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THE 'CYNTOK BHATIK' BAJU KEDAH BRINGS BACK THE GLORY OF KEDAH TRADITIONAL COSTUME



UUM ONLINE: Kuala Lumpur –The Baju Kedah is a traditional costume that is synonymous with the culture of Kedah once upon a time ago and now its marketability can be explored in the local and overseas market.

To bring back the glory of the Kedah traditional costume in particular, Universiti Utara Malaysia (UUM) has produced the Baju Kedah embellished with Sintok batik or 'Cyntok Bhatik'.

The launching ceremony of the 'Cyntok Bhatik' was officiated by Her Royal Highness Che Puan Muda Zaheeda binti Mohamad Ariff, the Raja Puan Muda of Kedah at Stesen Keretapi Tanah Melayu Berhad (KTMB) last Saturday.

The Raja Puan Muda of Kedah said in her speech that Baju Kedah, also known as the 'baju sekerat' (blouse) or 'baju gombang' had been around since the reign of Sultan Ahmad Tajuddin, in fact the Sultanah of Kedah at that time known as Mak Wan Besar used to wear it as an attire worn both daily and also during formal functions at the palace.

"I am amazed at the modules produced by researchers at SCIMPA, with the concept of 'benefiting each other' that is from the university to the community and with the industry sharing the benefits with the rural community.

"I have also been informed that SCIMPA has been entrusted with the responsibility to assist and provide added value to the people of Pendang district where the involvement of single mothers, housewives and the community there will be gradually increased.

The Raja Puan Muda of Kedah also said that the efforts would also attract government bodies such as RISDA, KEDA and other corporate sectors.

She said the project was well received by all parties, especially by the local fashion industry, the local tourism industry, especially by those involved in Kedah tourism such as Langkawi and other tourist destinations.

"I am also hopeful that this project is ready to be commercialized domestically and overseas, moreover with 2020 being Visit Malaysia Year and UUM under the leadership of the Vice-Chancellor has managed to look at the prospects of the creative industry through the fashion branch to create another sustainable tourism product that can double as a souvenir for visitors to take home, " she said.

The project which was the brainchild of the Vice-Chancellor and led by Assoc. Prof Dr Adzrool Idzwan Ismail from the School of Creative Industry Management and Performing Arts (SCIMPA), was inspired by four (4) elements found in Sintok valley namely Sintok tree, the fruit from the Sintok tree, bougainvillea flowers and its leaves.

The 'Cyntok Bhatik' Baju Kedah is seen as a research and community service project that has the potential to highlight and revive Kedah's cultural traditions hence it ought to be widely displayed in line with efforts to improve the people's economy.

A total of nine (9) basic designs for Phase 1 of this study have been successfully completed and have been registered as intellectual property by UUM.

With the existence of the Baju Kedah project, it not only restores the tradition of the garment, but also renders assistance to boost the economy of the state of Kedah, benefiting the B40 target group of single mothers and housewives and women who wish to help their families through basic sewing skills.

The 'Cyntok Bhatik' Baju Kedah also features the Yasmin Aziz label who shares a common interest in developing creative economy-based skills training programmes in the creative industry from the perspective of local fashion arena.

Also present at the launching ceremony of the “Cyntok Bhatik” Baju Kedah were His Royal Highness Tengku Sarafudin Badlishah Ibni Al Aminul Karim Sultan Sallehuddin, the Raja Muda of Kedah; Yang Teramat Mulia Dato’ Seri Diraja Tunku Shazuddin Ariff Ibni Al Aminul Karim Sultan Sallehuddin, the Tunku Laksamana of Kedah and Vice-Chancellor, Prof Dato’ Dr Ahmad Bashawir Abdul Ghani.



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