



INTERNATIONAL EXHIBITION & SYMPOSIUM ON PRODUCTIVITY, INNOVATION, KNOWLEDGE & EDUCATION

**“Optimizing Innovation in Knowledge, Education and Design”**

## ***EXTENDED ABSTRACT***



e ISBN 978-967-2948-56-8



*“Optimizing Innovation in Knowledge, Education and Design”*

***EXTENDED ABSTRACT***

Copyright © 2023 by the Universiti Teknologi MARA (UiTM) Cawangan Kedah.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission, in writing, from the publisher.

© iSpike 2023 Extended Abstract is jointly published by the Universiti Teknologi MARA (UiTM) Cawangan Kedah and Penerbit UiTM (UiTM Press), Universiti Teknologi MARA (UiTM), Shah Alam, Selangor.

The views, opinions and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the Faculty, or the University.

Editors : Dr. Siti Norfazlina Yusoff  
Azni Syafena Andin Salamet  
Nurfaznim Shuib

Cover design : Syahrini Shawalludin  
Layout : Syahrini Shawalludin

eISBN 978-967-2948-56-8

Published by:  
Universiti Teknologi MARA (UiTM) Cawangan Kedah,  
Sungai Petani Campus,  
08400 Merbok,  
Kedah,  
Malaysia.

17.	PilgrimGuard Band: Pilgrimage Emergency Bracelet <i>Mohd Zulfahmi Bin Ashan, Debra Utih Anak Francis, Floria Ann Anak Dominic, Stephanie Pilem &amp; Boyd Sun Fatt</i>	468-472
18.	Ecobloom <i>Annatasha Faythe Henry, Norfazierra Wara Binti Awang Latiff, Qurratu'Aini Binti Mohammad Ibrahim, Suhaiza Shazleen Binti Balamis &amp; Mohd Arsy Ardy Mohd Hardy</i>	473-477
19.	Smart Bip Bottle <i>Ryliani Dahlya Binti Naw, Waldina Fadila Binti Cabel, Nur'Ain Binti Muin, Nuraisyah Syahirah Binti Rody &amp; Sairah Saen</i>	478-483
20.	AdaptCare <i>Nurul Zakiah binti Ramli, Enmmanuell Anak Ayang, Nurul Nazihah binti Asmad &amp; Ahmad Fareez bin Yahya</i>	484-488
21.	Float-Flex <i>Ummi Syakirah Rosmini, Aini Nabihah Ahmadi, Nur Wafiqah Waki', Muhammad Farhan Azaham, Azmeer Hafizi Halimi, Nur Farahah Mohd Pauzi &amp; Siti Azrina Adanan</i>	489-494
22.	SHOPFinder Application <i>Muhamad Atiq Fahim bin Buareng, Al Zikri bin Alkadzie, Nurul Shafika Norkhatijah binti Abdul Rasit, Vassylysa Eirlys Paulus &amp; Nurafiqah Mohamad Musa</i>	495-500
23.	Maya (Smart Mirror) <i>Dr. Vani A/P Tanggamani, Siti Fatimah Noor Binti Minhad, Nur Syazwani Binti Suhaimi, Dania Arisya Binti Isderis, Nor Hafizatul Madihah Binti Mohd Jaffar, Nurhuda Hanisah Binti Haizam &amp; Puteri Fadlin Sakina Binti Megat Mahayudin</i>	501-505
24.	MudahTravel Mobile App <i>Carolena Mariana James, Nur Syuhadah binti Khir Juhari, Sharifah Aida Asyiqin binti Syed Anuar &amp; Nurafiqah Mohamad Musa</i>	506-510
25.	E-Book "A Night in Gong Mountain" – A Tale on Environment and Space <i>Muhammad Azmeer Mohd Zahari, Juritah Misman &amp; Nik Narimah Nik Abdullah</i>	511-514
26.	TLM On-the-Go: Online-Based Instructional Materials <i>Ellyza Ezlyn Blaise, Fazlinda Hamzah &amp; Mohd Azlan Shah Sharifudin</i>	515-517
27.	PoemS: A Poem Sharing Application <i>Clarence Anak Laurence, Mohd Azlan Shah Sharifudin &amp; Fazlinda Hamzah</i>	518-521
28.	Hair Extractor Comb <i>Noraini Binti Sa'ait, Agnes Anak Kanyan, Nur Liyana Binti Abdullah. Nur Balqis Amirah Binti Hamzah, Nur Ellyssa Azreen Binti Abdul Rahman, Siti Nasuha Nabilah Binti Mohamad Mokhaldin &amp; Yusratul Wanie Binti Yusmandi</i>	522-526

Assalamualaikum warahmatullahi wabarakatuh,



First and foremost, I would like to express my gratitude to the organizing committee of i-Spike 2023 for their tremendous efforts in bringing this online competition a reality. I must extend my congratulations to the committee for successfully delivering on their promise to make i-Spike 2023 a meaningful event for academics worldwide.

The theme for this event, 'Optimizing Innovation in Knowledge, Education, and Design,' is both timely and highly relevant in today's world, especially at the tertiary level. Innovation plays a central role in our daily lives, offering new solutions for products, processes, and services. By adopting a strategic approach to 'Optimizing Innovation in Knowledge, Education, and Design,' we have the potential to enhance support for learners and educators, while also expanding opportunities for learner engagement, interactivity, and access to education.

I am awed by the magnitude and multitude of participants in this competition. I am also confident that all the innovations presented have provided valuable insights into the significance of innovative and advanced teaching materials in promoting sustainable development for the betterment of teaching and learning. Hopefully, this will mark the beginning of a long series of i-Spike events in the future.

It is also my hope that you find i-Spike 2023 to be an excellent platform for learning, sharing, and collaboration. Once again, I want to thank all the committee members of i-Spike 2023 for their hard work in making this event a reality. I would also like to extend my congratulations to all the winners, and I hope that each of you will successfully achieve your intended goals through your participation in this competition.

*Professor Dr. Roshima Haji Said*  
RECTOR  
UiTM KEDAH BRANCH



## WELCOME MESSAGE (i-SPIKE 2023 CHAIR)



We are looking forward to welcoming you to the 3<sup>rd</sup> International Exhibition & Symposium on Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023). Your presence here is a clear, crystal-clear testimony to the importance you place on the research and innovation arena. The theme of this year's Innovation is "*Optimizing Innovation in Knowledge, Education, & Design*". We believe that the presentations by the distinguished innovators will contribute immensely to a deeper understanding of the current issues in relation to the theme.

i-SPIKE 2023 offers a platform for nurturing the next generation of innovators and fostering cutting-edge innovations at the crossroads of collaboration, creativity, and enthusiasm. We enthusiastically welcome junior and young inventors from schools and universities, as well as local and foreign academicians and industry professionals, to showcase their innovative products and engage in knowledge sharing. All submissions have been rigorously evaluated by expert juries comprising professionals from both industry and academia.

On behalf of the conference organisers, I would like to extend our sincere thanks for your participation, and we hope you enjoy the event. A special note of appreciation goes out to all the committee members of i-SPIKE 2023; your dedication and hard work are greatly appreciated.

*Dr. Junaida Ismail*

Chair

3<sup>rd</sup> International Exhibition & Symposium Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023)





## PoemS: A POEM SHARING APPLICATION

Clarence Anak Laurence

Akademi Pengajian Bahasa, Universiti Teknologi MARA Cawangan Melaka

Mohd Azlan Shah Sharifudin

Akademi Pengajian Bahasa, Universiti Teknologi MARA Cawangan Melaka

azlanshah@uitm.edu.my

Fazlinda Hamzah

Akademi Pengajian Bahasa, Universiti Teknologi MARA Cawangan Melaka

fazlinda\_hamzah@uitm.edu.my

### ABSTRACT

PoemS is essentially a social media application which facilitates the sharing of poems or any literary writing through virtual networks and communities. Though there are various applications out there which are similar in nature, this application primarily aims to serve as a platform for Bahasa Melayu poem enthusiasts; hence, its tagline “Wilayah Puisi”. This application has the potential to make the world recognise not only poets who specialise in Bahasa Melayu, but also the beauty of Bahasa Melayu, in all its glory. The existing social media are full of distractions, thereby unaccommodating and unconstructive for aspiring poets and writers who desire to be recognised for their talent in writing. Users can establish meaningful connections with poets that they admire and as well as being inspired by new poems. Teachers and learners of Bahasa Melayu can benefit from utilising this application to a large extent too as reading and producing literary texts have been proven to make students more aware of and interested in the language they are learning. The application is made available for the public without any payment imposed for them to use its full features. Nevertheless, to create a sustainable source of revenue to help the application keep growing, AdMobs provided by Google will be incorporated in the app.

**Keywords:** PoemS, Bahasa Melayu poetry, social media application, teaching and learning, digital tools

### INTRODUCTION

PoemS is an application which allows users to share their poems and connect with those who share the same interest – just like any other social media but specialised for poetry enthusiasts. PoemS surely will be a convenient application for every poetry enthusiast, which allows them to share and comment anywhere and anytime. Besides that, it can be utilised by teachers and learners of Bahasa Melayu as poem can be a useful tool for introducing metaphorical language to students in a language course (Khan, 2020).

The target audience for this project is mainly poetry enthusiasts as well as general public. The concept came from a discussion platform such as Reddit which shares specific kinds of content which allows users to interact. However, in PoemS, users can interact among themselves via content sharing which is through poetry writing. The other idea that was borrowed from another social media platform is from YouTube, which has a comment section where users can post remarks and get feedback from other users as well as tips on



how to write better poetry. PoemS consists of few components such as poem sharing which users can either write manually in the given form which allows the data to be taken and inserted into Google Spreadsheet, making the data exist in the application. Other than that, users can present their creativity through image uploader which allows their combination of their poems and creativity to exist within the application itself. As for now, the application contains basic utilities which mainly focus on poetry sharing, aside from the commenting component. The project itself starts as a basic application, which uses the aid of another website, which is Glide, which allows the application to be completed as it is now. PoemS will keep getting updates as long as it remains available on the PlayStore because it needs to be updated frequently to draw in new users in Malaysia and possibly other nations as well. The focus as for now is to attract young poetry writers to constantly share and improve their skills in poetry writing.

## OBJECTIVES

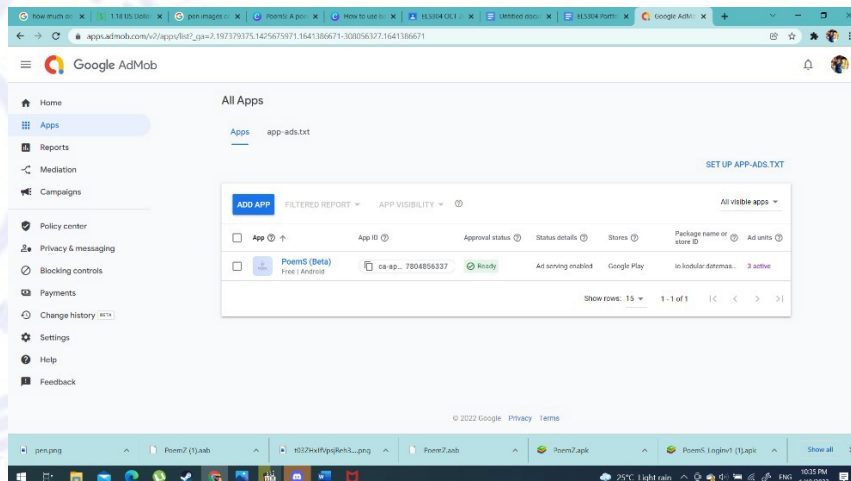
1. To provide a platform for Malay poetry enthusiasts to share their poems.
2. To allow poets to establish meaningful connections with each other.

## ENTREPRENEURIAL OPPORTUNITIES

### Advertisements (AdMobs)

The PoemS application was launched as a free application. Without locking the application behind subscription settings, the application needs to be monetised to allow income to be generated virtually. The only way that this application can create income is through advertisements that are generated by AdMobs from Google. AdMobs can ensure that developers of mobile applications may make money from their work by monetizing those applications with advertisements that are relevant to the AdMobs service. The high-quality advertisements were maximised by combining global advertiser demands, innovative advertisement formats, and advanced application monetization technology.

When it comes to free applications in the PlayStore, majority of the application creators incorporate the usage of AdMobs in their applications as it allows them to create a sustainable source of revenue to help the business keep growing. The advertisements that pop on every user's screen may be an opportunity for investments as that is what advertisements are made for. It is a win-win situation, while making PoemS completely free, monetization from the advertisements will allow PoemS to generate income without the need of forcing users to buy the application itself.



**Figure 1.** PoemS generated by advertisements (AdMobs)

## AdMobs system

A space for advertisements in PoemS was created which allows other advertisers who paid for the advertising service to show advertisements that are relevant to my target audiences.

## The Google ad network

As one of the largest global ad networks, AdMob works with millions of advertisers who compete for advertisement space in your application, from the largest global brands to the hottest new direct-to consumer start-ups. That means more demand, more relevant advertisements for the users, and more revenue for PoemS. Google, which is considered as the centre of the web, works with millions of advertisers which will find the perfect advertisers for the application, starting from a normal advertisement which promotes services and products to a large brand company advertisement. The larger the demand, the more relevant advertisements featured in PoemS.

## Good relations with the users/ clients.

To make sure the progress of the application is in the right direction, it is necessary to understand and interact with the users, based on their needs and critics. Just like any other applications that have been published, the connection between users and developers should be sustained as it is the only way of communication which will benefit both sides especially for the application itself. Thus, as application developer, it is important to interact with the clients, take the time to understand their criticisms and comments, and try to improve the application as the success of the application depends on the users, since consumers are the reason why business can stand tall. Therefore, full consideration is taken on what PoemS users are trying to say and it is used as a medium to keep improving the application from time to time.

## CONCLUSION

The application "PoemS " targets the poetry enthusiasts in Malaysia to provide the platform to share their poems and to give and receive comments from the other users. The idea for this project can be expended as a good business opportunity as it is believed this project can go much further as application development can take much longer time.

## REFERENCES

Khan, S. (2020). Why and how to use a poem in ELT classroom. *International Online Journal of Education and Teaching (IOJET)*, 7(3). 803-809.  
<https://iojet.org/index.php/IOJET/article/view/807>

e ISBN 978-967-2948-56-8

