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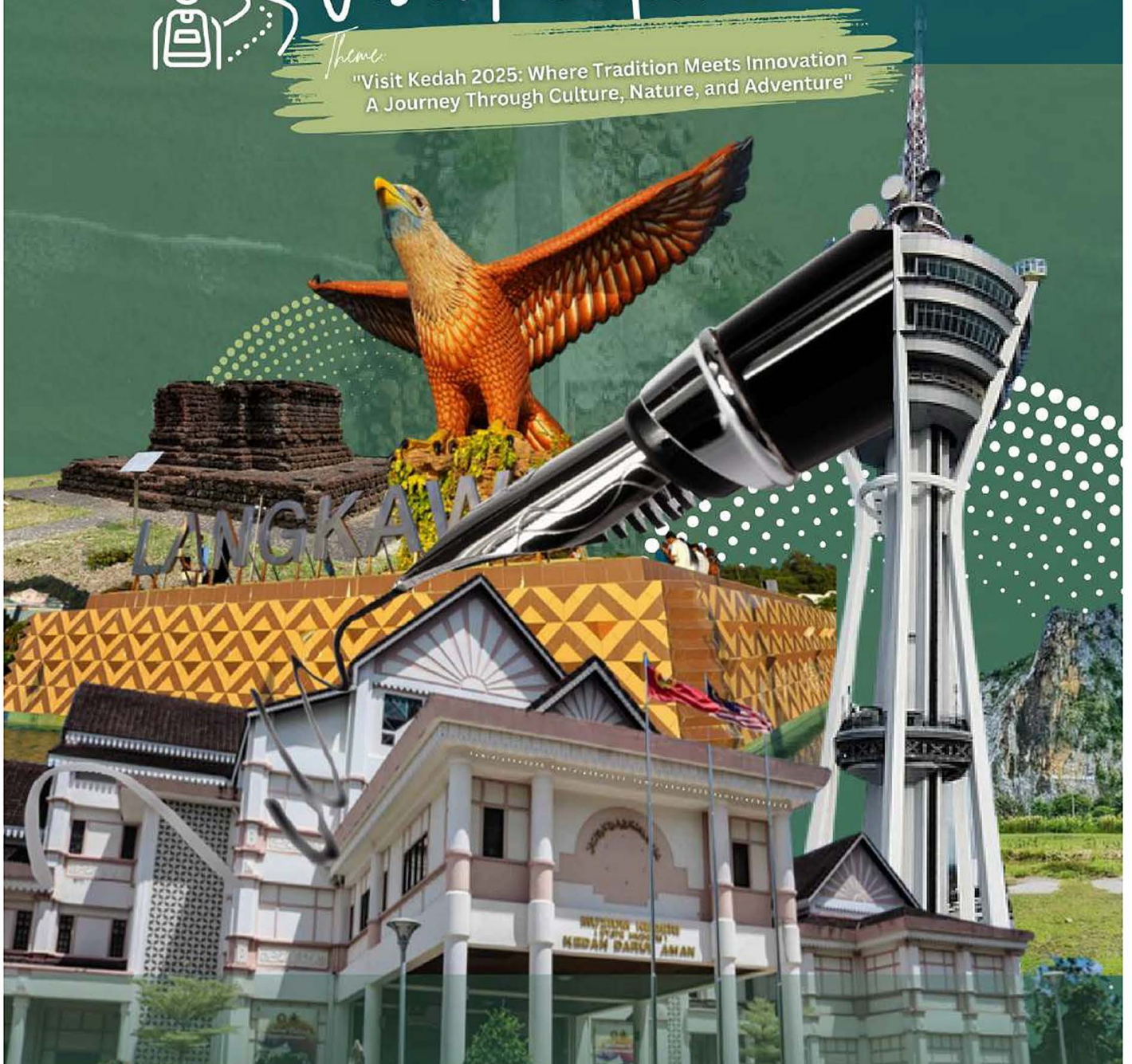


APB Kedah (e-magazine)

SPECIAL ISSUE EPITOME

Visit Kedah 2025

Theme:
"Visit Kedah 2025: Where Tradition Meets Innovation –
A Journey Through Culture, Nature, and Adventure"





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eISSN 3009 – 0075

Published by:
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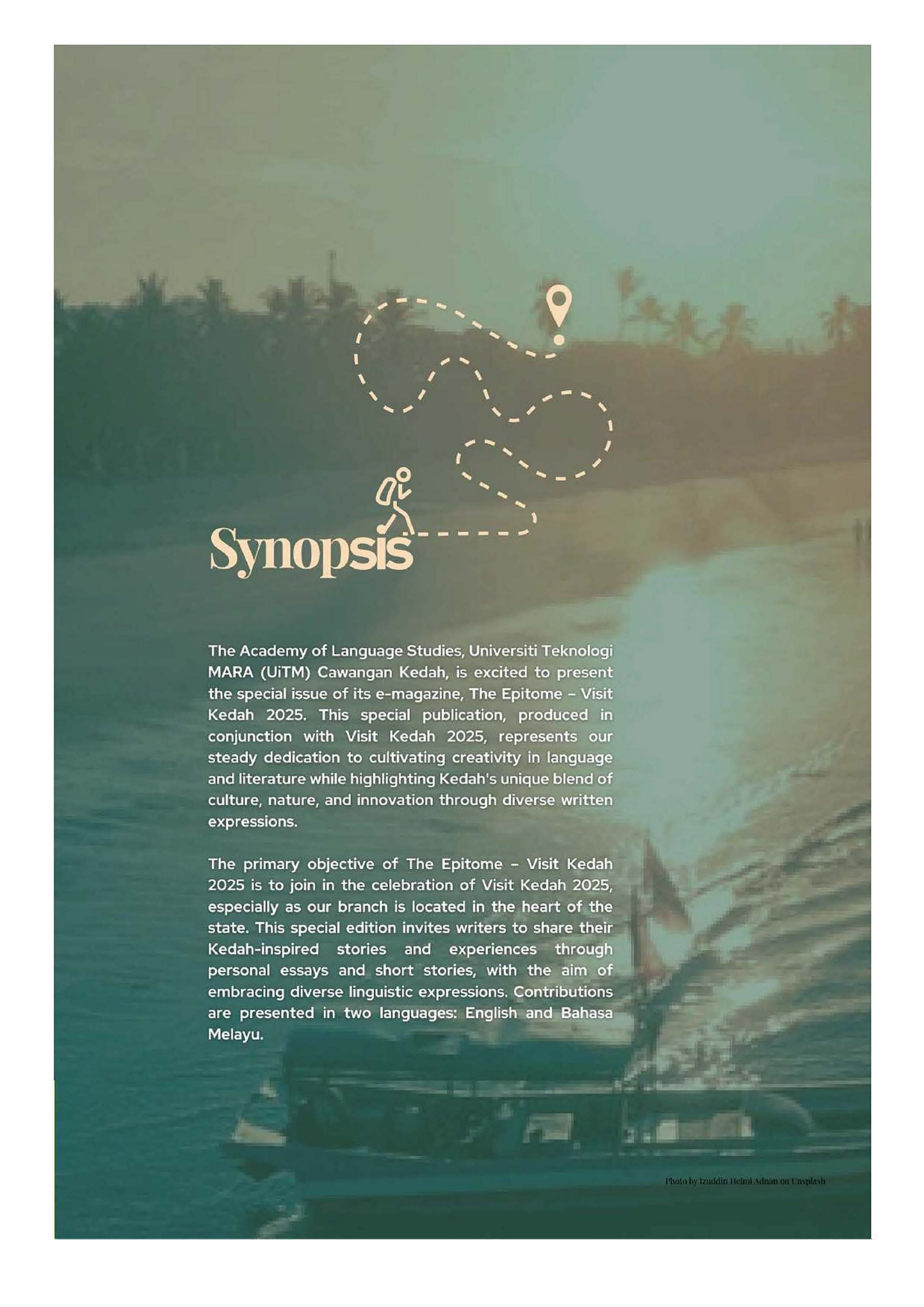
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Synopsis

The Academy of Language Studies, Universiti Teknologi MARA (UiTM) Cawangan Kedah, is excited to present the special issue of its e-magazine, The Epitome – Visit Kedah 2025. This special publication, produced in conjunction with Visit Kedah 2025, represents our steady dedication to cultivating creativity in language and literature while highlighting Kedah's unique blend of culture, nature, and innovation through diverse written expressions.

The primary objective of The Epitome – Visit Kedah 2025 is to join in the celebration of Visit Kedah 2025, especially as our branch is located in the heart of the state. This special edition invites writers to share their Kedah-inspired stories and experiences through personal essays and short stories, with the aim of embracing diverse linguistic expressions. Contributions are presented in two languages: English and Bahasa Melayu.

face of Kedah

Mr. Azlan Abdul Rahman

Head of Faculty
Akademi Pengajian Bahasa (APB)
UiTM Kedah Branch

Welcome to this special edition of Epitome, where we embark on an exciting journey through the rich heritage, stunning landscapes, and vibrant culture of Kedah – one of Malaysia's most beloved and fascinating states.

As we look ahead to Visit Kedah 2025, this issue invites you to explore the treasures that await in this beautiful destination. From the serene beauty of Langkawi's beaches to the historical charm of Alor Setar, Kedah offers something for every traveller. Whether you are an adventure seeker, a history enthusiast, or someone simply in search of tranquillity, Kedah has it all.

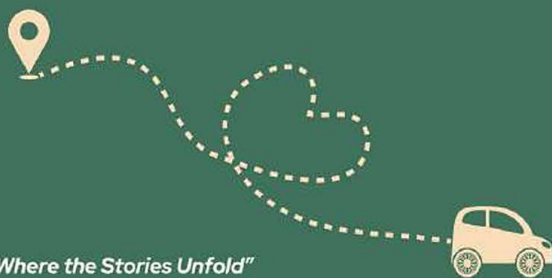
In the pages ahead, we delve into the many faces of Kedah, capturing the essence of its natural wonders, cultural landmarks, and unique experiences that define the state. Our stories, articles, and photographs will transport you to places where the past and present come together in perfect harmony – where lush green paddy fields stretch as far as the eye can see, and the rich flavours of local cuisine tantalize the senses.

Visit Kedah 2025 isn't just a campaign; it's an invitation to connect with the heart of Malaysia. It's an invitation to discover the unforgettable experiences that make Kedah a must-visit destination for travellers from around the world. In this edition, we hope to inspire you to plan your own journey to Kedah, whether it's to explore its breath-taking landscapes, immerse in its cultural heritage, or simply take in the warm hospitality of its people.

As you turn these pages, may you feel the spirit of Kedah calling to you – the call to discover, explore, and experience all that this incredible state has to offer.

Thank you for joining us on this exciting adventure. We hope to see you in Kedah in 2025!





Kedah, Where the Stories Unfold"

As the Chief Editor of Epitome, it gives me great pleasure to present this special edition in celebration of Visit Kedah Year 2025—an ode to a land where history, heritage, and heart live in every corner.

Nestled in the warm embrace of the northern Peninsula, Kedah is more than just Malaysia's rice bowl. It is a living canvas where time whispers through the ancient stones of Bujang Valley, dances across the rippling paddy fields, and echoes through the melodic drawl of the Kedahan dialect. Each tale we share in this issue draws its breath from Kedah's unique rhythm—where old meets new, tradition hugs the modern, and culture is not just remembered but lived.

From the misty peaks of Gunung Jerai, which once guided ancient mariners, to the shimmering flow of Sungai Merbok, where history quietly flows, Kedah's ecological richness is a story waiting to be told. Its mountains are guardians of myths; its rivers, keepers of memory. The lush rainforests, secret waterfalls, and wild orchids—all are pieces of a vibrant narrative woven by nature itself.

Yet, it is Kedah's people who breathe soul into this land. The warmth of pasar malam banter, the flavours of authentic laksa Kedah, the grace of traditional dance, and the way elders tell stories in that soft, endearing dialect—it all becomes poetry in motion. And in this special issue, we invite you to read, feel, and immerse yourself in the charm, wit, and wonder of Old Kedah and New Kedah alike.

Through creative fiction, heartfelt essays, and evocative poetry, Epitome brings together voices that sing of Kedah's mountains, rivers, food, language, and legacy. We hope this edition will not only inspire a visit but stir something deeper—a connection to the essence of a land that has long cradled Malaysia's earliest civilizations and continues to nurture its cultural heart.

Let the pages transport you to Kedah Darul Aman—a realm of peace, a sanctuary of stories.

Warmly,

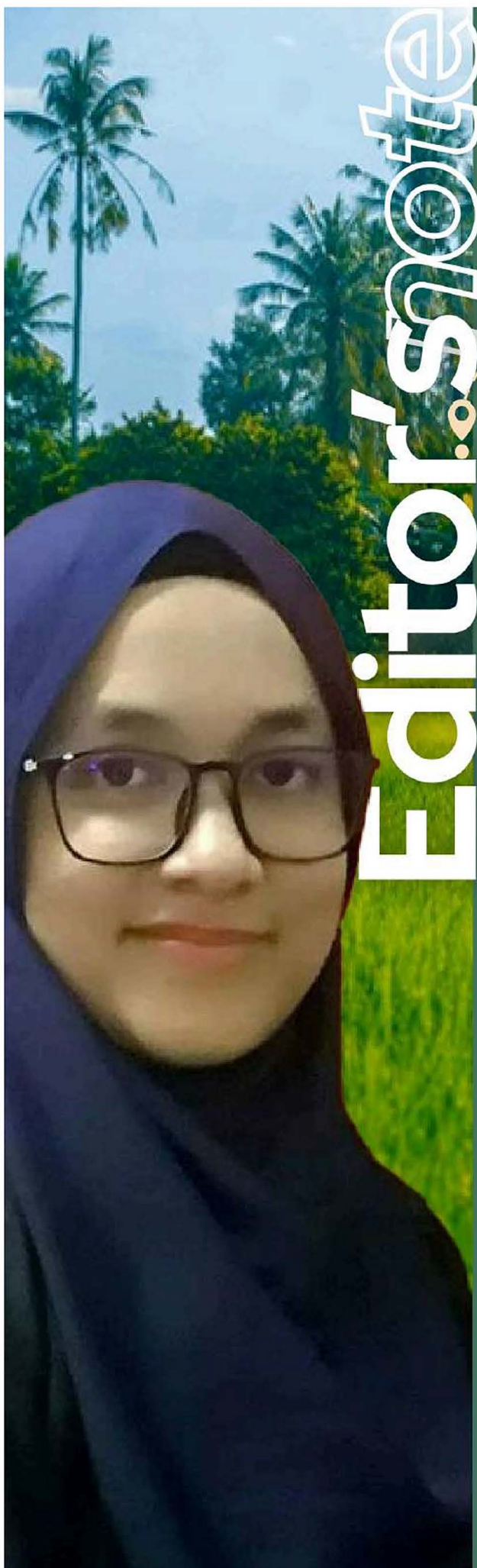
Razanawati Nordin

Chief Editor

THE EPITOME 2025

Editor's note





Editor's Note



It is with great pleasure that I present to you this special issue of The Epitome in conjunction with Visit Kedah 2025. I would like to extend my heartfelt thanks to the Head of Department for initiating this wonderful idea. As a proud Kedahan working in Kedah, I instantly agreed to be part of this project, knowing how close it is to my heart.

Reading the personal essays and short stories submitted by our contributors has been a truly enjoyable experience. I found myself smiling, reminiscing, and even imagining familiar places through their words. What makes this issue even more exciting is that some contributors are not originally from Kedah, yet they have beautifully shared their own reflections and experiences related to this charming state. Their fresh perspectives reminded me of the beauty I sometimes take for granted, having been born and bred in Kedah.

To all our contributors: thank you for your creativity, your voice, and for allowing us to travel through your narratives. Your stories have added soul and colour to this edition, and I hope our readers enjoy the journey through Kedah just as much as I did.

With appreciation,

Dr. Nur Syazwanie Mansor

Chief Editor, The Epitome
A Proud Kedahan

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CULINARY & EXPLORATION





From 'Cerek' to Cup *A Coffee Journey*



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“The enticing aroma of freshly cooked nasi lemak and the rich, bold fragrance of traditional coffee are enough to awaken anyone’s appetite. Their coffee, poured straight from the café’s signature cerek (kettle), symbolizes heritage and warmth of Cerek by Pagey Café. Adding to its appeal are their signature Kedah traditional dishes, including my all-time favourite Peknga with Sambal Bilis. The flavours are perfectly balanced, offering a taste that is both nostalgic and satisfying. It’s no surprise that these delicacies keep customers coming back for more.”

Located in Bandar Laguna Merbok, Sungai Petani, Kedah, Cerek by Pagey Café has definitely become an attraction to the locals as well the tourists. Behind this remarkable café are three dedicated friends, Fatin Norhazwani bt Norley, Umami Syarziela bt Basiron and Noorshamimi bt Sharuddin who turned their dream into reality. Using only their savings, without any other sources of loan and funding, they established Cerek in 2024. Their shared vision was to celebrate Kedah’s culinary traditions and bring people together through food. Their dedication and teamwork are what make Cerek so special.

One of the biggest challenges they faced was finding equipment and decorations that fit the traditional theme they envisioned. From the iconic cerek to the rustic furnishings, every detail was carefully chosen to transport customers to a simpler and bygone era. Furthermore, all the owners would also wear Kedah blouse everyday to bring us the experience of the olden days. This attention to detail has made the café a beloved spot for locals and visitors alike.



Welcomed by a warm and eye-catching sign. Kedah's signature menu, delicious Peknga and Nasi Lemak Sambal Sotong Kering

Freshly brewed coffee poured directly from the signature 'cerék'

The menu at Cerek is a tribute to Malaysia's rich food heritage, especially Kedah. Each dish is prepared with care by the owner's father, Basiron bin Shah Mat following recipes that have been passed down through generations. Their signature coffee, brewed in the iconic cerék, adds a nostalgic touch, reminding customers of the Malay tradition. Popular dishes like Nasi Lemak, Peknga, and Roti Jala highlight the diversity of Malaysia, more specifically Kedah's culinary traditions. Paired with their top-notch service, it's no surprise that the business is booming. I really appreciate how the owner and staff treat every customer like family, welcoming us with open arms and warm smiles that make every visit feel special.

When asked about their future plan, the owners envision expanding their success by opening a premium version of the café, offering an elevated dining experience while staying true to their traditional roots. They also plan to establish more branches, as their reputation has grown beyond the local community, drawing visitors from other states eager to experience the unique charm of Cerek by Pagey Café.

To sum up, Cerek is more than a café. It is a combination of tradition, community, and the rich flavours that define Malaysian and ultimately Kedahan cuisine. I hope Cerek will continue its success and eventually expand the business to the next level. With their determination and dedication to preserving tradition and their commitment to excellent service, they have all the ingredients for long-term growth. It's not just the food or the coffee that makes Cerek special but it's the heart and soul behind every detail. From their warm smiles to their thoughtful menu, Cerek offers an experience that feels like home. As they move forward, their ability to maintain this personal touch while expanding will be the key to their enduring success. Here's to seeing Cerek achieve greater heights while continuing to spread the warmth and flavours of Kedah tradition far and wide.



Enjoying my cup of coffee



Nordibradini Selamat graduated with a Degree in Library Science from Universiti Teknologi MARA in 2000. Completed an MA in Information Services Management from University of North London in 2001. She has embarked into the education sector, serving as a lecturer in University Teknologi MARA since 2001. Currently, she is serving as a senior lecturer in University Teknologi MARA, Kedah and has 24 years of teaching experience. Her initial research focus was on library leadership, and she specializes in computerized cataloging. Additionally, she has expertise in Health Information and Medical Database Management. With her extensive teaching experience spanning 24 years, she has continually sought to expand her expertise and knowledge base.



Nur Aina Fadhlina bt Ahmad Fazli is currently pursuing Diploma in Accountancy at Universiti Teknologi MARA, Cawangan Kedah, Kampus Sungai Petani, Kedah



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eISSN 3009-0075



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