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To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v13-i4/16716>

DOI:10.6007/IJARBSS/v13-i4/16716

Received: 07 February 2023, **Revised:** 11 March 2023, **Accepted:** 30 March 2023

Published Online: 16 April 2023

In-Text Citation: (Kiram, 2023)

To Cite this Article: Kiram, N. M. (2023). PDPIPS Technique in Malay Language Speech. *International Journal of Academic Research in Business & Social Sciences*, 13(4), 1451 – 1461.

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Vol. 13, No. 4, 2023, Pg. 1451 – 1461

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INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



www.hrmars.com

ISSN: 2222-6990

PDPIPS Technique in Malay Language Speech

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Abstract

Speech is the art of public speaking, thereby the sharing of information and messages between orators and the audiences. Speech text writing is paramount to ensure the message could be delivered effectively to the audience. However, not many orators have the ability to produce a quality speech text. Some speeches are chaotic and the messages are difficult to understand. PDPIPS technique is a new approach to help orators to improve public speaking in Malay language. Hence, this article is to introduce the PDPIPS (Introduction, Definition, Position, Content, Conclusion and Suggestion) Technique in developing clear ideas, structured and subsequently able to entice audience's attention. A qualitative research design and content analysis methods are used in this research. The PDPIPS technique is an enhancement from the conceptual framework developed by Arndt Graf (2011), which outlines three components, namely Introduction, Content and Conclusion. The data of the study is taken from the speech text of the participant in Pertandingan Gegar Pidato Piala Ketua Pengarah Perkhidmatan Awam 2019. The speech text was prepared by the author and won the runner-up at the national level. The research finding shows that PDPIPS Technique should be adopted in order to produce a good speech text, therefore organise ideas systematically, clearly and effectively. By using PDPIPS technique, an orator's image could be improved as a competent and proficient in Malay language, in addition to language politeness. In general, the PDPIPS Technique can increase orators self-confidence and convincing the ideas through oratory skills.

Keywords: Techniques, PDPIPS, Speech, Public Speaking, Malay Language

Introduction

Public speaking has been written and studied almost three thousand years ago. Usually, public speaking involves certain stages. At present, public speaking is no longer considered as a form of entertainment but it has been studied as a useful tool to convey messages to the community. Public speaking includes various forms of speech such as talks, lectures, debates, speeches and others. Basically, this field is a performance art that requires skills, especially speaking skills. According to Adnan (1993), public speaking is a face-to-face communication that is very effective in conveying information or persuading. When we communicate, we are trying to share ideas or information with individuals or people we communicate with (Adnan,

1998). Therefore, public speaking is a pillar to create a society that is confident, skilled, authoritative and capable of presenting thoughtful arguments.

Basically, public speaking is an art of speaking delivered by an orator with the purpose of conveying the messages to the audience. According to Umami (2015), public speaking is the act of speaking in front of general audience to convey something in a certain situation. Such things include providing information, entertaining and influencing listeners. In this case, the orator (source) hopes that the message has been delivered effectively to the audience (listeners) through the arguments presented. In 2018, the Ministry of Education suggested that the schools need to prepare a Public Speaking Corner to increase students' self-confidence towards the use of the National language and English. In addition, the Public Speaking Corner can also be used as a place to develop students' interest and ability to argue well (Abadi, 2018). Public speaking is a communication skill that needs to be mastered by everyone as it is a part of soft skills. In fact, giving a great speech in front of the audience is not something inherited from parents or family. Usually, great orators have high self-discipline including going through continuous training sessions and trying hard to gather various experiences of performing in front of the audience. Public speaking training sessions cannot be done randomly but need to be learned, including using the correct public speaking techniques. The construction of the public speaking text needs to be well mastered so that the orator can deliver a precise speech. In this regard, the importance of language in the communication process is very clear because the accuracy of the language determines the process of delivering and receiving messages effectively. The right language will produce the right message because language does not only act as a good communicator, but it can also enhance the orator's image and authority. Therefore, it is not surprising if language is seen as a symbol system that is closely related to its users (Yusoff, 1993). In the context of preparing a public speaking text, the selection of interesting vocabulary and language style can further highlight the ideas and messages that the orator wants to convey. Attractive language in the right manner will highlight the credibility of the orator and attract the attention of the audience. In other words, a good public speaking is able to transfer ideas and emotions effectively, from the orator to the audience including influencing the attitude, thought and behaviour of an individual. The use of language in public speaking text also involves the orator's 'facial expression' and needs to be paid attention because 'facial expression' is a self-image that is presented to the public. The inner image of an orator can be detected through facial expressions, whether positive or negative (Norazlina Mohd Kiram, Raja Masiitah Raja Ariffin & Jama'yah Zakaria). Mistakes in using language can cause conflict between the orator and the audience. However, there are still some orators who do not master public speaking techniques that affect the quality of their speech. In fact, there are orators who are overconfident without realising that the audience cannot understand the messages presented. Among the obstacles in public speaking is the messages do not reach the target group. The orator also talks too much, making it difficult for the audience to respond to the content of the speech as too many things are conveyed at one time.

Research Objectives

1. To explain the components in the PDPIPS Technique.
2. To describe the examples of expressions based on the PDPIPS Technique.

Literature Review

Masri (1997) explains that the most formal communication is lecture or public speaking. Public speaking is presented to produce a specific effect on the audience. Public speaking aims to influence the audience through the arguments presented by the orator. Therefore, the orator needs to organise and convey ideas well and convincingly. A good presentation is usually well organised so as to maximise the overall effect, that is not only on 'what' is said but also on 'how' it is said. In this regard, effective writing requires the knowledge of grammar and the ability to use the words skilfully. Din and Osman (2019) stated that the orators' skills as a leader will be manifested when they are not only able to give a good speech, but also able to influence and make the audience understand and excited by their speaking skills. Therefore, orators need to cover the topic presented with an interesting delivery and public speaking style. There is a close relationship between what is thought and what is expressed by the orator. This relationship is more clearly seen when the orator tries to express the ideas generated in his mind into an organised form to be heard by his audience. Disorganised and confused speech indicates that the orator's thoughts are also in turmoil, whereas a person who speaks in an organised and a clear manner indicates that he has an organised thought (Ahmad, 2018). In this regard, Zamri refers to Zulkifli's study in 1985 which explains about *inventio*, *dispositio*, *elocutio*, *memoria* and *pronuntiatio* in speech. *Inventio* is a process of the orator's ability to construct and select an argument and supporting materials that is aligned with the issue, occasion and audience. In short, *inventio* is the effort of collecting the content of the speech, supporting materials as well as relevant arguments, explanations, proofs and appeals that are relevant. *Dispositio* includes the concept of structured arrangement of the content of speech, *elocutio* is the use of symbols, which is language in the form of choosing the right words and arranging them to form established, meaningful and beautiful sentences. *Memoria*, on the other hand, is the process where the orator keeps the ideas in his mind in an organised manner to be expressed to his target, while *pronuntiatio* is the effort to convey a message to the audience by using an appropriate delivery style including the aspects of voice control, paralanguage and body language.

Graf (2011) outlines three components in public speaking which are the opening or introduction (consisting of welcoming words, questions, title and definition), content and description (arguments supported by evidence) and conclusions (reminders or final statements that can conclude the topic). In his writing, Arndt Graf has referred to the first place winner for public speaking (Olga Vadimovna Vasilevskaya) and second place (Mohd. Daud Mat Din) in the public speaking competition, Pidato Antarabangsa Bangsa Melayu (PABM) Piala Timbalan Perdana Menteri 2007 as an example of a successful public speaking. In PABM, orators do not only need to master linguistics, but they also need to have extensive knowledge about Malaysia, especially in the aspects of literature, culture, identity, gender and politics. This is important so that the orators can deliver a quality speech based on the correct information. According to Selamat et al (2014), public speaking in front of an audience requires the orator to first understand the needs and purposes of his speech. Before delivering a speech, the orator needs to prepare an outline of the speech first and the outline should be determined by its title. The orator also needs to ensure that the speech produced contains an interesting beginning, content and conclusion. Tulangow et al (2022) have conducted a study on the elements that form the integrity of discourse which are grammatical cohesion, lexical cohesion and coherence in the speech of Indonesian President, Joko Widodo. This study used a descriptive method and a technique called 'teknik lesap' (fading technique),

which is data analysis technique in the form of removing the elements of the lingual unit in the data. The use of this technique is to find out the concentration of the element that is fading. If the result is ungrammatical, then the element has a high level of concentration.

The data of the study was obtained from four public speaking by Joko Widodo which had been delivered while the world was facing the Covid-19 Pandemic, which was between 2020 to 2021. The findings of the study found that the public speaking contained the elements of cohesion (grammatical and lexical) and coherence. Grammatical cohesion consists of reference (6 times), substitution (4 times), ellipsis (1 time) and conjunction (52 times). on the other hand, lexical cohesion is repetition (23 times), synonyms (1 time), antonyms (2 times) and homonyms (2 times). Meanwhile, the five aspects of coherence that can be detected are cause-effect, excuse-reason, mean-result, condition-result and comparison.

Research Methodology

This study discusses the use of PDPIPS technique in the preparation of public speaking text. This study is qualitative and it uses the text content analysis method. The PDPIPS technique is an improvement from the conceptual framework of the famous scholar Graf (2011) who outlines three components in public speaking delivery which are the Opening Section (consisting of welcoming words, questions, title and definition), Content and Depiction (arguments supported by evidence) and Concluding (remarks or final statements that can conclude the topic). From the conceptual framework of Arndt Graf, the researcher has added three more components which are Position, Definition and Suggestion. The acronym PDPIPS includes six components which are Introduction (P), Definition (D), Position (P), Content (I), Conclusion (P) and Suggestion (S). The researcher has produced a public speaking text entitled, "Kegemilangan Ilmu Teras Keunggulan Bangsa". This text was tested in the competition, Pertandingan Gegar Pidato Piala Ketua Pengarah Perkhidmatan Awam (KPPA) 2019 and won the second place at the national level. In this regard, the data in the text was taken as examples to describe the PDPIPS Technique. The six components suggested in this concept paper are as follows

1. Introduction (P)
 - Start a speech or talk by giving greetings as a sign of compassion, respect and introduction to the audience.
 - Give salutation to the audience.
 - Deliver facts, funny statements, words of wisdom, Quranic verses, hadiths of the Prophet, analogies and others that are related to the topic.
 - State the title of the public speaking.
2. Definition (D)
 - Explain the meaning of the vocabulary in the title of the public speaking in a simple but meaningful way.
 - Give vocabulary definitions based on the scholars' views or facts.
3. Position (P)
 - Clarifying the direction of the public speaking arguments so that the audience is sensitive to the scope of the speech delivered.

4. Content (I)
 - Presenting arguments or main ideas that can support the orator's position on the topic presented. The number of arguments must meet the conditions set by the organiser.
 - Explain each argument briefly but concisely so that the audience gets clear information and messages (Content, description, examples and conclusion). Each argument needs to take into consideration the aspect of time set by the organiser.
5. Conclusion (P)
 - Tell the audience that the speech is about to end.
 - Remind the audience of the importance of all the arguments in sequence in the context of public speaking.
 - Briefly explain the effect or impact that will occur in the context of public speaking.
6. Suggestion (S)
 - Suggesting the audience about efforts, actions or steps that can be taken to realise the speech delivered.
 - Reinforce suggestions with interesting expressions such as proverbs, pantun, quotes and others that are closely related to the public speaking.
 - Conclude the public speaking by repeating the title of the speech.
 - Greetings and thanks.

Findings and Discussion

The PDPIPS technique has been applied in public speaking text as in Table 1.

Table 1

PDPIPS Technique in Public Speaking Text of Gegar Pidato KPPA 2019 Competition

No.	Section	Public Speaking Text
P	Introduction	<p><i>Bismillahirrahmanirrahim Assalamualaikum dan salam sejahtera. Hadirin dan hadirat yang saya hormati.</i></p> <p><i>Tokoh ilmuan ada mengatakan, "Tidak perlu menghancurkan buku jika mahu meruntuhkan peradaban bangsa, sebaliknya hanya perlu pastikan orang berhenti membaca maka runtuhlah segala-galanya." Dengan kata lain, tanpa ilmu, manusia pincang dan buta.</i></p> <p><i>Bertitik tolak dari sinilah, izinkan saya untuk mengupas tajuk, "Kegemilangan Ilmu Teras Keunggulan Bangsa".</i></p>
D	Definition	<p><i>Saya bermula dengan mengupas perkara yang paling asas, iaitu 'kegemilangan ilmu' yang dirujuk sebagai kejayaan/kecemerlangan dalam pelbagai bidang ilmu seperti kebahasaan, ekonomi, politik, teknologi, astronomi, sistem nilai dan sebagainya. Kejayaan dan kecemerlangan ilmu ini telah berkembang luas merentas masa dan zaman serta menjadi rujukan sejarah hingga ke hari ini.</i></p>

		<p><i>'Teras' pula bermakna asas yang membawa kepada pembinaan tamadun bangsa.</i></p> <p><i>Manakala, 'Keunggulan bangsa' pula bermakna kebitaraan, kehebatan dan kecemerlangan bangsa Malaysia hingga menjadi sebutan, rujukan dan dipandang tinggi oleh masyarakat dunia.</i></p>
P	Position	<p><i>Maka secara keseluruhannya, 'Kegemilangan Ilmu Teras Keunggulan Bangsa' akan dikupas berdasarkan tiga hujah, iaitu.:</i></p> <ol style="list-style-type: none"> <i>1. Kegemilangan ilmu dalam bidang pendidikan.</i> <i>2. Kegemilangan ilmu dalam bidang sains dan teknologi.</i> <i>3. Kegemilangan ilmu dalam bidang kebahasaan.</i>
I	Content	<p><i>Hadirin dan Hadirat,</i></p> <p><i>Hujah saya yang pertama, Kegemilangan Ilmu dalam Bidang Pendidikan</i></p> <ul style="list-style-type: none"> <i>• Saudara, Perdana Menteri Malaysia, Tun Mahathir Mohamad mengakui bahawa skala pemikiran besar yang dimilikinya bermula daripada sikap suka membaca hingga membawa pada tahap pemikiran tinggi dan ilmu pengetahuan yang luas.</i> <i>• Dalam konteks pendidikan, kegemilangan ilmu mempunyai perkaitan yang erat dengan perkembangan ilmu yang semakin pesat. Malaysia pada ketika ini sedang menuju Pembelajaran Abad ke-21 yang memfokuskan pada 4K 1 N, iaitu komunikatif, kolaboratif, kritis, kreatif dan nilai bagi melahirkan generasi muda yang luas ilmu dan unggul peribadinya. Oleh yang demikian, Kementerian Pendidikan Malaysia berusaha merealisasikan tahun 2021 hingga 2030 sebagai Dekad Membaca Kebangsaan dengan slogan "Malaysia Membaca". Sebagai contoh, pengubalan kurikulum baharu yang menumpukan pada Sains, Teknologi, Kejuruteraan dan Matematik (STEM) seiring dengan aspirasi negara untuk membentuk pembelajaran terkini dan menekankan pengalaman amali. Semua ini membuktikan bahawa Malaysia begitu komited untuk menjadi pusat kecemerlangan pendidikan di rantau Asia Tenggara, sekali gus mencapai matlamat pendidikan bertaraf dunia. Begitu juga Pendidikan Teknikal dan Latihan Vokasional (TVET) yang menjadi penanda aras penting untuk memastikan pembangunan negara berdaya maju.</i> <p><i>Pada peringkat yang lebih tinggi pula, Malaysia pada masa ini mempunyai 20 UA, 451 institusi pengajian tinggi, 36 politeknik dan 100 kolej komuniti. Kaedah PdP dan kurikulum program telah ditambah baik dengan memberikan penekanan terhadap aspek</i></p>

	<p><i>seperti penyelidikan, bahasa global, keusahawanan dan kemahiran insaniah bagi melahirkan graduan holistik. Justeru, tidak hairanlah apabila QS Universiti Ranking 2020 telah menyenaraikan empat buah Universiti Awam dalam senarai 200 universiti terbaik dunia. Manakala, FORUM Ekonomi Dunia dalam laporan terkininya telah mengiktiraf Malaysia sebagai negara yang mempunyai tahap persaingan lebih baik dalam bidang pendidikan apabila menduduki tangga ke-19 daripada 141 buah negara di seluruh dunia. Hal ini membuktikan bahawa Malaysia begitu komited untuk menjadi pusat kecemerlangan pendidikan di rantau Asia Tenggara dan mencapai matlamat pendidikan bertaraf dunia.</i></p> <p><i>Hujah saya yang kedua, Kegemilangan Ilmu dalam Bidang Sains dan Teknologi</i></p> <ul style="list-style-type: none"><i>• Saudara, dunia hari ini sedang menuju era Revolusi Industri 4.0 yang menggabungkan pelbagai teknologi baharu. Dalam hubungan ini, Malaysia juga tidak mahu ketinggalan malah telah berjaya mencipta kegemilangannya yang tersendiri.</i><i>• Pelantikan Datuk Seri Mohd. Azhar Yahaya sebagai Presiden Pusat Sains dan Teknologi Pergerakan Negara Negara Berkecuali (NAM) yang dianggotai 48 buah negara membangun bagi penggal 2018-2020 merupakan satu pengiktirafan dan penghormatan yang tinggi kepada Malaysia, terutama dalam bidang sains dan teknologi. Malaysia telah melakar kejayaan demi kejayaan. Misalnya, seorang penyelidik UPM baru-baru ini telah membuka lembaran baharu dalam industri sejuk beku makanan dan perubatan dunia apabila berjaya menghasilkan satu inovasi dinamakan Peptida Antibeku yang dapat memelihara produk makanan supaya kekal segar dan tahan lebih lama. Begitu juga kejayaan Dr. Oon Chern Ein yang telah menjalankan kajian mengenai penyakit kanser dan diiktiraf sebagai wanita pertama memenangi Anugerah Wanita Masa Hadapan-Asia Tenggara 2018.</i><i>• Hal ini merupakan sebahagian daripada kecemerlangan dan keunggulan rakyat Malaysia dalam bidang sains dan ternologi. Pengiktirafan dunia terhadap keupayaan mereka membuktikan bahawa bidang sains dan teknologi bukan hanya dikuasai oleh negara Barat tetapi Malaysia juga telah mencipta kegemilangan sebagai negara yang mempunyai pencapaian bidang sains yang kukuh, dan pada masa yang sama mampu melahirkan penyelidik yang unggul.</i> <p><i>Hujah saya yang ketiga, Kegemilangan Ilmu dalam Bidang Kebahasaan</i></p> <ul style="list-style-type: none"><i>• Saudara, bangsa yang unggul bukan diukur berdasarkan ilmu pegetahuan semata-mata tetapi pada masa yang sama memiliki jati</i>
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		<p>diri, dan salah satu daripada jati diri itu ialah bahasa. Ungkapan “bahasa menunjukkan bangsa” dan “maju bahasa, majulah bangsa” memberikan peringatan kepada kita bahawa tiada bahasa lain yang dapat membentuk ketamadunan sesuatu bangsa melainkan bahasa negara itu sendiri. Dalam hubungan ini, bahasa Melayu telah menjadi salah satu asas pembinaan negara yang penting melalui tiga fungsi, iaitu sebagai bahasa kebangsaan, bahasa rasmi dan bahasa ilmu.</p> <ul style="list-style-type: none"> • Sesungguhnya, bahasa Melayu telah mencipta era kegemilangan yang menakjubkan zaman berzaman. Pada abad ke 16-18 Masihi misalnya, bahasa Melayu telah menjadi bahasa lingua franca, iaitu menjadi bahasa perantaraan, perhubungan dan perdagangan di seluruh rantau Kepulauan Melayu. Bayangkan, sebanyak 84 bahasa dipertuturkan di pelabuhan Melaka pada ketika itu tetapi bahasa yang diangkat sebagai bahasa komunikasi ialah bahasa Melayu. • Pada hari ini, terdapat lebih daripada 300 juta penutur bahasa Melayu pelbagai dialek di seluruh dunia dan bahasa Melayu tersenarai dalam tujuh bahasa besar dunia. Pada peringkat antarabangsa, bahasa Melayu telah dijadikan bahasa ilmu. Misalnya di China terdapat 10 buah universiti yang menawarkan Pengajian Bahasa Melayu, begitu juga di Hankuk Korea, Jerman dan beberapa negara besar yang lain. Selain itu, pertandingan Pidato Antarabangsa Bahasa Melayu (PABM) yang disertai oleh 31 negara pada tahun 2018 membuktikan bahawa, bahasa Melayu telah mencipta kegemilangan sejak dulu hingga kini. Dan tahun 2019 merupakan edisi ke-13 penganjurannya.
P	Conclusion	<p>Hadirin dan hadirat, <i>Secara keseluruhannya, kegemilangan ilmu di negara kita dalam apa juga bidang mestilah mengikut kearifan tempatan dan acuan kita sendiri. Apalah gunanya kemajuan jika bangsanya tidak mempunyai identiti dan jati diri. Dalam konteks pidato pada hari ini, saya telah menghuraikan kegemilangan ilmu dalam bidang pendidikan, sains dan teknologi, dan kebahasaan. Ketiga-tiga aspek ini sangat penting dalam usaha kita mengungguli bangsa dan negara.</i></p>
S	Suggestion	<p>Saudara, <i>Oleh sebab itu, saya menyarankan agar kita sama-sama menggali ilmu yang benar dan memanfaatkannya untuk kesejahteraan negara dan bangsa. Ilmu, umpama cahaya yang menerangi jalan. Dengan ilmu, kita dapat membezakan antara yang baik dengan yang buruk.</i></p> <p><i>Sesungguhnya, “Kegemilangan Ilmu Teras Keunggulan Bangsa”.</i></p>

		<p><i>Sekian, wabillahitaufik walhidayah wassalamualaikum warahmatullahi wabarakatuh</i> <i>Terima kasih.</i></p>
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Based on Table 1, the public speaking text includes six components of the PDPIPS Technique which are Introduction, Definition, Position, Content, Conclusion and Suggestion. In the Introduction component (P), the orator began his speech by saying the Arabic sentence, "*Bismillahirrahmanirrahim*" (In the name of Allah, the Most Gracious and the Most Merciful). This expression is a prayer that gives good to mankind so that every job to be done goes smoothly. Then the speech is followed by greetings and salutation to the audience as a sign of respect and appreciation. The orator then expressed words of wisdom quoted from scholars related to 'knowledge' in line with the title of the speech. This can attract the attention of the audience to focus on the speech delivered.

In the Definition component (D), the orator defined three phrases which are '*kegemilangan ilmu*-the glory of knowledge', '*teras*-the core' and '*keunggulan bangsa*-the excellence of the nation'. By providing definitions, the audience will get better understanding on the meaning of the vocabulary and have clearer understanding of the speech delivered. Next, the orator associated the three phrases with Position (P), which is to argue in the context of education, science and technology, and linguistics. Each argument contains Content (I) which was explained based on description and examples, and was supported by solid data or facts. This can indirectly improve the image and authority of the orator. In the Conclusion section (P), the orator restated the three arguments that had been presented. The orator also left a message to the audience that the progress of the country in any field needs to be strengthened with a community that has an identity. Finally, the orator gave Suggestion (S) by reminding himself and the audience to always look for good knowledge and make use of it in life, "Knowledge is like the light that lights the way. With knowledge, we can distinguish between good and bad" "*Ilmu, umpama cahaya yang menerangi jalan. Dengan ilmu, kita dapat membezakan antara yang baik dengan yang buruk*". The orator then restated the title of the speech that had been delivered which was "*Kegemilangan Ilmu Teras Keunggulan Bangsa*" so that the audience remained focused from the beginning to the end on the speech delivered. The orator ended his speech by saying "*wabillahitaufik walhidayah wassalamualaikum warahmatullahi wabarakatuh and thank you*."

Conclusion

A good public speaking text needs to be carefully planned and take into consideration the six components of the PDPIPS Technique. The use of this technique can help the orator to organise ideas systematically and convey clear information to the audience about the direction of the speech. At the same time, the orator can display his creativity through the use of beautiful and interesting language such as numbers, proverbs and pantun. This can further strengthen the use of Malay language, thus radiating the personality of an orator who speaks politely.

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