

## **Simplifying the narratives of Mak Cik Kiah, FB Masak Tak Jadi - PM's witty way to reach out to the rakyat**

**Astro Awani**

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PUTRAJAYA: Prime Minister Tan Sri Muhyiddin Yassin said it was important for every citizen to understand his message on the government's efforts to absorb the economic impact from the COVID-19 outbreak in the country.

Although somewhat amusing, the Prime Minister explained that he took the simple approach of using Mak Cik Kiah, Pakcik Salleh, and even referred to a popular Facebook page, "Masak Apa Tak Jadi Hari Ini Official", to let the people know the government was with them during this difficult times.

“In a way that's a bit more effective, simple language. And I look back to those who wrote the script for me to read so that it is not too bombastic, a language so high that people couldn't understand what the Prime Minister was saying.

“So, I take that approach, because what matters is our audience, our people, and I understand what they expect, so that we don't mention something that is difficult to understand. And if that doesn't work, the message will be lost,” he added.

He said this in an exclusive interview with Astro AWANI Editor Essan Yahya, and Radio Televisyen Malaysia (RTM) presenter Zaleha Khairone Ismail at the Putra Perdana Building recently. The interview was aired on TV1 and Astro AWANI last night.

In announcing the Prihatin Rakyat Economic Stimulus Package (PRIHATIN) on April 6, Muhyiddin selected a simple metaphor for the people, especially the small and medium-sized enterprises (SMEs), as well as micro enterprises to understand the government's aid and initiatives.

And in presenting the supplementary measures to the PRIHATIN Stimulus Package (Additional Purpose), a few days later with an allocation of RM10 billion, he quoted the examples of Lee Beauty Saloon, Restoran Mi Kolok Haji Salleh, and Syarikat Surjit Kaur Sdn Bhd.

The Prime Minister reiterated he understood the predicament of the people, especially the low-income people, as the MCO was straining their economic resources.

“At present, they cannot move, they cannot sell nasi lemak, they cannot sell banana fritters, where is their income coming from?”

"So, this is not a game. For me, something needs to be done so that we can help ease their burden, help in terms of food aid, financial help, which I think will help them," he added.

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