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By ANNA VIVIENNE

Singing SABAH'S praises...



SABAH, Land below the Wind, a beautiful State, home of diverse flora and fauna. We praise it through various medium, poems, articles, paintings and photographs. We tell our friends and guests about it and invite them to visit. We sing its praises, literally.

The songs that we have to celebrate our State include the State anthem, various songs on Mount Kinabalu and beautiful Sabahan girls; in local dialects. Some songs are peppered with English and Malay phrases but their purpose that is entertaining, informative and educational stays the same.

Local artists are however still trying to improve on promoting Sabah in their songs and video clips.

One local singer, Lydia Kalidin, from Kg Maukab Ranau agrees saying that songs can promote Sabah as a tourism destination.

"We can write lyrics and compose good upbeat melodies on Sabah and promote it," she says, adding that these songs can be promoted to tourists through various medium, such as exhibitions during festivities, tourism related functions in hotels and stage shows, among others.

"Video clips in karaokes and MTV can also be utilized to promote tourism sites in Sabah," the vivacious young lady shares. Lydia has been singing for the last five years with one compact disc (CD) under her belt.

She sings upbeat contemporary songs. Ethnic music can also be utilized to spice up songs on Sabah, its natural heritage, culture and traditions.

"Yes, that is true and we are promoting that genre in the music industry," says Intan Jeffery, 29, a spokesperson for Skyline Production House.

She says presently the company was promoting eight albums all of which are products of local artistes' hard work.

One of the CD's, being promoted actively is the Bamboo sounds by Bamboo Orchestra from Kundasang Ranau. The orchestra presents various tunes, in a unique technique. All the instruments used to produce the sounds are made from Bamboo.

The other CDs belong to Auni Nabilah, a Kadazandusun-murut Idol, Den Bisa who sings in various dialects including Bajau and Ubian as well as Mat Angki, a veteran in the entertainment scene in Sabah. Apai or Andrew Pointing's creation is also in the market.

Intan says utilization of ethnic music and traditional musical instrument in contemporary songs can promote Sabah as an interesting tourism industry, as the CDs, stage presentations and stage shows are new tourism products.

"Such songs can evoke the interest of young people in traditional musical instrument, music and songs," she says.

"So while promoting our tradition to our youth and Sabahans at large, we are also promoting Sabah and creating a small tourism product for the market," she surmises.

An interesting observation; and food for thought there.

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