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International Teaching Aid Competition 2023

Reconnoitering Innovative Ideas in Postnormal Times

iTAC

2023

iTAC 2023
INTERNATIONAL TEACHING AID COMPETITION
E-PROCEEDINGS

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- | | | |
|------|--|-----|
| 107. | <p><i>MONEY MANAGEMENT FOR COLLEGE STUDENTS BY BUDGETBUDDY</i> <i>Muhammad Nasrullah Bin Abdul Aziz, Sharul Adni Bin Khairuddin Mohammad Farez Bin Daud, Halimahton Borhan</i></p> | 699 |
| 108. | <p><i>TRACK MYLOAN</i> <i>Nur Syafiqah Binti Abdul Wahab, Shahrina Emyra Binti Shahrul Nizam, Amy Azurin Binti Azman, Ishyka Arisya Putri Binti Noor Abd Manan, Irfah Najihah Binti Basir Malan</i></p> | 705 |
| 109. | <p><i>TROLLEY SUPERMARKET CALCULATOR</i> <i>Muhammad Rafiq Bin Papa Sule, Salheh Bajrai Binti Husein Salim, Fatin Nurliyana Hanis Binti Hasan Azhari</i></p> | 712 |
| 110. | <p><i>DOLLAR DASH</i> <i>Syafiqah binti Mohd Shazwan Sam, Risha Daleina binti Ghazali, Magdalen Julius, Aliah Iman binti Mohd Latiff, Amirudin Mohd Nor</i></p> | 717 |
| 111. | <p><i>ZZASS CENDOLS</i> <i>Nur Syahirah Binti Omar, Nur Zahirah Binti Suhami, Nor Anisah Binti Fauzi, Nurul Syaliza Binti Hasan, Nurul Zahira Imani Binti Mohd Mokhtar, Mazlina Mahdzar</i></p> | 724 |
| 112. | <p><i>TELANGCATOR 2.0 – A NATURAL ACID-BASE INDICATOR FROM BUTTERFLY PEA FLOWER</i> <i>Ummi Kalthum binti Mansor, Asniati binti Sabil</i></p> | 729 |
| 113. | <p><i>WANDERFUND (A PERSONALIZED TRAVEL FUND)</i> <i>Ardini Athirah Binti Jamaluddin,, Nabilah Izzati Binti Rahman, Nur Amiera Rosyada Binti Rozie, Nur Athirah Binti Habib Alnsar, Nurhaslinda Binti Hashim</i></p> | 737 |
| 114. | <p><i>PENSION PROs (PLANNING FOR YOUR GOLDEN YEARS)</i> <i>Fathimah Asyakirah binti Norhisham, Nor Ain Natasha binti Mohd Zain , Nur Atiqah binti Abd Razak @ Sulimin , Siti Nur Fatma binti Mohd Zaidi Nurhaslinda binti Hashim</i></p> | 2 |
| 115. | <p><i>STOCKMASTER SIMULATOR</i> <i>Nor Hamiza Binti Mohd Noor, Nurul Farzana Binti Asbullah , Syazana Ezzati Binti Hairi Annuar, Anatasha Alfiera Anak Tujang, Irdina Hani Binti</i></p> | 2 |

PREFACE

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

iTAC 2023 Committee
Special Interest Group, Public Interest Centre of Excellence (SIG PICE)
UiTM Kedah Branch
Malaysia

ZZASS CENDOLS

Nur Syahirah Binti Omar

Faculty of Hotel and Tourism Management, UiTM Puncak Alam
2021834836@student.uitm.edu.my

Nur Zahirah Binti Suhami

Faculty of Hotel and Tourism Management, UiTM Puncak Alam
2021899932@student.uitm.edu.my

Nor Anisah Binti Fauzi

Faculty of Hotel and Tourism Management, UiTM Puncak Alam
2021603864@student.uitm.edu.my

Nurul Syaliza Binti Hasan

Faculty of Hotel and Tourism Management, UiTM Puncak Alam
2021855858@student.uitm.edu.my

Nurul Zahira Imani Binti Mohd Mokhtar

Faculty of Hotel and Tourism Management, UiTM Puncak Alam
2021603854@student.uitm.edu.my

Mazlina Mahdzar

Faculty of Hotel and Tourism Management, UiTM Puncak Alam
nina@uitm.edu.my

ABSTRACT

Products and services provided by Cendols are rapidly gaining recognition as traditional cuisine in Malaysia. Cendols was founded in the 19th century. The food and beverage industry will be held to a higher standard as a result of this. Cendols has the potential to become a household brand across the nation, being linked not just with outstanding product quality but also with worldwide best practices. We provide customers with Cendol Zsass, a product that includes drinks that may be consumed at any time and in any location. Our goal is to spread awareness about sustainable products among the general public in the hopes of persuading them to purchase items that are better for the environment, while at the same time preserving their capacity to take pleasure in using such items. In the meantime, we implement the use of IT by using QR code for the customer to choose the flavor to their liking and giving feedback of the Cendol and the packaging. Therefore, the originality of the product is connected to the goals of the inventor, which include making the product as user-friendly as possible for the general public in order to make a positive contribution to the net profit of the regional economy. In addition, the suggested product's usefulness is that it has the potential to provide people not only in the

local area but also in other countries the pleasure of being the first to experience the product's flavor. In conclusion, the findings and the conversation are used in order to enhance and simplify the process involved in the production of the product while simultaneously making it more pleasurable for everyone involved.

Keywords: sustainability, cendol, heritage food, product utility, modernized.

INTRODUCTION

Cendol is a common food in Malaysia, it is a delicacy among local and international tourists. Cendol is also hard to find in the city area. The purpose of this innovation is to implement the use of IT by implementing the QR code into the packaging and use a user-friendly material to encourage proper use and disposal also embracing the heritage food by commercializing it into a packaging. However, there are a lot of tins packaging that do not even have a grip for a comfortable hold. The innovative design of this product has a curve for comfortable grip. This packaging innovation is to expose the use of IT for an easy feedback given and create an eco-friendly product that gives less impact in terms of soil production.

METHODOLOGY

The material and method that has been used in making Zzass Cendols design is grease proof paper and cupboard which is eco-friendly. Greaseproof paper and water-proof cardboard are eco-friendly alternatives to plastic. Greaseproof paper is made from vegetable oil and cellulose, and it is compostable. Cardboard is made from recycled paper, and it is also compostable. Using greaseproof paper and cupboard to package cendol is a more sustainable option than using plastic. It is also a way to reduce plastic pollution and protect the environment.

The method that has been used is questionnaire. A recent questionnaire was conducted to gauge public opinion on the use of QR codes in Cendol packaging. The results of the survey showed that there is a high level of support for the use of QR Codes in Cendol packaging. Of the respondents, 90% said that they would be more likely to purchase Cendol if it was packaged with a QR Code. The most commonly cited reason for this was that QR Codes improved customer engagement. QR Codes can be used to collect customer feedback.

In general, the respondents agree with the design of Cendol packaging. A qualitative study done by (Silayoi & Speece, 2004) on packaging, illustrates that most of the consumers believe that shape of the packaging relates to ease-of-use and carrying of a product. It is because when designing cendol packaging there are a few key factors to keep in mind. First, the packaging should be visually appealing. Cendol is a colorful and vibrant dessert, so the packaging should

reflect that. The colors should be bright and inviting, and the design should be eye-catching. Second, the packaging should be functional. It should be easy to open and close, and it should be able to protect the cendol from damage during shipping and handling. The packaging should also be leak-proof to prevent the Cendol from spilling. Third, the packaging should be sustainable. It should be made from recycled materials and it should be recyclable. The packaging should also be biodegradable, so that it can be disposed of without harming the environment.

RESULTS AND DISCUSSION

The questionnaire consists of 5 sections, section A includes a demographic profile which consists of gender, age range, occupation, race, and the result of people's love for Cendol. While section B includes the practicability of the packaging which consists of people's acceptance of the Cendol design. Section C includes the design which is public approval of the design to be used for Cendol packaging, whether the design is suitable for all ages, the design is easy to carry or not, the packaging can give exposure to other people than local, and last is the packaging that is eco-friendly or not. Section D is related to the cost of the packaging which consists of a reasonable price for the packaging, people think the packaging can increase economic growth out there, and last is the packaging that can increase purchasing power. Last section 5 includes creativity and usefulness. This section consists of the feedback on the QR Code that we put on the packaging to see feedback from customers against Cendol, and also the QR Code for feedback on the design. The results of this questionnaire suggest that there is a strong demand for the use of QR Codes in Cendol packaging. Businesses that adopt this technology can expect to see a number of benefits, including increased brand awareness, improved customer engagement, and increased sales. According to the results of the poll that was sent out, the vast majority of respondents believe that the price of the Cendol package should be RM5.

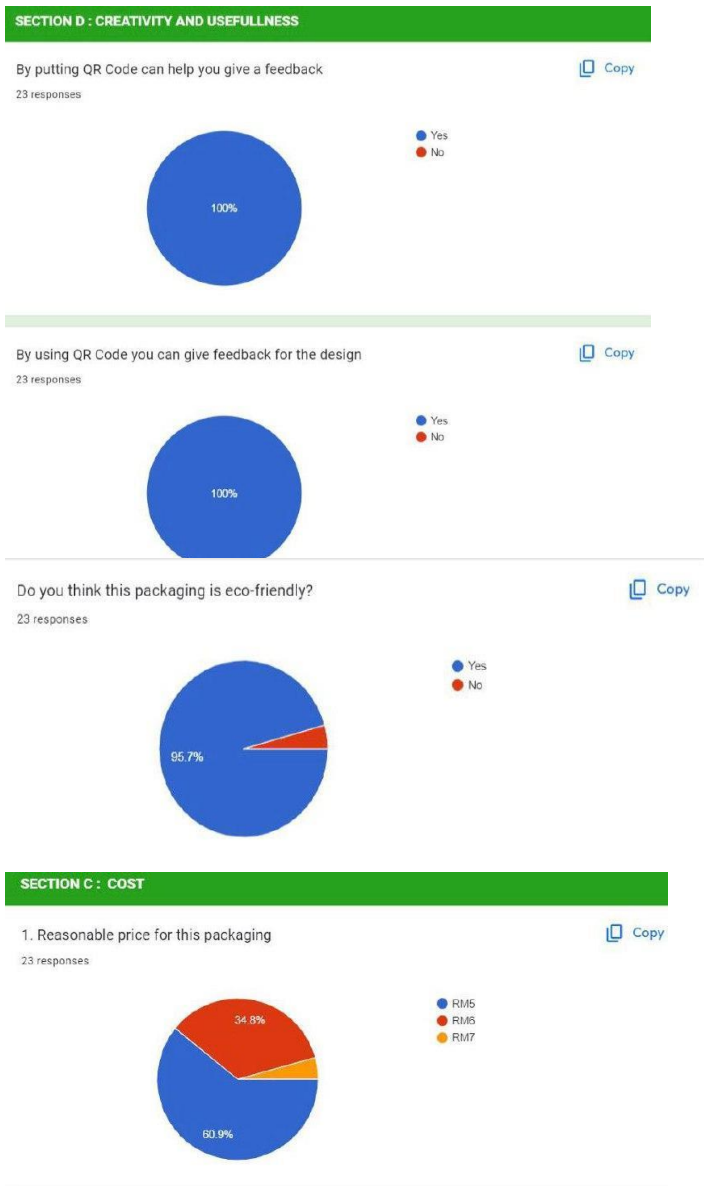


Figure 1. The Results and the Discussion

CONCLUSION

In conclusion, the F&B industry may benefit greatly from using QR codes on packaging. These benefits include increased consumer involvement, streamlined operations, transparency, marketing potential, and sustainability. Businesses are able to provide their customers with a more immersive and dynamic experience by utilizing this technology efficiently, which will

eventually improve their satisfaction and loyalty. Other than that, in the food and beverage (F&B) sector, embracing sustainability in packaging is essential for environmental stewardship, meeting customer expectations, regulatory compliance, cost savings, and driving innovation. Businesses may support a more sustainable future while benefiting from improved brand perception and consumer loyalty by promoting sustainable packaging practices.

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Silayoi, P., & Speece, M. (2004). Packaging and purchase decisions. *British Food Journal*, 106(8), 607–628. <https://doi.org/10.1108/00070700410553602>



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