



SONAR Tribal performing one of their songs in the album.

# Sonar Tribal launches debut album entitled 'First Episode'

**KUCHING:** A group of students from Universiti Malaysia Sarawak (UNIMAS) calling themselves Sonar Tribal launched their debut album entitled "First Episode" at the university's new Student Pavilion yesterday.

The event was launched by UNIMAS Deputy Vice-Chancellor for Student Affairs and Alumni, Professor Mohd Fadzil Abdul Rahman witnessed by the Dean of the Faculty of Engineering Professor Dr Wan Hashim Wan Ibrahim.

Also present were a delegation from DiGi Telecommunications Sdn Bhd (DiGi) led by its Head in Sarawak Benny Wee, UNIMAS staff and students, residents of Kampung Sebayor, Samarahan.

Sonar Tribal group won the Sarawak Zone DiGi Challenge for Change (C4C) Competition organised by DiGi last year.

This year they will be competing in the final against 12 teams from all over the country on 21-22 March in Kuala Lumpur. The competition this year will give the participants the opportunity to become technopreneurs by creating a groundbreaking and viable social venture using mobile and broadband technology.

Prof Mohd Fadzil Abdul Rahman in his speech said that he was very happy and proud of the group's achievement.

The project only started five months ago.

"UNIMAS as an educational provider stresses not only on its students' achievement in academic but also provides a platform for students to polish their soft skills including communication, entrepreneurship, and engagement with professionals and the local community at large," Fadzil said, adding that although the students are from the Faculty of Engineering and Faculty of Economics and Business; they have challenged themselves in a social venture which goes beyond their academic backgrounds with the help of their Faculty Advisors from UNIMAS and mentors from DiGi.

According to Sonar Tribal group leader Aduce Izzul Fahmi, 22, he and his teammates, Muhammad Hafizi Asmuni and Muhammad Sufyan Kamarol Zaman are final year students of the Faculty of Engineering and Faculty of Economics and Business; have a passion in music and would like to promote the state tribal music.

Sonar Tribal aims to preserve tribal music of the state's indigenous communities by grooming local aspiring and independent musicians and help them to expand their talents and music.

"Music is a language that transcends all nations, but traditional music is not a popular genre among today's generation as they would first listen to other genres before listening to tribal music" said Aduce.

The group has decided to fuse contemporary sounds with tribal music to make it more 'acceptable' for all generations without losing its ethnical originality.

'First Episode' comprises six songs composed by the group and produced at the university's Faculty of Applied and Creative Arts and Shone Music House.

The songs featured fusions of ethnic and contemporary music played on tribal instruments such as Sape, Kecakat and Darbuka, along with guitar and bass.

The album featured their talents, Ezra Telkola from Baram and Martin Denan anak Dais and Ramdi anak Most, who were picked from Sonar Tribal Music Boot Camp held on 11-12 February at Kpg Sebayor. The names of the songs in the album are Savayor's Mists, Sape Leto, Ole Ole, Runaway, Ngantok and a bonus track.

Sonar Tribal is a community based project which aims to discover talents from the indigenous communities, educate them, record their sounds, expose their materials online and create some hype by inviting them to play in town, and later sell their materials.

Proceeds from this project will go back to the community to fund their activities of further recruiting and educating new talents.

The team believes that the musicians should hold live shows and produce CDs to further spread the



PROFESSOR Dr Wan Hashim (left) handing over a copy of the song album on CD to Professor Mohd Fadzil.

state's tribal music to a larger audience. The group's first pet community project was Kelab Kebudayaan Kampung Sebayor.

The group received worldwide attention through social media such as Twitter and Facebook and received invitations to perform at corporate dinners and has been featured on two national television talk shows. The group will also hold

a 'Sonar Tribal Giveback Weekend' on 17 March.

"We are proud to have played a part in the development of the Sonar Tribal's initiative through DiGi Challenge for Change and are very pleased to witness the launch of "First Episode".

"We are very excited to see the tremendous growth of Sonar Tribal in the music scene and

look forward to see how they fare at the final in Kuala Lumpur," said Benny Wee.

At the launch, Sonar Tribal and their talents sang two songs from their album.

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