KESIDANG
Curated Ventures Sdn. Bhd.

Under:
SSCA
Social Sejahtera Communications Agency

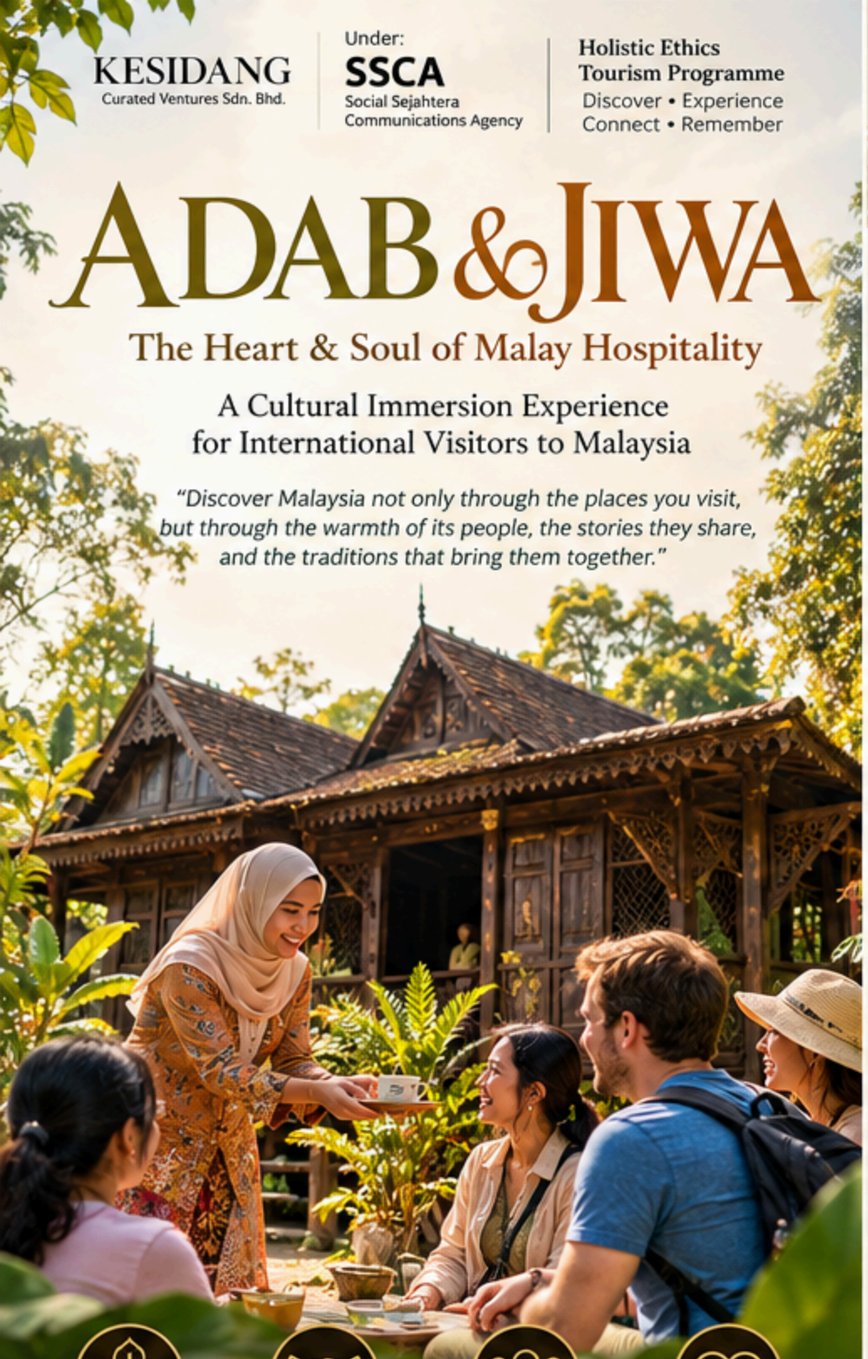
Holistic Ethics Tourism Programme
Discover • Experience
Connect • Remember

ADAB & JIWA

The Heart & Soul of Malay Hospitality

A Cultural Immersion Experience for International Visitors to Malaysia

"Discover Malaysia not only through the places you visit, but through the warmth of its people, the stories they share, and the traditions that bring them together."



Discover Living Culture
Experience Warm Hospitality
Connect With People
Remember A Meaningful Journey

Come as a Visitor. Leave with a Story.

SIX SIGNATURE CULTURAL EXPERIENCES

A journey through traditions, flavours, stories and people, revealing the heart and soul of Malay life.



01 Selamat Datang
The Art of Malay Welcome

Discover traditional greetings, salam, respectful gestures, forms of address, footwear customs and the meaning of *tetamu* (guest).

Activity: Practise welcoming a guest and experience a hosted arrival with traditional refreshments.



02 Budi & Jiwa
The Spirit of Malay Life

Explore *budi bahasa, silaturahim, gotong-royong,* rewang and the importance of family, friendship and community.

Activity: Share cultural comparisons and discover how community cooperation is expressed in everyday life.



03 Jamu & Rasa
Hospitality Through Food

Experience the role of food in Malay hospitality, discover traditional *kuih*, ingredients, family recipes and dining etiquette.

Activity: Heritage high tea with local delicacies, storytelling and an optional hands-on food activity.



04 Seni & Karya
The Beauty of Malay Heritage

Discover batik, songket, woodcarving, traditional motifs, craftsmanship and their place in Malay cultural life.

Activity: Create a heritage-inspired keepsake through a guided craft exercise. Specialist craft demonstrations may be arranged separately.



05 Hikayat & Warisan
Stories That Connect Generations

Discover selected Malay folklore, traditional proverbs, legends and the significance of storytelling in preserving cultural memory.

Activity: Listen to a short *hikayat*, discuss its meaning and create a personal illustrated story card.



06 Jejak Jiwa
Meaningful Connections

Reflect on cultural differences, responsible travel, respectful photography and ways visitors can support local communities.

Activity: Create a personal cultural discovery postcard and share a memorable lesson from the experience.



PROGRAMME FORMATS & PACKAGES

THE FIRST ENCOUNTER
2 hours

An Introduction to Malay Hospitality

A compact cultural experience focusing on Malay greetings, hospitality etiquette, community values and traditional refreshments.

Ideal for hotel guests, short-stay tourists and corporate orientation.

RM150 per participant

Minimum 15 participants

RECOMMENDED

THE HEART & SOUL EXPERIENCE
4 hours

Signature Programme

A complete cultural encounter combining all six experiences through guided activities, heritage high tea, storytelling and a creative keepsake.

Ideal for expatriates, international students, foreign visitors and community groups.

RM240 per participant

Minimum 15 participants

A DAY IN MALAY LIFE
6–7 hours

Immersive Cultural Journey

An extended experience with a hosted cultural encounter, traditional meal, guided activities and an optional visit to a local artisan or community partner.

Ideal for destination management companies, premium visitor groups and educational tours.

RM380 per participant

Minimum 15 participants

WHAT PARTICIPANTS RECEIVE
(Signature Programme)

- Welcome Card
- Cultural Etiquette Guide
- Traditional Food-Story Card
- Materials for Creative Activity
- Personalised Keepsake
- Participation Certificate
- Heritage High Tea Experience

SUITABLE FOR

- International Tourists
- Expatriates and Spouses
- International Students
- Corporate Expatriates
- International Associations & NGOs
- Cruise, Hotel and Resort Guests

KESIDANG
Curated Ventures Sdn. Bhd.

Under:
SSCA
Social Sejahtera Communications Agency

Holistic Ethics Tourism Programme
Discover • Experience
Connect • Remember

Enquiries & Bookings
kesidang.my@gmail.com
www.kesidang.my