

Embargoed Release

9.30pm, Saturday, 3 September 2022



BULAN BAHASA 2022 YOUTHS REVITALISE OUR LOVE FOR THE MALAY LANGUAGE

3 September 2022 – Majlis Bahasa Melayu Singapura (MBMS or Malay Language Council, Singapore) presented the official launch of Bulan Bahasa 2022 via telecast on Mediacorp Suria, at 8.30pm on Saturday, 3 September 2022. The launch was graced by our Guest-of-Honour, Minister in the Prime Minister's Office, Dr Maliki Osman, who is also Second Minister for Education and Foreign Affairs. The programme is now available for on-demand viewing via MeWATCH.

A Programme Featuring Young Performers and Presenters

This year's launch programme featured a line-up of young performers and presenters, with an enticing music arrangement by Duta Bahasa, Megat Firdaus. The programme featured performances of evergreen songs, with modern music arrangements, performed by young artistes such as Qis Maraj, Syaz Smooth and Rahila Rashun. There was also a *syair* declamation by Malay language and literary activist, Afi Hanafi and poem recitation by newly appointed Duta Bahasa, Hans Hamid and Fir Rahman.

To keep the youthful spirit in promoting interest in the Malay language, the programme also featured Rakan Bahasa from Haig Girls' School and Paya Lebar Methodist Girls' School (Secondary). In these segments, they shared their aspirations and involvement in Bulan Bahasa 2022 and interacted with Duta Bahasa Hans Hamid and Fir Rahman in a quiz.

The *Pantun*, a Key Element in the Programme

The *pantun* (Malay rhymed quatrains) was a key element throughout the lively programme as seen from the *pantun* exchanges between hosts Adi Rahman and Huda Ali with Dr Maliki Osman, Prof Faishal Ibrahim, MBMS Chairman and Mdm Rahayu Mahzam, Duta Bahasa and Chairman of the Bulan Bahasa Committee. The hosts also engaged the audience in the studio with *pantun* exchanges. The use of *pantun* was also presented in an original song performance titled 'Pantun Bulan Bahasa' by MBMS member, Shahril Samri and singer-songwriter Ryan Sufiyan. The lyrics of this song featured a series of *pantun* written by Shahril, with music composed by Duta Bahasa Megat Firdaus.

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About Bulan Bahasa by 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, [@bulanbahasa](https://www.instagram.com/bulanbahasa) on Instagram and [facebook.com/majlisbahasa](https://www.facebook.com/majlisbahasa). For the Calendar of Events of Bulan Bahasa 2022, click "Download Calendar".

Theme of Bulan Bahasa

'Cita. Citra. Cinta. Bahasa Kita.' reflects the dynamism of the Malay language as we move towards a new era. '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. It also represents the potential of the Malay language as a window to knowledge and a means of communication. 'Cinta' emphasises the need to cultivate the love and appreciation towards the Malay language.



Annex A

Behind-The-Scenes Photos of the Launch of Bulan Bahasa 2022



Duta Bahasa



Dr Maliki Osman (GOH, *third from right*), Sabariah Ramilan (Head of Eaglevision and Malay Audience Engagement, Mediacorp, *second from right*) with MBMS Chairman and Bulan Bahasa Committee Chairman and members.



Dr Maliki Osman (GOH) with Prof Faishal Ibrahim, Mdm Rahayu Mahzam, Zhulkarnain Abdul Rahim and Mohd Fahmi Aliman.



Fir Rahman and Hans Hamid (Duta Bahasa, far right and far left) with Abdolah Lamat, (composer of Bulan Bahasa's theme song, second from left) and Asnida Daud (Duta Bahasa, second from right)



A member of the audience engaging in a *pantun* exchange with the hosts



Rashila Rashun in a song performance



Afi Hanafi in a *syair* declamation



Fir Rahman and Hans Hamid (Duta Bahasa) in a *syair* declamation



Shahril Samri and Ryan Sufiyan in a song performance

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Qis Maraj and Syaz Smooth in a song performance

To download high resolution photos, visit this [link](#).