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THE 13TH INTERNATIONAL INNOVATION, INVENTION & DESIGN COMPETITION 2024

EXTENDED ABSTRACTS

e-BOOK

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Organized by:
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COMMERCIALIZING BATIK UiTM PERAK INTO MULTI-PURPOSED TOTE BAG DESIGN FOR WOMEN

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ABSTRACT

The introduction of Batik UiTM Perak has been a platform to introduce a new approach in providing a variety in the selection of batik Malaysia designs produced by local talents. In today's fast-paced world, convenience and versatility are paramount. Our innovation addresses these needs through the development of a multi-purpose tote bag that revolutionizes the way individuals carry and organize their belongings, incorporating local identity and exquisite design. With a target market encompassing urban moms, students, and frequent travelers, our multi-purpose tote bag taps into a lucrative segment seeking practical yet stylish and artistic solutions. Market research indicates a growing demand for versatile bags that offer functionality without compromising aesthetic values.

Keyword: Batik, multi-purpose design, innovation.

1. INTRODUCTION

The term batik is believed to have been coined from the Javanese words *ambatik* or *tritik*. The suffix *tik* in each word translates to “creating little dots.” Currently, the batik industry in Malaysia and Indonesia is dominated by two production techniques: hand-drawn batik (batik *tjanting*) and batik stamp (batik *terap/blok*). As part of the creative industry, Malaysian batik contributes significantly to the national revenue and the development of the country’s cultural identity, which has long been acknowledged. Meanwhile, the charm of product design lies in its diverse styles. It is essential to define its particular function within the broad spectrum of processes—industrial, architectural, engineering, interior, fashion, etc.

It does not always construe itself in isolation but rather in a state of participatory and collaborative assistance within these methods, resulting in unique and diverse functionalities. These often pursue imaginative agendas depending on their directions, interests, and goals. Malaysia is well endowed with good taste and living, constitutionally matched by plenty of design diversities. In support of local talents and the promotion of local identity, specifically hand-drawn batik, the designer took inspiration from the beauty of local batik design to create a Malaysian product with a distinct Malaysian identity. The multipurpose tote bag was designed to meet the functionality needs while maintaining aesthetic value and appeal.

Initially, The primary aim was to create a versatile tote bag suitable for various individuals, with the goal of minimizing the need for multiple bags, especially during travel or on-the-go

occasions. The design features a large compartment, easy accessibility, durability and functionality. The inclusion of batik elements significantly enhances its originality and unique appeal.

2. METHODOLOGY

2.1 Design and Features

Our multi-purpose tote bag features a sleek, ergonomic design that is meticulously crafted to accommodate a variety of items seamlessly. It includes adjustable compartments, knottable straps, water resistance with smooth-touch fabrication, and innovative folding mechanisms, allowing users to customize the bag according to their needs.

2.2 Functionality and Benefits

This tote bag serves as a reliable companion for various activities. Designed to be Muslimah-friendly, the bag features a detachable compartment that can be used as a prayer mat. Besides that, it also caters to moms on the go by doubling as a travel mat for their babies. Its functionality extends beyond mere storage, offering organizational solutions, easy access to essentials, and durability to withstand daily wear and tear. Users will experience heightened convenience and efficiency in managing their belongings with comfort.

2.3 Innovation and Uniqueness

The snap button mechanism serves as both the opening and the means to set the compartment within the bag. This allows users to attach and detach the seams according to their needs easily. The combination of natural cotton on the outside and synthetic scuba-suede fabric on the inside is intentionally chosen to ensure skin-friendly and water-resistant properties. These features represent the forefront of innovation in the tote bag design, catering to the evolving needs of travelers and optimizing the use of fewer bags.

3. FINDINGS

In line with global sustainability efforts, our tote bag is crafted from natural and durable materials. By choosing our product, users contribute to reducing the use of non-recycled material and promoting long-lasting products that can be washed multiple times. The materials are also easy to handle. We also promote local aesthetic features with designs inspired by Batik Malaysia, specifically incorporating motifs from Batik UiTM Perak, to increase public interest in our local creative products.



Figure 1 The Batik Perak Tote Bag

4. CONCLUSION

This extended abstract provides insights into our multi-purpose tote bag innovation, highlighting its design, functionality, innovation, market potential, and sustainability features. We are excited about the possibilities this invention presents and its potential to impact the way people carry and organize their essentials significantly.

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