

Media Release

Embargoed till 5.00pm, Friday, 12 July 2024



BULAN BAHASA 2024: CELEBRATING OUR YOUTHS

Bulan Bahasa 2024 will take place this year from 17 August to 13 October, with a calendar full of programmes organised by the community, to foster an appreciation for the Malay language. Bulan Bahasa also strengthens its focus on youths this year, with specific programmes dedicated at piquing their interest and encouraging them to express their confidence in speaking the language.

The Official Launch Ceremony for Bulan Bahasa will be televised over Mediacorp Suria, at 8.30pm on Saturday, 7 September 2024. The Majlis Bahasa Melayu Singapura (MBMS or Malay Language Council, Singapore) invites members of the public, especially the youths in the community, to participate in-person at the programme recording session which will take place at Mediacorp, on Friday, 2 August 2024. Registration for attendance at the programme recording via <https://go.gov.sg/bb24launchgen> is required by 22 July 2024, and confirmation of seats will be subject to availability.

To further engage our youths and members of the community, MBMS and Mediacorp Suria invite everyone to create lyrics related to the Malay language and culture for a 30-second music piece arranged by Duta Bahasa (Language Ambassador), Megat Firdaus. Shortlisted submissions will be featured during the Official Launch Ceremony for Bulan Bahasa 2024.

“We take the opportunity during the Bulan Bahasa celebrations to encourage programme partners to organise Malay language activities that would attract youths. It is important for our youths to learn and appreciate their mother tongue as this will help them foster a strong sense of identity, and facilitate better communication with family and community. This year, we also feature youths within our pool of programme partners that will be conducting programmes for the young, and we hope that the programme topics and genres will resonate. Bulan Bahasa 2024 is a call to action for everyone to revitalise their Malay language use and promotion efforts,” says Zhulkarnain Abdul Rahim, Chairman of the Bulan Bahasa Committee 2024.

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Bulan Bahasa 2024 Programmes from 17 August to 13 October

Various community and constituency partners, interest groups and schools continue to come forward to present programmes for Bulan Bahasa 2024. To stay relevant with the young, some partners and individuals have come forward to create digital programmes to introduce some fun in using and learning the language.

Listen to **Hidayat Nordin** in his second edition of **Sapot!** podcasts where he discusses topics related to Malay arts, culture, literature and current trends alongside his co-hosts, Shahril Samri and Duta Bahasa Aqmal N. 'Sapot' is a Malay colloquial term referring to 'support'. In this podcast series, the hosts engage with invited youths from ITE, polytechnics and universities for fun and light-hearted discussions in various episodes.

Explore the art of *dikir barat* with the **Singapore Dikir Barat Federation** where they engage all members of public in **e-Rama Dikir**, a competition to be held on digital platforms. In this competition, they invite the young to showcase their creativity with their friends and family by creating videos containing their original *dikir barat* lyrics and choreography. The top entries will stand a chance to win cash prizes.

Test your knowledge of the Malay language with students participating in **Cepat Tepat**, a televised game show sponsored by the **Malay Language Learning and Promotion Committee (MLLPC)** and supported by Mediacorp. Held in conjunction with Bulan Bahasa for the third time, this programme promises fun through play while discovering the beauty of the Malay language.

Connect with the Malay language through batik painting with **Kamal Arts' Batik Bersama**. In this workshop, participants will learn about different flowers native to the Malay World, and how to paint them. In explaining their painting in detail, participants will be learning and incorporating the different Malay terms related to colour and tones. Discover the craft of comic drawing and writing in **Kamal Arts'** other workshop, **Karya Komik**, where participants will learn how to produce engaging and effective comic stories in Malay.

For the extended calendar of events for Bulan Bahasa 2024, please visit mbms.sg, [@bulanbahasa](https://www.instagram.com/bulanbahasa) on Instagram and [facebook.com/majlisbahasa](https://www.facebook.com/majlisbahasa).

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Telecast of the Official Launch Ceremony and Programme on Suria

This year, the official launch of Bulan Bahasa 2024 will primarily showcase the youths and their zest in bringing the language alive. Join them on Mediacorp Suria, at 8.30pm, on Saturday, 7 September 2024 to enjoy performances by upcoming young singers such as Azra Zulaikha, Amirah Fikriyah, Naufal Aiman and Norshafiq Ridzwan. The music arrangements will also be helmed by Duta Bahasa, Megat Firdaus.

In this televised programme, *Rakan Bahasa* (Friends of the Language) from primary, secondary, JC and universities will also be featured engaging in fun activities.

Duta Bahasa (Language Ambassador) 2024

Duta Bahasa are appointed by MBMS as life-long champions and avid users of the Malay Language. They are identified based on their expertise in, passion for and affinity to the Malay Language and culture, and their involvement with the community.

This year, MBMS and the Bulan Bahasa Committee will be appointing **Dr Fadzil Hamzah** as a Duta Bahasa.

For his profile and the full list of appointed Duta Bahasa, please refer to [Annex A](#).

A Duta Family

Since 2010, more than 40 individuals have been appointed as Duta Bahasa. Categorised into five groups based on their expertise, interests, and professions, these appointed Duta Bahasa represent a wide range of job sectors and fields of work.

“We are confident that all Duta Bahasa continue to actively contribute to our Malay language promotion efforts. There are many amongst us who are very passionate about the language. This can be seen through the time and effort we contribute towards various partnerships with students and community partners. The Committee will continue to work closely with all Duta Bahasa to deepen and strengthen all Malay language promotion efforts, and I hope that our



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community will continue to avail and benefit from their language expertise and interest,” says Zhulkarnain Abdul Rahim.

“I continue to spread awareness regarding health and wellness through social media, through programmes with the community and contributing articles to various publications. I am a proud user of my mother tongue and I would like to continue sharing it with everyone I know,” says Dr Jazlan Joosoph.

“I wear the Duta Bahasa title proudly, and carry out my duties passionately. I continue to work with students whenever I can because they are our future users of our Malay language. On social media, you can find pictures of language and literature promotion activity I’m engaged in, through my hashtag, #dutaduties so that everyone can join and support me in this effort,” says Aidli Mosbit.

Bulan Bahasa 2024 Creative Identity and Collateral

This year’s creative identity for Bulan Bahasa is aligned with its focus on youths. Utilising silhouettes and a play with letters, a dynamic visual is created which invites viewers to guess the objects embedded creatively behind the words. For example, the letter ‘A’ in ‘Cita’ contains a *gasing*, the letter ‘I’ in ‘Citra’ features a *congkak* and the letter ‘T’ in ‘Cinta’ features a *keris*. The full stop after each word is symbolised by a *songket* motif called *bintang bunga*.

The placement of the letters and objects aims to depict the dynamism of the Malay language as one that is not static, but ever-evolving though deeply rooted in tradition.

The main creative identity will be featured on select collateral such as files and stickers to be produced for Bulan Bahasa 2024. These will be available for distribution to Bulan Bahasa programme participants via our partners.

Please refer to [Annex B](#) for Bulan Bahasa 2024’s creative identity and [Annex C](#) for images of these collateral.

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Annex A: Duta Bahasa 2024

Dr Fadzil Hamzah



Dr Fadzil Hamzah is a physician at Changi General Hospital's Department of Sport and Exercise Medicine. He is also the operational lead for Singapore Sport and Exercise Medicine Centre at Singapore General Hospital, and looks after the health of Team Singapore's athletes.

A strong advocate for fitness and wellness, Dr Fadzil actively promotes the community's awareness of good health. Outside of his professional career, Dr Fadzil involves himself in many community initiatives. He is a member of the Muslim Healthcare Professionals Association (MHPA) of Singapore and is the healthcare lead for M³ at Bedok and Tampines towns. In addition, he also serves as a Board Member of Yellow Ribbon Singapore (YRSG), Mental Health (Care and Treatment) Act, Muslim Trust Fund Association (MTFA) Dialysis Centre and he is also a grassroots leader for Tampines Central Citizens' Consultative Committee.

As a Duta Bahasa, Dr Fadzil hopes to continue connecting with all layers of the community. His command of the Malay language will enable effective communications with all demographics, young and old, as he promotes their awareness of health and wellbeing.

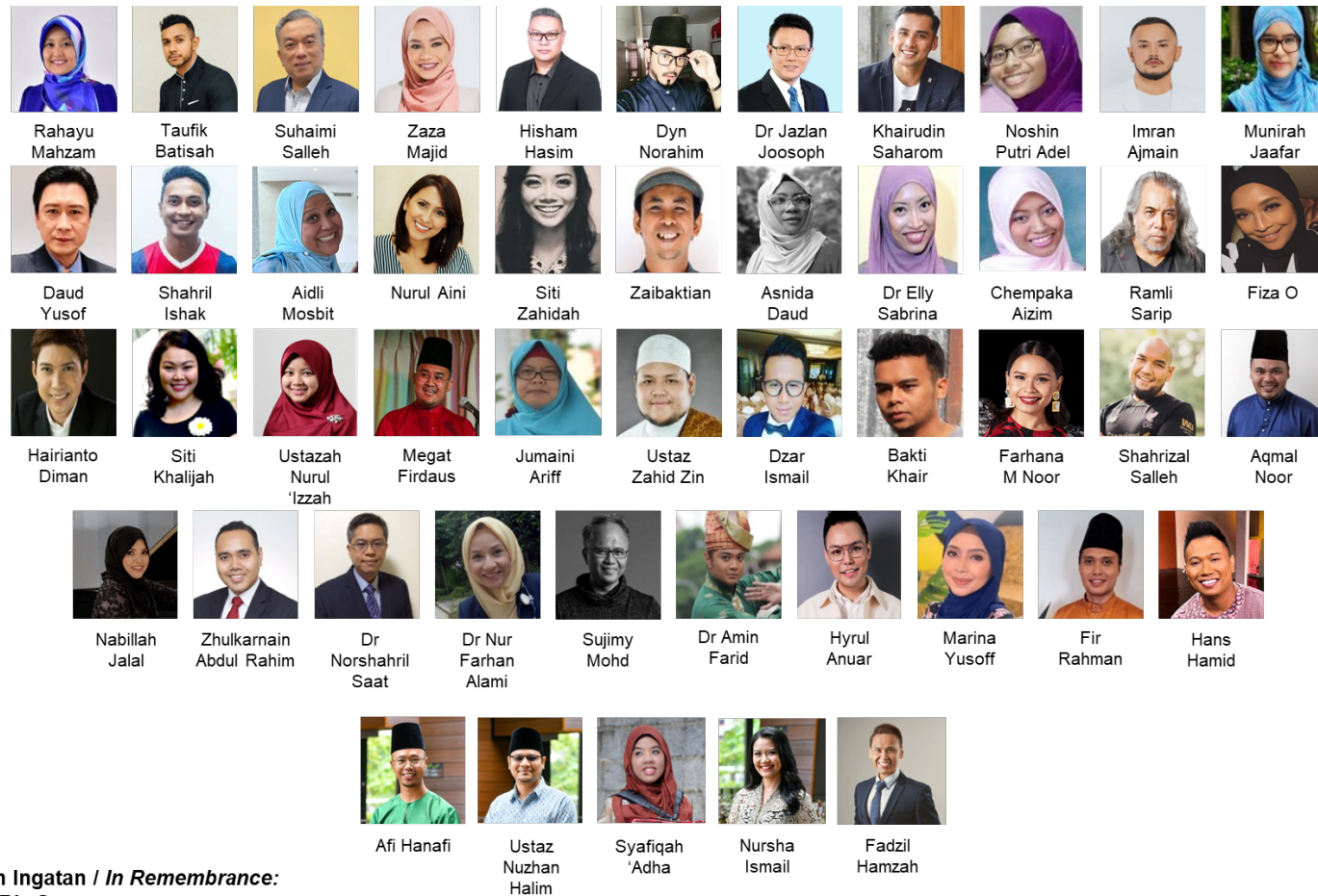
He will be the fourth doctor appointed as a Duta Bahasa after Dr Jazlan Joosoph, Dr Elly Sabrina and Dr Nur Farhan Alami.

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Appointed Duta Bahasa since 2010















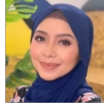


















Sentiasa dalam Ingatan / In Remembrance:
Asmah Laili & Riz Sunawan



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Duta Bahasa Represented Sectorially:

Professionals (Law, Medicine & Business)		Literary & Arts	
<ol style="list-style-type: none"> 1. Rahayu Mahzam 2. Suhaimi Salleh 3. Dr Jazlan Joosoph 4. Dr Elly Sabrina 5. Zhulkarnain Abdul Rahim 6. Dr Nur Farhan Alami 7. Dr Fadzil Hamzah     		<ol style="list-style-type: none"> 1. Noshin Putri Adel 2. Munirah Jaafar 3. Aidli Mosbit 4. Siti Zahidah 5. Asnida Daud 6. Chempaka Aizim 7. Megat Firdaus    	
<ol style="list-style-type: none"> 1. Jumaini Ariff 2. Aqmal Noor 3. Nabilah Jalal 4. Marina Yusoff 5. Afi Hanafi 6. Syafiqah 'Adha      			
Media & Personalities		Academia & Religious Educators	
<ol style="list-style-type: none"> 1. Taufik Batisah 2. Zaza Majid 3. Hisyam Hasim 4. Dyn Norahim 5. Khairudin Saharom 6. Imran Ajmain 7. Daud Yusof 8. Nurul Aini 9. Zaibaktian 10. Ramli Sarip 11. Fiza O      		<ol style="list-style-type: none"> 12. Hairianto Diman 13. Siti Khalijah 14. Dzar Ismail 15. Bakti Khair 16. Farhana M Noor 17. Shahrizal Salleh 18. Sujimy Mohd 19. Hyrul Anuar 20. Fir Rahman 21. Hans Hamid 22. Nursha Ismail       	
		<ol style="list-style-type: none"> 1. Ustazah Nurul 'Izzah 2. Ustaz Zahid Zin 3. Dr Norshahril Saat 4. Dr Noramin Farid 5. Ustaz Nuzhan Halim   	

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Annex B

Bulan Bahasa 2024 Creative Identity



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Annex C
Bulan Bahasa Buses



Stickers and Bulan Bahasa File



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### About Bulan Bahasa by the Malay Language Council, Singapore

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](http://mbms.sg), [@bulanbahasa](https://www.instagram.com/bulanbahasa) on Instagram and [facebook.com/majlisbahasa](https://www.facebook.com/majlisbahasa).