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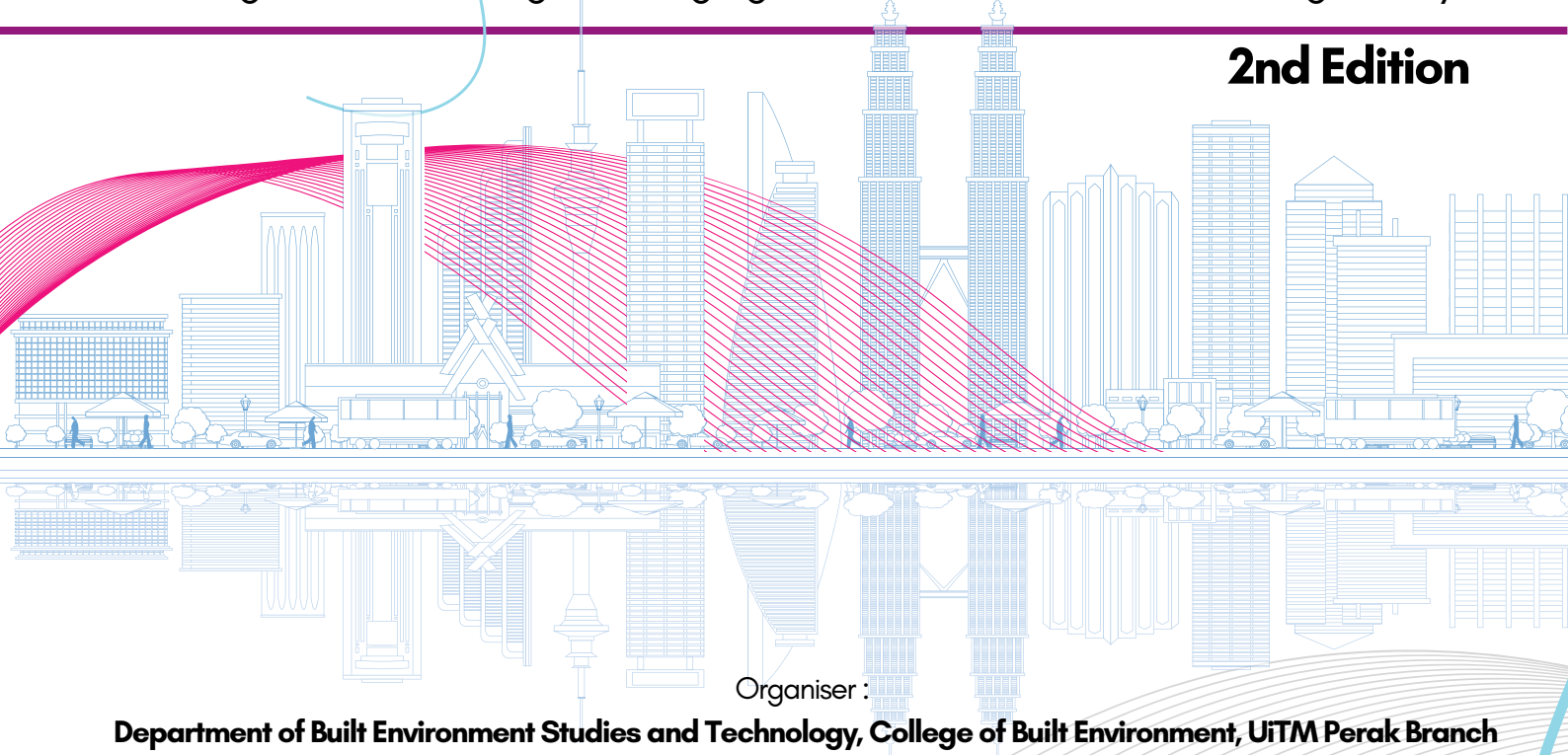
Cawangan Perak

e - Proceedings



**Proceeding for International Undergraduates Get Together 2024 (IUGeT 2024)**  
"Undergraduates' Digital Engagement Towards Global Ingenuity"

**2nd Edition**



Organiser :

**Department of Built Environment Studies and Technology, College of Built Environment, UiTM Perak Branch**

Co-organiser :

**INSPIRED 2024. Office of Research, Industrial Linkages, Community & Alumni (PJIMA), UiTM Perak Branch**

**Bauchemic (Malaysia) Sdn Bhd**

**Universitas Sebelas Maret**

**Universitas Tridianti (UNANTI)**

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## Rebung

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### ABSTRACT

This sculpture explores the metaphorical application of "rebung" (bamboo shoots) to illustrate Universiti Teknologi MARA (UiTM)'s mission of nurturing students from their formative stages into knowledgeable, resilient, and impactful individuals. By comparing the growth of bamboo, which requires careful nurturing in its early stages, to the educational journey at UiTM, the design emphasizes the importance of early guidance, holistic development, and sustainable practices in shaping future leaders. Rebung highlights UiTM's commitment to excellence, sustainability, and cultural heritage, illustrating how the university shapes individuals to make a global impact while remaining rooted in tradition.

**KEYWORDS:** Rebung, bamboo, UiTM, education, growth

### DESIGN DESCRIPTION

The concept of Rebung as a metaphor "Melentur buluh biarlah dari rebungnya" is to convey the essence of UiTM's educational philosophy. The purpose is to draw parallels between the nurturing of bamboo from its tender shoot stage and the academic and personal development of students at UiTM. The key features of Rebung includes the adaptability and resilience of bamboo, symbolizing the students' ability to thrive in diverse environments. The functionality and performance of the design lie in its ability to communicate UiTM's role in guiding students from their early stages, much like how bamboo must be carefully shaped when it is young. The target audience includes educators, students, and stakeholders in higher education who are interested in sustainable and culturally grounded educational practices. Applications of this design can be seen in educational models, promotional materials, and community engagement programs, emphasizing the growth and development of students into capable, ethically responsible individuals. Rebung underscores the benefits of holistic education, aligning with UiTM's mission to produce globally competitive graduates.

### NOVELTY AND UNIQUENESS

The uniqueness of Rebung lies in its integration of cultural wisdom with modern educational philosophy, using the bamboo shoot as a powerful metaphor for student development. This approach not only highlights the importance of early education but also emphasizes sustainability and cultural relevance, setting it apart from conventional educational models.

### BENEFITS TO MANKIND

Rebung contributes to advancing educational practices by promoting a holistic, culturally informed approach to student development. It enhances quality of life by preparing students to become adaptable, resilient, and ethical leaders. The emphasis on sustainability through the bamboo metaphor aligns with global environmental goals, making it relevant to both local and global contexts.

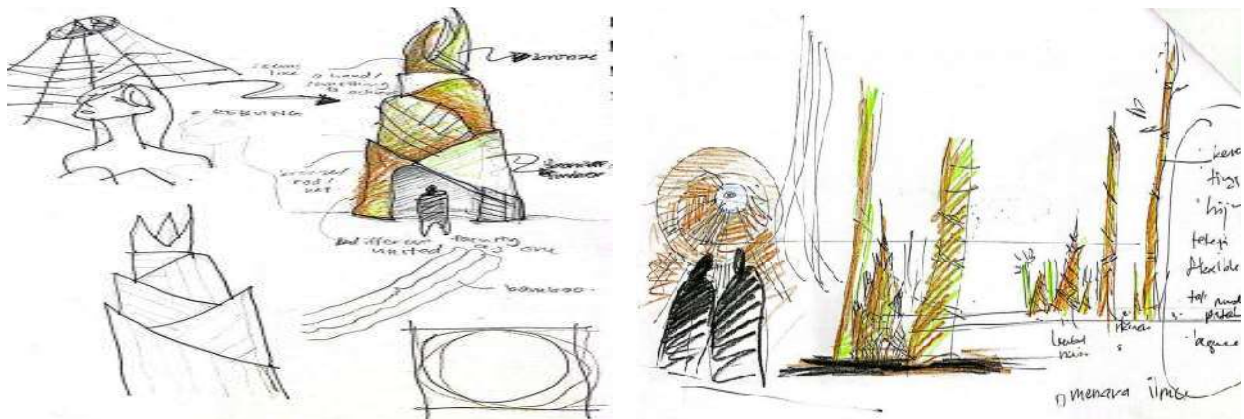


Figure 1: Image of Rebung's design process

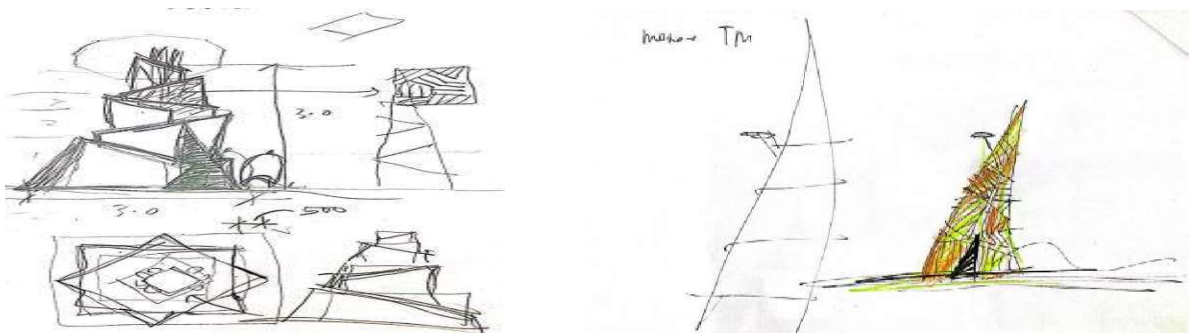


Figure 2: Image of Rebung's layout and sectional view

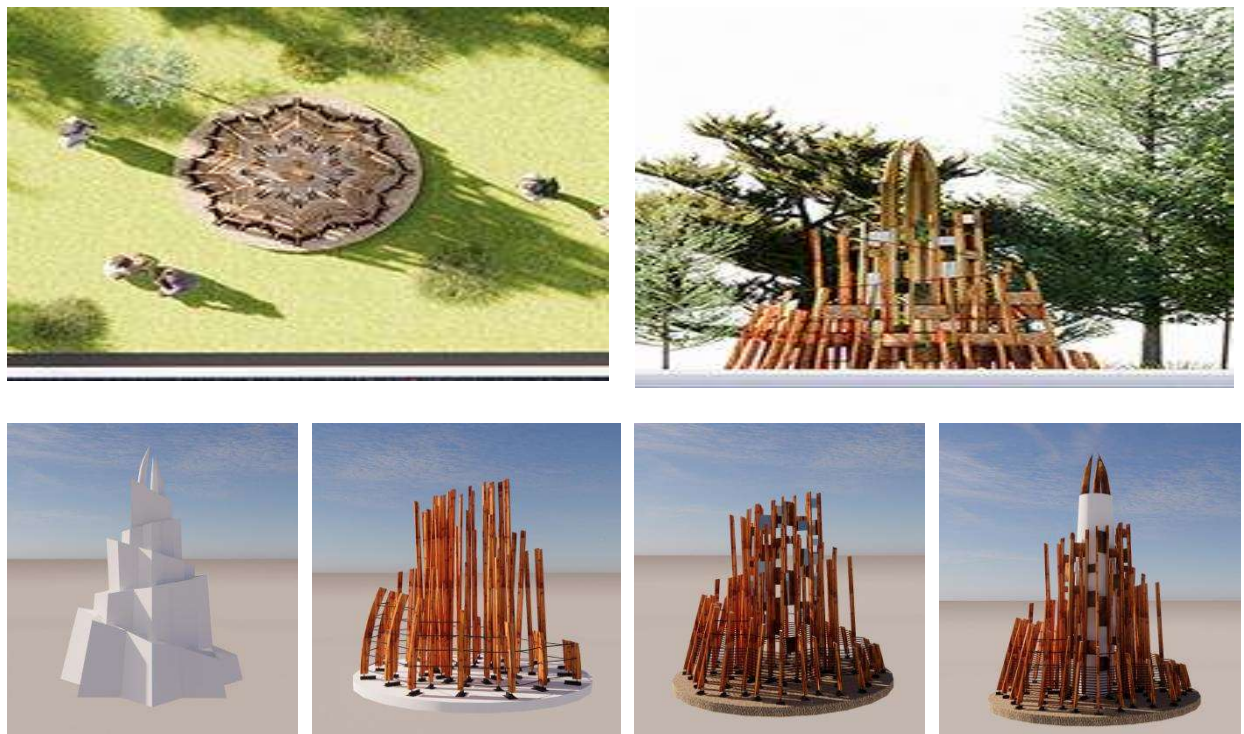


Figure 3: Image of Rebung before final completion

## **COMMERCIAL POTENTIAL**

Rebung is significant in educational sectors, particularly in promoting sustainable and culturally relevant educational models. The competitive advantage lies in its unique metaphorical approach, which can be scaled across various educational institutions. Market demand is likely to be strong in regions where cultural values and sustainability are key considerations.

## **CONCLUSION**

Rebung effectively uses the metaphor of "Melentur buluh biarlah dari rebungnya," to encapsulate UiTM's mission of nurturing students from their early stages into resilient and knowledgeable individuals. The connection between bamboo's growth and student development highlights the importance of early guidance, holistic education, and cultural relevance. Future directions could include further exploration of the metaphor in different educational contexts and its application in international educational frameworks.

## **ACKNOWLEDGEMENT**

We would like to express our deepest gratitude to Puan Azizah Binti Md Ajis, our advisor for her invaluable guidance, insightful feedback, and unwavering support throughout the development of this design. Your mentorship has been instrumental in shaping our understanding and approach to this project. We would also like to extend our heartfelt thanks to our parents for their continuous encouragement, belief in our potential, and unwavering support. Without your love and dedication, this work would not have been possible.

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Tarikh : 20 Januari 2023

Prof. Madya Dr. Nur Hisham Ibrahim  
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Cawangan Perak



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Sekian, terima kasih.

**"BERKHIDMAT UNTUK NEGARA"**

Saya yang menjalankan amanah,

**SITI BASRIYAH SHAIK BAHARUDIN**  
Timbalan Ketua Pustakawan

*nar*

*Setuju.*

*27.1.2023*

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