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## NOTA EDITOR

Penelitian ilmiah terhadap dunia Melayu yang merangkumi hal berkaitan bahasa, kesusasteraan, kebudayaan dan kesenian telah banyak dilakukan, bukan sahaja oleh sarjana Barat tetapi juga sarjana tempatan. Kajian-kajian terdahulu, terutama sekali yang dilaksanakan oleh sarjana Barat lebih menekankan soal sejarah era Hindu-Buddha, seolah-olah menggambarkan itulah punca kehidupan masyarakat Melayu. Hal ini bukanlah menghairankan kerana pandangan sarjana Barat memang mempunyai kesendeng an orientalisme dan fahaman Beban Orang Putih (*The White Man's Burden*) bahawa Barat kononnya lebih bertamadun dan bertanggungjawab 'mentamadunkan' dunia Melayu di Timur.

Kajian-kajian dalam bidang pengajian Melayu diteruskan kemudiannya oleh sarjana tempatan dengan penekanan terhadap perspektif ketimuran khususnya berkaitan peradaban dan jati diri Melayu. Penyelidikan demi penyelidikan dilakukan secara berterusan sehingga kini bagi menyesuaikan kedudukan pengajian Melayu dengan cabaran dan tantangan semasa. Pengajian Melayu era kini harus mengambil kedudukan yang berbeza agar lebih relevan dan mampu mendepani cabaran baru yang dibawa oleh globalisasi, teknologi maklumat dan komunikasi (ICT) serta revolusi perindustrian 4.0.

Sehubungan itu, *Akademika* keluaran April 2019 menyorot wacana ilmiah daripada 13 buah makalah para pensyarah Pusat Kelestarian Warisan dan Kebitaran Melayu, Fakulti Sains Sosial dan Kemanusiaan, Universiti Kebangsaan Malaysia yang bertemakan kelestarian warisan dan kebitaraan Melayu. Ruang lingkup perbincangan melibatkan tiga bidang utama dalam pengajian Melayu iaitu kajian bahasa Melayu, kesusasteraan Melayu dan kebudayaan serta kesenian Melayu.

Topik-topik makalah kajian bahasa Melayu menyinggung survival bahasa Melayu dalam kepelbagaian dialek dan komunikasi dalam dunia kontemporari. "Tahap Keterancaman Bahasa Masyarakat Kreol di Melaka", "Lakuan Bahasa dalam Ceramah Agama", "Kata-kata Eksklusif Dialek Kelantan dalam Komunikasi Kumpulan *Whatsapp*", "Variasi Leksikal Ganti Nama Diri dalam Varian Ulu Berang", serta "Kata Darjah dan Kata Penguat dalam Dialek Kelantan" merupakan tajuk-tajuk makalah yang diwacanakan.

Dari bidang kesusasteraan Melayu, lima artikel dikemukakan iaitu "Kebijaksanaan Adab dalam Hikayat Melayu Tradisional", "Eko-Kritik dalam Puisi Melayu", "Kebitaran Peribahasa Melayu dalam Komunikasi", "Didaktisisme Islami dalam Cerpen Melayu Mutakhir" dan "Menelusuri Elemen Sejarah dalam Novel". Terpampang dalam kajian-kajian ini beberapa elemen tradisi dan moden sastera Melayu yang ditanggapi secara ilmiah menurut tuntutan dunia terkini dalam rangka melestarikan citra Melayunya.

Ruang lingkup kebudayaan dan kesenian Melayu pula dikupas melalui tiga artikel yang dikemukakan iaitu "Seni Bela Diri Melayu dalam Silat Cekak Pusaka Hanafi", "Khasiat Herba dalam Kitab Tib Melayu" dan "*Self-Construct* Watak Protagonis Wanita dalam Filem Melayu". Secara dasarnya tulisan-tulisan ini mengembalikan kesegaran budaya dan seni Melayu yang agak terselindung dalam kilauan dunia moden dan pembawakannya yang boleh menjadikan budaya dan seni Melayu terpinggir jika tidak diketengahkan semula.

Pengajian Melayu bukan sahaja dihambat oleh anjakan kepentingan bahasa Inggeris yang semakin meluas tetapi juga oleh perkembangan media digital serta penyebaran budaya popular yang kian berleluasa. Namun itu tidak bermakna bidang ini harus tersisih dan terpinggir dari arus perdana kehidupan kerana pengajian Melayu merupakan bidang ilmu yang mengangkat kelestarian warisan dan kebitaraan peradaban Melayu. Semoga wacana ilmiah melalui wadah *Akademika* ini dapat memberikan manfaat kepada khalayak pembaca.

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Editor Jemputan

## *EDITOR'S NOTE*

Scholarly study of the Malay world that includes the fields of language, literature, culture and arts have been carried out, not only by Western scholars but also local scholars. Previous studies, especially those carried out by Western scholars put more emphasis on the history of Hindu-Buddhist era, seems to reflect

the community's livelihood. This is not surprising because Western scholars adhering to the ideology of Orientalism and The White Man's Burden that the West supposedly more civilized and responsible to 'civilize' the Malay world in the East.

The studies in the field of Malay studies subsequently forwarded by local scholars with an emphasis on eastern perspectives particularly on Malay civilization and identity. Various researches carried out continuously until now to adjust the position of Malay studies with current challenges. Malay Studies currently must take different positions to make it more relevant and able to face the new challenges brought by globalization, information and communication technology (ICT) and Industrial Revolution 4.0.

In this regard, this issue of *Akademika* will highlight the scientific discourse of 13 papers written by lecturers from the Malay Excellence and Sustainable Heritage Centre, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia with the theme of Malay excellence and sustainable heritage. The scope of the discussion involves three key areas in Malay studies i.e., the Malay language, literature, and culture and arts.

The topics of the papers in the field of Malay language study were about the survival of the Malay language in the diversity of dialects and communication in the contemporary world. "*The Endangerment Level of Creole Community Language in Malacca*", "*The Speech Acts in Religious Talks*", "*Kelantanese Dialect Exclusive Words in the WhatsApp Group Communication*", "*The Use of Lexical Personal Pronouns in Ulu Berang Subdialect*" and "*Kata Darjah and Kata Penguat in Kelantanese Dialect*" were the titles of papers produced.

From the field of Malay literature, five articles were published i.e. "*Wisdom of Manner in the Traditional Malay Hikayat*", "*Ecocriticism in Malay Poetries*", "*The Excellence of the Malay Proverb in Communication*", "*Islamic Didacticism in Contemporary Malay Short Stories*" and "*Searching History Elements in Novel*". Exposed in these studies some elements of traditional and modern Malay literature studied scientifically according to the latest demands of the world in order to preserve the image of Malay.

The scope of Malay culture and arts are studied through three articles i.e. "*The Malay Martial Art in Silat Cekak Pusaka Hanafi*", "*Herbal Remedies in the Malay Tib*" and "*Female Protagonist's Self-Construal in Malay Film*". Basically these writings can restore the freshness of Malay culture and art that are quite hidden in the glow of the modern world and can avoid the Malay culture and art from marginalized if not brought to light.

Malay studies not only struck by the shift of the importance of English that is becoming increasingly widespread but also by the development of digital media and the spread of popular culture. But it does not mean that this area should be excluded and marginalized from the mainstream of life because Malay studies are the field of knowledge that elevates the sustainable heritage and the excellence of Malay civilization. Hopefully the scholarly discourse through this *Akademika* platform can provide benefits to the readers.

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Guest Editor