

DESIGN EXHIBITION 2022

MAKINAR
HUB

College of Creative Arts, UiTM Kedah Branch

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MINDAREKA
HYBRID

Table Of Content

Rector's Message	i
Head of Faculty's Message	ii
Commitee	iii
Students Artwork (Graphic & Media Digital)	1
Students Artwork (Industrial Design)	137



**NUR
MAISARAH**
KHAIRUDDIN
2019666466

TEPUNG GOMOI PRODUCT

Design Advisor : DR. SHAFILLA SUBRI
MADAM NURUL ATIKAH ADNAN
SIR MOHD SYAZRUL HAFIZI HUSIN

Tepung Gomoi is an all-purpose flour suitable for fried chicken, prawn, mushroom and others. 'Tepung' is a Malay word for flour and 'Gomoi' is a Kedah dialect which means mixed. Produced by ADM Bonda Legacy since 2020. The owner, Pn Azizah Hassan has started her business at Taman Desa Putra Kangar, Perlis. Because of her interest in cooking, she started her small business with a support from her family. With a limited number of employees, she started her online business and has a good response from many people. Realizing her small business can go far from what she expected, she continued growing its business across the country by introducing her product, which is Tepung Gomoi. The uniqueness of this product is you do not have to mix with egg coating. Include with special spices, without water mixture, easy and quick to make and durable crunchiness. Therefore, this flour is suitable for any kind of meat, seafood or others. Along with the tagline, "Kerangupan Luar Biasa" which means can bring an incredible crunchiness to your dishes.

The design concept of Tepung Gomoi was a modern minimalist style. It shows in the product packaging. An illustration of the fried food represents the output of the product and persuades the customers to buy the product. Furthermore, it keeps simple but full of information so that the customer can easily identify the important information. More than that, the use of the logotypes which is wordmark was to make the product easy to read and will make the logo of the product catchy and memorable. While the addition of the symbol on the logo was to make the logo represent the product so that people will recognize the logo. The price of the product was affordable so that everyone has a chance to try it. Tepung Gomoi also fits the economic stage at this moment. Before the product price has been decided, the product was compared with other market flour products. The only threat that the product is having is the emerging competitors in the market. Everyone can purchase this product and highly recommended for the housewife to facilitate their work. In the conclusion, my mission and vision was to fix the design problems that the company is having. Besides that, another task to improve the marketing strategies to achieve the goals and the business and make the product widespread in their field.

Tepung Gomoi
Tepung Goreng Rangup Serbaguna



Kerangupan Luar Biasa

Sesuai untuk pelbagai jenis bahan gorengan rangup

Tiada bahan pengawet
Tiada bahan pewarna

Hanya tambah Air sahaja

Gorengan panas



@tepunggomoi www.gomoi.com

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GRAPHIC DESIGN & MEDIA DIGITAL

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**MINOARREKA
HYBRID**

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TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

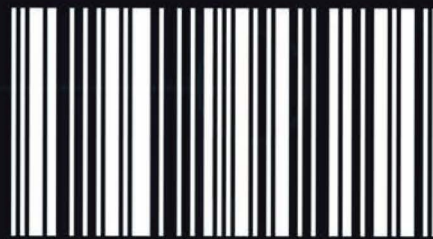


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