



Embargoed Release

9.30pm, Saturday, 5 September 2020

BULAN BAHASA 2020 SHOWCASES 'CITA, CITRA, CINTA' ON-AIR AND ONLINE

5 September 2020 – Bulan Bahasa (Malay Language Month) 2020 was officially launched this evening via a special programme telecast on Mediacorp Suria. 'Pelancaran Bulan Bahasa 2020' featured Deputy Prime Minister, Coordinating Minister for Economic Policies and Minister for Finance Heng Swee Keat as Guest-of-Honour, and a variety of presentations and performances by Duta Bahasa (Language Ambassadors) featuring Asnida Daud, Zaibaktian, Aqmal Noor and Nurfarhana M Noor, Rakan Bahasa (Friends of the Language), community and school partners, and more.

An Evening on-air in Celebration of the Malay Language

During the programme, Deputy Prime Minister Mr Heng Swee Keat highlighted the importance of having a strong command of the Malay language, and said he was heartened to see the unwavering commitment from the community and its partners in promoting the love and appreciation for the language.¹ Mdm Rahayu Mahzam, Chairman of the Bulan Bahasa Committee, also thanked all partners, donors and sponsors for their continued support. Mdm Rahayu says, "I am grateful for the community's continued support for the promotion and appreciation of our Malay language despite the challenging circumstances. Our partners' determination to materialise our online language programmes, and the imagination and creativity behind each virtual event, will be integral to our efforts in keeping the Malay language interesting and relevant for our future generations. It is always inspiring to see our fraternity of Duta Bahasa come together in the spirit of language advocacy. I am pleased to welcome Dr Nur Farhan Alami, Dr Norshahril Saat and Mr Sujimy Mohamad to our family of Duta Bahasa and look forward to their contribution and support in promoting our Malay language."

Bulan Bahasa 2020 - Malay Language Month goes online

To take place as an online festival for the first time ever due to an environment highly regulated by safety measures aimed at containing Covid-19, a variety of virtual events, digital

¹ For the full transcript of DPM Heng's remarks, please refer to **Annex A**.



programmes and activities that showcase the theme - 'Cita. Citra. Cinta. Bahasa Kita', will be presented by community partners throughout Bulan Bahasa, which will take place from 15 August to 11 October 2020.

For details on Bulan Bahasa programmes, please refer to **Annex B**, visit the website for Majlis Bahasa Melayu Singapura at: <https://mbms.sg>, or follow its social media platforms for updates at [facebook.com/majlisbahasa](https://www.facebook.com/majlisbahasa) or @BulanBahasa on Instagram. To watch videos related to MBMS or Bulan Bahasa, please visit <https://www.youtube.com/user/mbmssg>.

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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 MBMS and Bulan Bahasa, please visit mbms.sg and [facebook.com/majlisbahasa](https://www.facebook.com/majlisbahasa).



Annex A

TRANSCRIPT OF REMARKS BY MR HENG SWEE KEAT, DEPUTY PRIME MINISTER, COORDINATING MINISTER FOR ECONOMIC POLICIES, AND MINISTER FOR FINANCE, FOR THE LAUNCH OF BULAN BAHASA ON MEDIACORP SURIA ON SATURDAY, 5 SEPTEMBER 2020

Saya seronok dapat bersama-sama meraikan bahasa, budaya dan warisan Melayu. Ini ialah sambutan yang ketiga puluh dua tahun. Tahniah!

Walaupun tidak dapat bersama secara fizikal, semangat, dedikasi dan kerjasama masyarakat Melayu serta rakan-rakan kerjasama Bulan Bahasa tetap terasa.

Bahasa Melayu amat dekat dengan masyarakat Melayu sebagai penjalin keluarga dan masyarakat. Bahasa Melayu juga penting untuk melestarikan budaya dan nilai-nilai masyarakat Melayu. Semua ini penting dalam membentuk warisan dan fabrik sosial Singapura.

Tidak dapat dinafikan, Bahasa Ibunda amat penting dalam membentuk identiti bangsa, budaya dan nasional kita. Kita semua juga mempunyai aspirasi yang sama, iaitu untuk memastikan generasi masa hadapan terus sayang akan bahasa dan budaya mereka.

Saya sendiri sedang mengambil kelas Bahasa Melayu dan sedang berusaha untuk mempertingkatkan kebolehan saya untuk bertutur dalam bahasa Melayu. Saya berharap saya dapat berkomunikasi dengan lebih baik bersama anda semua.

Izinkan saya meneruskan dalam bahasa Inggeris.

I thank the Malay Language Council, Singapore (MLCS) for your efforts to promote the Malay culture and heritage through language and literature.



You have done so by appointing and enjoying the support of Duta Bahasa, who inspire the community as ambassadors with their passion for the Malay language, as well as initiatives like Anugerah Persuratan, Anugerah Guru Arif Budiman, and participation in MASTERA².

MLCS is working in close partnership with many stakeholders, including the Malay Language Learning and Promotion Committee, the Lee Kuan Yew Fund for Bilingualism and the National Translation Committee. By working together, we can make the learning and use of the Malay language more meaningful and impactful.

A good command of the Malay language can open many doors for us, and unlock many opportunities in Singapore and in Southeast Asia. Enabling Singaporeans to have a good command of our Mother Tongue languages is not easy, but when we succeed, the results will be very rewarding.

I wish MLCS the very best. All of these efforts capture the aspiration, vision and hopes for the language, as reflected in the theme for Bulan Bahasa - Cita. Citra. Cinta. Bahasa Kita. May you continue to keep the Malay language alive and relevant for generations to come.

Let me now end with a pantun:

*Indah bahasa kias bermadah,
Serangkap pantun saya sampaikan;
Ucapan saya selesai sudah,
Bulan Bahasa saya rasmikan.*

² Majlis Sastera Asia Tenggara (MASTERA) is a regional language organisation that plans and monitors the development of Malay / Indonesian Language and Literature in the Southeast Asian Region. The Malay Language Council, Singapore represents Singapore at this regional platform.