

## **WELCOME SPEECH**

Yang Berbahagia  
Professor Datuk Ts. Dr Shahrin Sahib @ Sahibuddin, FASc  
Vice-Chancellor  
Universiti Teknologi MARA

**Signing Ceremony  
Memorandum of Understanding (MoU)  
between  
Universiti Teknologi MARA (UiTM)  
and  
Universitas Serang Raya (UNSERA)**

**21 January 2025**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

### **Esteemed guests:**

**Dr H. Abdul Malik**

Rector

Universitas Serang Raya (UNSERA)

**Dr A.P Delly Maulana**

Dean

Faculty of Social, Political, and Law Sciences

Universitas Serang Raya (UNSERA)

**Indriati Azhar Firdausi**

Head of Communication Science Study Programme

Universitas Serang Raya (UNSERA)

**Liza Diniarizky**

Head of Collaboration Science Study Programme  
Universitas Serang Raya (UNSERA)

**Yang Berusaha**

**Associate Professor Dr Abd Rasid Abd Rahman**

Dean

Faculty of Communication and Media Studies  
Universiti Teknologi MARA (UiTM)

**Distinguished guests, ladies and gentlemen.**

**Salutations**

**(To be confirmed by the organiser on the day of the event)**

***Assalamualaikum Warahmatullahi Wabarakatuh.  
Salam Sejahtera. Greetings, everyone.***

1. *Alhamdulillah*, we thank Allah S.W.T. for his grace and blessings, bringing us together on this significant day.
2. It gives me great pleasure to welcome you to the signing ceremony of the **Memorandum of Understanding (MoU)** between **Universiti**

**Teknologi MARA (UiTM) and Universitas Serang Raya (UNSERA), Indonesia.**

3. It is an honour to stand before you today to commemorate yet another international endeavour for UiTM.
4. This occasion represents the culmination of weeks and months of discussion and collaboration and heralds the beginning of an exciting journey together as academic institutions.

**Ladies and gentlemen,**

5. In an ever-evolving world where knowledge, innovation, and collaboration are more interconnected than ever, partnerships between universities are vital.
6. The global challenges we face, whether in education, technology, health, or the environment, cannot be addressed in isolation.

7. Collaboration is the key to progress, and today's MoU reflects our mutual recognition of this obligation.
8. With a shared commitment to academic excellence, research, and community impact, **UiTM** and **UNSERA** will merge efforts to strengthen respective academic and research capacities and extend influence and reach nationally and internationally.
9. This MoU essentially commits both institutions to work more closely on a common goal: the **internationalisation of education**.
10. In particular, the collaboration focuses on several areas of cooperation: institutional exchanges and development in teaching and learning, the organisation of symposia, conferences, short courses, and research, highlighting **instructional**

**communication, interpersonal communication, and new media communication studies.**

**Ladies and gentlemen,**

11. Our upcoming collaborations in the mentioned areas can provide the faculty and students unparalleled opportunities to learn, grow, and innovate impactful educational experiences that address local and global issues.
12. This undertaking also aligns with UiTM's aim of becoming **“Globally Renowned, Locally Rooted.”** In other words, we wish to make ourselves visible on the global stage while remaining grounded and able to give back to our local communities.
13. I believe this also resonates with **UNSERA’s** vision of becoming a **“competitive university at a global level, playing a role in the welfare of society.”**

14. Hence, it is clear that the only way to move forward is to join forces and work towards these noble pursuits and missions.
15. With that, I must acknowledge the support of **UNSERA** for their enthusiasm and shared commitment to this collaboration.
16. Together, we will be able to achieve more and continue to develop stronger strategic relationships to face the challenges of this ever-changing global and education environment.
17. I would also like to extend my heartfelt thanks to the dean of the **Faculty of Communication and Media Studies of UiTM**, **Associate Prof Dr Rasid**, the teams from both universities, the faculty members, and administrators, who worked diligently to bring this MoU to fruition.

18. Your dedication and hard work have laid the foundation for what promises to be a fruitful and lasting partnership.

**Ladies and gentlemen,**

19. I am truly excited about the opportunities manifested through this dynamic, mutually beneficial partnership.

20. May this endeavour inspire innovation, uncover hidden talents, drive research, and elevate academic success in ways we can only imagine.

21. Thank you once again for being part of this momentous occasion. Let us move forward with a shared sense of purpose and optimism. My best wishes to all.

**Thank you.**

***Wabillahi Taufiq Walhidayah Wassalamualaikum  
Warahmatullahi Wabarakatuh.***