culture. Featuring a mix of symmetrical and asymmetrical motifs, the creative identity this year illustrates the fusion of the old with the new. While traditions continue to evolve, the community remains connected with aspects of *bahasa: Ilmu, Budaya, & Mesra*.

New Rendition of Bahasa Menjunjung Budaya and Launch Celebrations

The celebration of 30 years of *Bulan Bahasa* will also be marked by a new rendition of *Bahasa Menjunjung Budaya*, *Bulan Bahasa's* theme song. The song, originally composed in 1988 with lyrics by the late Cikgu Muhammad Ariff Ahmad and the score by Cikgu Abdolah Lamat, has been rearranged by several local artists and *Duta Bahasa*, such as Imran Ajmain and Taufik Batisah.

For this year's celebrations, the song will be updated with a fresh sound and an upbeat tempo, rearranged by *Duta Bahasa*, **Megat Firdaus**.

The Launch celebrations at Wisma Geylang Serai on Saturday, 1 September 2018, will also feature the talent and efforts of a combined group of *Duta Bahasa*, led by **Aidli 'Alin' Mosbit**.



Strong support for *Semarak* activities and *Bulan Bahasa* in the heartlands

Bulan Bahasa will continue to be resoundingly celebrated in the heartlands this year by Community Clubs (CCs) and the Malay Activity Executive Committees (MAECs). Anchor heartland celebrations and dates are as follows.

Celebration	Date	Venue
Bulan Bahasa @ Jurong	8 September 2018 (AM)	J Link
Bulan Bahasa @ Sembawang	8 September 2018 (PM)	Woodlands Regional Library
Bulan Bahasa @ Nee Soon	15 September 2018	Yishun Town Square
Bulan Bahasa @ Chua Chu Kang	22 September 2018	Keat Hong CC
Bulan Bahasa @ Tampines	29 September 2018	Our Tampines Hub
Bulan Bahasa @ Marsiling & Woodgrove [NEW]	13 October 2018	Fuchun CC

In addition, the MAECs and community partners will also continue to organise *Semarak* (fringe) activities island-wide, to celebrate the Malay language, culture and heritage.

Programmes such as these are made possible only by the Malay community's shared passion for the language as everyone makes the effort to share their knowledge, expertise and experience to encourage and promote the use of the Malay language.

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**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 the Malay Language Council, Singapore, and *Bulan Bahasa*, please visit [mbms.sg](http://mbms.sg) and [facebook.com/majlisbahasa](https://facebook.com/majlisbahasa).



## Annex 1

### ***Duta Bahasa 2018***



**Farhana M Noor** is a budding actress on Mediacorp *Suria*, who has made many appearances on *Suria*'s dramas and television programmes, such as *Bunga Tanjung* and *Juara Mic Junior*. She has won several awards such as *Pesta Perdana*'s Best Supporting Actress and Most Promising Actor in 2015. She also hosts *Manja*, a lifestyle programme on *Suria*, targeted at youths.

Farhana is a theatre arts graduate from Nanyang Academy of Fine Arts. She is currently an educator at Mini Monsters, a local company which adopts interesting and fun approaches to the learning of the Malay language, through acting, dancing and singing.

As *Duta Bahasa*, Farhana would like to share her passion for the Malay language with children and youths. Her ongoing interaction with them only fuels her passion further, as she hopes to encourage them to love and appreciate the Malay language.



## ***Duta Bahasa 2018***



**Bakti Khair** is a local singer-songwriter, best known for his singles, *Madah Pohon Beringin*, *Norae Cinta* and more recently, *Boleh Diam Tak*. With a diploma in Sonic Arts, he furthered his formal music education at the LASALLE College of the Arts, where he graduated with a B.A. in Music.

Bakti has performed on various stages, most prominently on Mediacorp *Suria* where he made an appearance in Singapore Live 2.0, SG Mania 2016, *Rayakustika* 2016, and *Anugerah Planet Muzik* 2016. Beyond *Suria*, he also performed 'Dreams' and 'Rainbow in Our Hearts' at the grand finale of Singapore's Official *Chingay* Parade in 2015 and 2017 respectively.

As *Duta Bahasa*, Bakti is keen to share with youths the importance of using the Malay language to express oneself, especially through the arts. With a strong following amongst the young, Bakti is also keen to spread the love for the Malay language and encourage its use through social media.



## ***Duta Bahasa 2018***



**Shahrizal Salleh** is a chef of more than 15 years. As a television personality popularly and affectionately known as ‘Chef Bob’ by the Malay community, he makes frequent appearances on *Suria* in many culinary programmes. To date, he has hosted more than 10 culinary programmes on *Suria* such as *Chef Skuter*, *Cef Jr* and *Selebriti Juara Memasak*.

Driven by his deep passion for food, Shahrizal furthered his studies in culinary arts. He believes that the appreciation of Malay food culture enables the community to deepen their knowledge and understanding of the community’s traditions and way of life.

As *Duta Bahasa*, Shahrizal hopes to encourage the usage and love for the Malay language via the learning and appreciation of the Malay food culture.



## Annex 2

### Pertandingan NewsMaker 2018

For the first time this year, *Pertandingan NewsMaker 2018* was jointly organised by TeeVers, *Majlis Bahasa Melayu Singapura* (MBMS) and the *Bulan Bahasa* Committee for the appointed *Rakan Bahasa* (Friends of the Language). The competition was held at the Malay Heritage Centre (MHC) on 23 May 2018, for primary school participants and 24 May 2018, for secondary and tertiary participants.

This competition, designed to inculcate media literacy amongst *Rakan Bahasa*, provided them with a platform to demonstrate their Malay language and presentation, as they went about producing a short NewsMaker video. A total of 80 school teams took part in the inaugural competition.

Comprising two *Rakan Bahasa* from the same school, and the students' Malay Language teacher, each team produced a two-minute video, featuring the theme they were assigned. Competition themes generally revolved around Malay culture and heritage.

The following winners were selected by a judging panel, comprising *Bulan Bahasa* Committee members, MBMS members, *Duta Bahasa* (Language Ambassadors) and National Translation Committee (NTC). The results were announced by Chairman of the *Bulan Bahasa* Committee, Mdm Rahayu Mahzam in a video uploaded to the MBMS Facebook Page on 31 June 2018.

| Category                                   | 1 <sup>ST</sup> Place    | 2 <sup>ND</sup> Place      | 3 <sup>RD</sup> Place         |
|--------------------------------------------|--------------------------|----------------------------|-------------------------------|
| Primary school                             | Mayflower Primary School | CHIJ Katong                | Yio Chu Kang Primary School   |
| Secondary school and tertiary institutions | Shuqun Secondary School  | Pasir Ris Secondary School | Cedar Girls' Secondary School |

Teachers of all winners have been notified and each winning team has received trophies, medals and certificates.

Their videos can be viewed on YouTube via <https://tinyurl.com/PertandinganNewsMaker2018YT>



### Annex 3

#### ***Bulan Bahasa* 2018 Notebooks**

The Malay language notebooks produced in conjunction with *Bulan Bahasa*, are much sought after items annually. This year, the content of the *Bulan Bahasa* notebooks promotes the Malay language and culture, focusing on *bahasa: Ilmu, Budaya, Mesra*. Put together by 5 *Anugerah Guru Arif Budiman* (AGAB) Malay language teachers, topics of notebooks this year and its contributors are as follows.

| Topic                                                                                                   | Contributed by          |
|---------------------------------------------------------------------------------------------------------|-------------------------|
| <i>Ini ialah (adalah?) maklumat daripada (dari?) kami (kita?) kepada (pada) pengguna bahasa Melayu.</i> | Cikgu Safidah Samsudin  |
| Wrong Usage of Words in the Malay Language<br><i>Budaya Panggilan Dalam Masyarakat Melayu</i>           | Dr Mohd Pitchay Gani    |
| Salutations in the Malay Society<br><i>Adab Berkunjung ke Rumah Orang</i>                               | Cikgu Azhar Rashid      |
| Ethics and Manners when Visiting<br><i>Santun Budaya Kita</i>                                           | Cikgu Ridzuan Abraham   |
| Ethics and Manners on Social Media<br><i>Kependekan dalam bahasa Melayu</i>                             | Cikgu Noraishah Mostapa |
| Abbreviations in the Malay Language                                                                     |                         |

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





## Annex 4

### Themes for *Bulan Bahasa* 2018

#### ***Ilmu, Budaya, Mesra (Knowledge, Culture, Relationships)***

The Malay Language Month invites us to use the Malay language as a means of acquiring and sharing Knowledge (*Ilmu*), of communicating and preserving Culture (*Budaya*), and of strengthening our social ties and Relationships (*Mesra*).

#### **Language as Knowledge (*Ilmu*)**

Our appreciation and understanding of the Malay language is strengthened when we use it in our pursuit of knowledge. Regardless of its use in developing a scholarly understanding of the language, in deepening or acquiring religious knowledge or simply in using it as a means of communication in our daily lives, the Malay language continues to be an important medium for discovering and expanding the knowledge of our community.

#### **Language as Culture (*Budaya*)**

The grace and artistic nature of the Malay culture is further enriched with meaning through the Malay language, as it communicates the heart and soul of the Malay people. It is through the language that we recognise and appreciate the richness and significance of our heritage and culture.

#### **Language builds Relationships (*Mesra*)**

The Malay language strengthens the ties and relationships among its users. Regardless of its use through *pantun* or poetry in more solemn ceremonies, or conversations in the company of family and friends, the language creates a warm sense of kinship that cultivates closer ties.

The Malay language as *bahasa: Ilmu, Budaya, Mesra* reflects its importance throughout all layers of society. When we use the Malay language, we are able to preserve knowledge and culture, as well as foster ties that matter. Our language will also be kept alive through its continuous use, allowing us to pass it on to the generations after us.