



MEDIA BROADCAST

“ALERT”: In 2021, the National Department for Culture and Arts (JKKN) targeted about 279 KPIs involving the organization of 305 cultural arts activities and programmes throughout the country. The activities and programmes to be implemented are adapted accordingly to the current COVID-19 Pandemic situation and fully adhering to the National Security Council (NSC) SOPs.

JKKN ARTS APPRECIATION CEREMONY 2021

KUALA LUMPUR, 18 February 2021: The National Department for Culture and Arts (JKKN) will be organizing the JKKN Arts Appreciation Ceremony 2021 on the 18th of February 2021 (Thursday) at 11.00 am which will be done on-line. The ceremony will be launched by YB Dato’ Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture Malaysia (MOTAC). Among the contents for the ceremony are the launching of JKKN 2021 Calendar, the launching of JKKN TV 2021, and the Appreciation Ceremony for 16 Cultural Arts Non-Governmental Organizations (NGOs).

As a government agency, JKKN is responsible to popularize and enhance cultural arts activities in Malaysia. However, the Movement Control Order 2.0 has impacted the cultural sector where art activists lost their source of income, and international programmes had to be postponed. Furthermore, in this year, programmes supporting the tourism sector such as Cultural Tourism Programme in conjunction with the Visit Malaysia Year organized by JKKN in every state was changed to being organized on line. Among them are the Kelantanese People Arts Festival and South City Festival.

However, in line with JKKN’s goals in popularizing cultural and arts activities, this year JKKN have targeted about 279 KPIs involving 305 cultural arts activities and programmes throughout the country. The implementation of activities and programmes are adapted accordingly with the current COVID-19 Pandemic situation and fully adhering to the National Security Council (NSC) SOPs. Indirectly this was able to bring the public closer to cultural arts activities even in the challenges of the new norm

situation. In addition, the implementation of JKKN TV that is soon to be launched is hoped to be able to assist the people in getting related information on JKKN activities and cultural arts.

The digital and physical implementation of on-line cultural arts programmes befitting the current situation is hoped to be able to assist and raise the spirits of cultural arts activists to continue producing quality works and moving forward for the sake of survival. The use of digital technology is the most effective approach in disseminating information and implementing cultural arts activities and programmes virtually. The advantage of digital platform is hoped to be benefited by cultural arts industry players. This is a new challenge and the opportunity to carry on creative works in a bigger and more open space.

Other than cultural arts programmes and activities implemented, there are also incentives and assistance provided for the cultural arts industry players. This is a part of the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) effort in staying committed in assisting and supporting the industry's players and activists to cherish the nation's cultural arts industry.

"I truly hope that all cultural arts players and activists do not lose hope and be able to accept and adapt themselves in these new norms in carrying out cultural arts activities. This is a new adaptation that has to be accepted and practised to ensure the industry continues and flourishes in any circumstances", said JKKN Director General, Tuan Haji Mesran bin Mohd Yusop in a statement today.

To get more information on the list of programmes or activities organized by JKKN, the public can obtain it at the JKKN official website at www.jkkn.gov.my or by visiting JKKN Facebook through the National Department for Culture and Arts link.

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Corporate Communications Unit
National Department for Culture and Arts
Ministry of Tourism, Arts and Culture Malaysia
Tel: 03-2614 8200 Fax: 03-2697 0786

Website: www.jkkn.gov.my

Email: ukk@jkkn.gov.my

JKKN Official Social Media Platform:

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