



Embargoed Press Release

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BULAN BAHASA 2021 – A RESILIENT COMMUNITY CHAMPIONS THE MALAY LANGUAGE

Majlis Bahasa Melayu Singapura (MBMS or Malay Language Council, Singapore) invites everyone in the community to participate in Bulan Bahasa 2021, taking place from 14 August to 10 October this year. The official launch ceremony of Bulan Bahasa will be broadcast at 8.30pm on Mediacorp Suria, on Saturday, 4 September 2021.

Bulan Bahasa 2021 remains steadfast in its objective of engaging the Malay community to love and appreciate the Malay language, culture and heritage. This year, to ensure that the community remains safe and well, Bulan Bahasa partners will continue to present virtual events and digital programmes for all to enjoy.

“Having adapted to the pandemic and after presenting our first-ever virtual edition of Bulan Bahasa last year, our partners return stronger in 2021. Despite the many challenges and uncertainties that we continue to face, we witness the tenacity and dedication of our community through their passion for our Malay language. We have grown together as one and the resilience of our community is a strength we should be proud of,” says Mdm Rahayu Mahzam, Chairman of the Bulan Bahasa Committee 2021.

“We recognise that families in Singapore are comfortably bilingual, and the Malay language continues to be actively spoken at home, between generations and amongst families and friends. As a means of communication and a language of kinship, it is a way for us to remain connected to each other and our heritage.”

Digital Programmes for All

Bulan Bahasa 2021 will continue to reach out to everyone virtually as we celebrate the richness of the Malay language. Our calendar of events will suit different interests as partners present a rich variety of programmes that will run online, on platforms such as Zoom and Facebook from 14 August to 10 October 2021.



Learn more about contemporary shadow puppetry by participating in **Bayang Troupe's Bengkel Bayang Boneka**. In this workshop, parents and children will create their own shadow puppets and story, as participants perform together as a family.

Discover what goes behind the production scene with **Pentas Radio** by **A'Artsg**. "Radio is a theatre of the mind", and imagination comes alive on the airwaves. Students will learn how to execute and perform a radio play in this series of workshops. With the skills garnered from these sessions, students will then compete to present the best radio play performance.

Form a dance duo and set your body free in **Sayembara Duotari** organised by **Perkumpulan Seni Singapura**. In this dance competition, participants will choreograph and perform their own Malay dance items to bring out the beauty of the Malay language. Selected winners stand to win attractive prizes.

Official Launch Ceremony and Programme Broadcast on Suria - 4 September 2021

Everyone is invited to the launch of Bulan Bahasa 2021, as we present a programme rich with language and culture while we celebrate our Malay language. Tune in to Mediacorp Suria at 8.30pm, on Saturday, 4 September 2021 for the official launch of Bulan Bahasa 2021. Viewers can expect appearances by community partners, Rakan Bahasa (Friends of the Language) and Duta Bahasa (Language Ambassadors) including our very own Papa Rock, Ramli Sarip.

Duta Bahasa (Language Ambassadors) 2021

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 expertise in, passion for and affinity to the Malay language and culture, and their involvement with the community.

1. Dr Noramin Farid - Arts Practitioner and Researcher
2. Mr Hyrul Anuar - Educator and Singer
3. Mdm Marina Yusoff - Creative Director and Media Personality

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



Rakan Bahasa 2021

The Rakan Bahasa (Friends of the Language) continue to be an integral part of Bulan Bahasa festivities. Malay language students are appointed yearly as Rakan Bahasa with the objective of promoting the Malay language among their family and friends. Programmes such as Pertandingan NewsMaker (NewsMaker video-making competition) presently underway, the Penterjemah Pintar (Rakan Bahasa Translation Competition), and the Kembara Rakan Bahasa (Rakan Bahasa Journey) activity cards continue to build the capability and confidence of our Rakan Bahasa.

Invitation to support Bulan Bahasa 2021

For Bulan Bahasa 2021, the MBMS would like to bring together members of the community to partake in the celebrations.

For the first time ever, Facebook and Instagram users can support Bulan Bahasa by using an original set of **Story Filters**, to have some fun online. Get creative in your Instagram stories and support the Malay language! Filters with the Bulan Bahasa icons and creative identity can be found on our social media pages, [@bulanbahasa](#) on Instagram and [facebook.com/majlisbahasa](#). Whilst you're on these social media platforms, remember to take part in fun games that test your knowledge of *Kata Seerti/Seiras* and *Kata Berlawan*, with many more games to come.

The Bulan Bahasa launch programme invites everyone in our community to participate in a **Virtual Choir** performing the Bulan Bahasa song, Bahasa Menjunjung Budaya. Everyone is invited to submit videos of themselves singing the song so that we can present our voices as one community. These videos will be included in the Bulan Bahasa 2021 launch programme to be broadcast on Suria, on 4 September 2021. Details will also be announced on our Facebook page and Instagram account.

Instructions on Virtual Choir video submissions can be found in [Annex B](#).

If you happen to be out and about, look out for SBS buses featuring the Bulan Bahasa 2021 creative identity. These will ply routes for service numbers 21, 28 and 39, and the buses will make their debut on 16 July 2021. Members of the community are invited to snap a picture of these buses. Upload them on Instagram stories with #citacitracintabahasakita and tag @bulanbahasa.



The most creative stories will stand to win a full set of the Bulan Bahasa notebooks and other attractive prizes.

Creative Identity for Bulan Bahasa 2021

Since 2019, the creative identity for Bulan Bahasa has featured five icons (*palari*, mouse deer, lion, rocket and guitar) that represent different ideals and aspirations for the Malay community. This year, the pen has been added as the sixth icon to recognise the importance of literature in promoting the language and represent the MBMS' objective of building a community of readers.

These six icons are weaved into this year's creative identity as gold motifs threaded by the traditional Malay embroidery technique known as *tekat*. The art of *tekat* requires intricate and elaborate work, and this reflects the Malay language which must be handled delicately with much care and effort. These icons, embroidered with *tekat*, signifies the hard work and perseverance of the community in protecting and promoting the much a dynamic language landscape.

The creative identity also celebrates our Malay crafts and artisans and recognises their important role in society.

Please refer to [Annex C](#) for Bulan Bahasa 2021's creative identity and details on the six icons.



Bulan Bahasa 2021 Notebooks

Anugerah Guru Arif Budiman (AGAB) awarded Malay language teachers continue to contribute content for notebooks produced in conjunction with Bulan Bahasa. The Bulan Bahasa notebooks contain writings and tips that cover many aspects such as culture, food, and linguistic expressions. This year, six notebooks will be produced. When placed together, their covers also form a continuous picture, representing the importance of communal ties and our resilience as one community.

Visuals of notebooks can be found in [Annex D](#).

Topics of the notebooks for 2021 and names of content contributors are as follows.

Notebook Topic	Contributed by AGAB recipient
<i>Deria Bau</i> The Sense of Smell	Cikgu Siti Rohani Hanim Selamat
<i>Simpulan Bahasa – ‘Hati’</i> Idioms – ‘Heart’	Cikgu Sabrina Samsuri
<i>Ulam – Milik Kita, Warisan Kita</i> Ulam – Our Heritage	Cikgu Rita Zarina Mohd Nazeer
<i>Akronim dan Penggunaannya di Singapura</i> Acronyms and its Uses in Singapore	Cikgu Rashidah Abdullah
Pantang Larang Orang-Orang Melayu Cultural Taboos of the Malays	Cikgu Nuraina Mohamed Sin
Rahsia Di Sebalik Nasi Ambeng The Secret Behind <i>Nasi Ambeng</i>	Cikgu Nur Syahirah Sa’adon

Copies of these notebooks will be distributed to all schools and Bulan Bahasa programme partners.

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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).

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

Duta Bahasa 2021

Dr Muhd Noramin Mohd Farid



Better known by his stage name, Soultari Amin Farid, **Dr Muhd Noramin Mohd Farid** is a Malay dance choreographer, arts educator, and researcher. He trained in Malay dance with Perkumpulan Seni and is currently the Joint-Artistic Director of Bhumi Collective, a multidisciplinary producing and performing arts company. Dr Amin is also the co-founder and president of Dian Dancers, a non-profit Malay dance organisation.

Dr Amin Farid is a recipient of the ASEAN-India Youth Award (2018), Singapore Youth Award (2017), National Arts Council Scholarship (2017) and the Goh Chok Tong Mendaki Youth Promise Award (2016). He also holds a PhD in Theatre, Drama and Dance Studies from Royal Holloway, University of London, UK.

As an arts practitioner-researcher, his works explore ideas of class and identity amongst other subjects. He believes that young practitioners must become leaders in creating artistic works that are innovative, critical and relevant to their evolving landscape. In his teaching of Malay dance, he often uses Malay proverbs, or *peribahasa*, to convey the connection between culture, arts and language.

As a Duta Bahasa, Dr Amin Farid aspires to show how the Malay arts is intrinsically linked to Malay language and culture. He hopes to encourage youths to take ownership of their mother tongue and invite them to explore the language to their fullest potential.



Duta Bahasa 2021

Mr Hyrul Anuar



Mr Hyrul Anuar is a singer, songwriter, scriptwriter and educator. Since winning Anugerah 2005, Hyrul has represented Mediacorp Suria in various local and regional television programmes whilst creating notable milestones in the local music scene with his chart-topping singles. Hyrul has also hosted numerous programmes on television for children and youths.

Hyrul graduated in 2012 with a Bachelor of Communication from Singapore University of Social Sciences (SUSS). He has actively contributed to many community-based programmes and became the brand ambassador for numerous campaigns.

As a trained educator, Hyrul established his own company, HYR Ground, to provide innovative edutainment and language-based programmes for schools and institutions.

Since 2015, Hyrul expanded his skills as a researcher and scriptwriter for local Malay programmes on Mediacorp Suria. Some of his works include *Elit Suria* (2018), *Bahas 4PM Finals* (2018-2019), *Suria Elektra* (2020), *Sabotaj* (2020-2021) and *Pesta Perdana* (2021).

Hyrul believes in the amalgamation of entertainment and education to instil the appreciation of the Malay language. As a Duta Bahasa, he hopes to inspire more in the community, especially the younger generation, to be confident speakers of the language.



Duta Bahasa 2021

Mdm Marina Yusoff



Mdm Marina Yusoff is a media personality, performer, writer, and producer. She has travelled to more than 40 cities around the world for international events & arts festivals, including Japan, Italy, France & Spain. She is also the Creative Director at Sri Warisan Som Said Performing Arts Ltd and Principal at Sri Warisan Performing Arts School.

A familiar name, Marina has presented, acted and sung in more than 50 television programmes since the start of her career. She has also directed more than 20 musical and dance theatre productions including Towkay Wayang Musical, Fantasia Dunia Musical, 6 Penjuru, Magika Pak Pandir, and 9 Rangkaian Tarian Melayu.

Marina has also recently produced her own podcast series on Spotify, Warna-Warni Kehidupan, with her brother, Ustaz Yusri Yusoff, which covers topics relevant to the community and Malay families. Her daughter, Noshin Putri Adel, is also a Duta Bahasa, appointed in 2011.

Marina is currently pursuing a degree in Islamic Revealed Knowledge and Heritage in Usul al-Din and Comparative Religion at the International Islamic University Malaysia (IIUM).

As Duta Bahasa, Marina hopes to champion and convey the importance of the family unit and environment in supporting children's learning and development in the Malay language.



Annex B

Instructions for Virtual Choir Video Submissions

The Bulan Bahasa launch programme, which will be broadcast on 4 September 2021, will feature a **Virtual Choir** performing the Bulan Bahasa song, Bahasa Menjunjung Budaya. Members of the community, regardless of age and singing ability, are invited to submit their videos to be included in the Bulan Bahasa launch programme.


A sample video submission can be found here: <https://tinyurl.com/bb21koir>

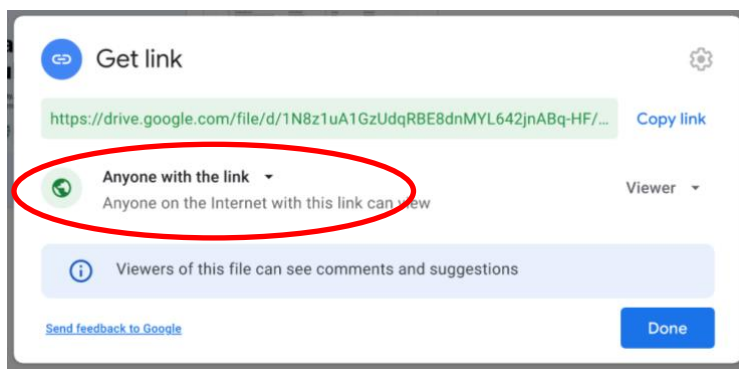
Instructions for video submissions are as follows.

1. **Prepare two devices.** The first device will be used to play the instrumental of the 2021 version of the Bulan Bahasa song, and the second device will be used to record the video.
2. For listening reference, the full song, including the vocals and melody, will be uploaded at <https://tinyurl.com/bb21koir> by 16 July 2021.
3. **IMPORTANT:** **Use the first device with an earpiece or headset.** Play either the full song or the minus-one instrumental, into the earpiece or headset only.
4. Set your video-recording device horizontally in landscape mode and at eye level. Start the recording with the second device when you begin the singalong. Ensure that your face can be clearly seen in the video, and that the audio can be recorded.
5. The result of your recording should be of **yourself and your voice only**, with no background music.
6. Do **not** edit the video with any visual or audio filters and effects.
7. After recording, please email the video file to majlisbahasa@gmail.com with “BB21 Virtual Choir” as the email subject. **Please include your full name, email address and mobile number in the email body.** Your submission will be acknowledged by a “video received” confirmation email from the secretariat within 3-5 working days. Please contact the secretariat should you not receive this email.

If the video is **too large (more than 30mb or size as stipulated by your email platform)**, please note that your email send may fail. Your video must then be uploaded to Google Drive as a submission. The following instructions below are only for those who wish to **submit the video via Google Drive.**



- a) Please refer to instructions 1-6 on the recording of the video submission.
- b) Proceed to drive.google.com and log in with your Gmail account.
- c) Upload the video onto your Google Drive.
- d) After uploading, select the video file.
- e) Click the 'Get Link' icon found on Google Drive: 
- f) Ensure the settings below are applied. "Anyone with link", circled in red below, must be selected to allow the secretariat to access your video.



- g) Copy the link highlighted in green in the screenshot above.
- h) Send the copied link to majlisbahasa@gmail.com with "BB21 Virtual Choir" as the email subject. **Please include your full name, email address and mobile number in the email body.** Your submission will be acknowledged by a "video received" confirmation email from the secretariat within 3-5 working days. Please contact the secretariat should you not receive this email.

Should interested participants encounter any difficulty, please contact the secretariat at the email provided and they will reach out to you to assist you.



Annex C

Bulan Bahasa 2021 Creative Identity





The creative identity for Bulan Bahasa 2021 is inspired by the traditional Malay embroidery technique known as *tekat*. The visual features six icons (*palari*, lion, mouse deer, guitar, pen, and rocket) that represent different ideals and aspirations for the community. The creative identity also celebrates our Malay crafts and artisans and recognises their important role in society.

About the Six Icons

New for 2021: Pen

History places Singapore as a significant printing and publishing hub in a regional network of writers and readers. Literature and contributions from our local writers are also an important aspect of the Malay language. The pen is a symbol of our literary heritage, and the permanence of the ink also represents our aspirations for the Malay language to be an everlasting element of our Malay culture and heritage.

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. 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 Malay identity and culture.
3. 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.
4. Guitar - The Nusantara features many musicians who are 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 brings people together regardless of their backgrounds.
5. 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.



Annex D

Bulan Bahasa 2021 Notebooks

Anugerah Guru Arif Budiman (AGAB) awarded Malay language teachers continue to contribute content for notebooks produced in conjunction with Bulan Bahasa. The notebook covers are adapted from the Bulan Bahasa 2021 creative identity. Each notebook cover highlights one of the six icons (*palari*, lion, mousedeer, guitar, pen and rocket). When placed in order, a continuous image is produced, representing the importance of communal ties and our resilience as one community.

Front covers



Back covers

