



TAR UMT students performing the 'magunatip' bamboo dance during the campaign launch.



Sape Boy (third left) is an Orang Ulu musician from Sarawak.

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Photos: SAMUEL ONG/The Star

CONCERNS over younger Malaysians losing touch with tradition and culture led a group of university students to organise a campaign aimed at reconnecting their peers with local cultural heritage.

The campaign by Public Relations undergraduates of Tunku Abdul Rahman University of Management and Technology (TAR UMT) saw students taking part in cultural activities, traditional games and performances over three days.

It aimed to encourage greater appreciation and understanding of Malaysia's multicultural traditions through hands-on experiences at the TAR UMT campus in Setapak, Kuala Lumpur.

Campaign chairman Yeo Yee Leng said the programme was created in response to what the students saw as a growing gap between youths and traditional culture.

"We chose to tackle this as part of our academic project in an effort to reconnect the youth

# Inspiring young people to embrace tradition, culture

## Varsity campaign enables students to engage in activities, games, enjoy performances

with what often goes unnoticed in today's fast-paced lifestyle – our traditions and the sense of belonging that tie us together as Malaysians," she said after the campaign launch.

Yeo said the campaign was driven by feedback from students who took part in a survey and had responded that there was a gap in cultural knowledge among their peers.

"This includes things like awareness of traditional games and practices."

She said one of the biggest challenges in preparing the campaign was ensuring that the cul-

tural information presented was properly researched.

"Since it was a public relations campaign, we had to make sure it was well-curated."

TAR UMT Faculty of Communication and Creative Industries (FCCI) dean Dearnna Kee June Chen said the campaign reflected the university's emphasis on learning beyond the classroom.

"It is not only about acquiring knowledge, but also about nurturing individuals who are culturally aware, socially responsible and ready to contribute meaningfully to society."

Kee said culture should be

experienced and appreciated through participation and interaction.

Activities during the campaign included exposing students to traditional games like top spinning and *congkak* besides craft demonstrations such as paper cutting, *ketupat* weaving as well as *kolam* and batik making.

There were also interactive booths where students could test their knowledge on local culture as well as booths showcasing traditional costumes.

The launch also featured Awu Rhythm, a cultural performance segment which included a tradi-

tional *sape* instrument showcase by Shawn Finian Wong, better known as Sape Boy, highlighting Sarawak's Orang Ulu musical heritage.

The campaign focused on engaging students with its cultural passport activity, where participants collected stamps for completing activities at various booths.

Yeo said the campaign was intended to create greater appreciation and cross-cultural understanding among young Malaysians.

Also present at the launch were FCCI associate dean Chitra Muthusamy, AR UMT Bachelor of Public Relations programme leader Rossilawati Rusli and Diploma in Public Relations programme leader Chuan Tek Pheung.