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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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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)
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INNOVATION OF SECONDARY PACKAGING “NASI AYAM”

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ABSTRACT

Secondary packaging functions as outer packaging to keep the product safer and organized. This is because it makes it easier for customers to carry and if it falls, the product is still safe. In addition, it also serves as a useful shipping container in e-commerce. Secondary packaging also has many components such as boxes, padding, separators, reinforcements, bags, and others. Therefore, I have chosen to make secondary packaging for chicken rice. I have created a packaging mockup that is more effective to use. I have made the rice no need to use plastic to carry it, in fact, I have made a handle for the packaging. In addition, I have placed an AR scanner and QR code. QR Code works directly to directions to the place of business. The objective I created for Secondary Packaging is to make it easier for customers to carry the purchased chicken rice. This is because it can attract customers to buy chicken rice. In addition, secondary packaging can strengthen the selected product. This is because secondary packaging needs to be custom-made. Plastic packaging is not suitable for carrying food like chicken rice

because it can cause environmental pollution. The innovation from my packaging is to have a place to put the sauce and soy sauce in the package. In addition, I have provided a place for the handle to be easily carried by the customer. It is also combined with Augmented Reality (AR) and Quick Response (QR). In conclusion, secondary packaging is very important to use. This is because it makes the product neater and stronger. With that, the secondary packaging I made can reduce the use of plastic in packaging and it is safe to use in nutritional products such as Chicken Rice.

Keywords: Secondary Packaging, Chicken Rice, AR Technology

INTRODUCTION

To keep the goods secure and orderly, secondary packaging serves as the outer packing. This is so that customers can carry it more easily and the goods is still secure if it falls. Also, it works well as a shipping container for e-commerce. Boxes, cushioning, separators, reinforcements, bags, and other materials are among the numerous components of secondary packing. I have decided to create secondary packaging for chicken rice as a result. A package mockup that I made is more practical to use. I created a handle for the packaging so there is no longer a need to use plastic to transport the rice. I've also added a QR code and an AR scanner. Direct access to driving instructions via QR Code.

Mohd Rusdi Darikah is the owner's name. opened for business in 1999. The company's first site is in the food court at Nirwana Ampang. This is a result of his relocation to Jengka, Pahang, at the end of 1999. The second branch opened in Pandan Indah in 2000 after that. A third location will open in Kajang, Selangor, in 2022. With that, I have chosen the chicken rice product to redesign the packaging by choosing secondary packaging because it is more practical and safe to use. In addition, it can also attract customers to the manufacture of secondary packaging. With that, it also makes it easier for customers to carry packaging safely.

In addition, I have innovated my chicken rice packaging by placing a QR code that works directly on Maps that shows the location of the business. This is because it can make it easier for customers to see the location by just scanning the QR code. In addition, I have also placed Augmented Reality AR so that it shows the packaging works in a sophisticated way to be shown.

Innovation is a strategy for figuring out how to make new items or what are known as better products and services. This is so because every business, whether for profit or not, will compete to come up with innovative ideas that will benefit all of the businesses involved. As an example,

my product, chicken rice with a QR code and augmented reality (AR) demonstrates creative innovation by thinking about generating something new in the market that will alter the supply demand relationship between demand and production. Innovation is therefore something created to enhance a product.

INNOVATION DEVELOPMENT

Secondary packaging was made using paper artcard that was formed in the production of the mockup I created. This is because I have also made a different sauce and soy sauce place and made a spoon and fork place. With that, it can also be carried easily because I have made a hand holder. My invention in product revenue has succeeded in using only 1 die-cut and can reduce spending in packaging revenue. With that, Secondary packaging is also a protection for food that is very sensitive to the surrounding environment. In addition, this chicken rice packaging also has the potential to make sophisticated packaging that can be reused. This is because this packaging is not like another packaging that is disposable after use. This is because the chicken rice packaging produced by me is secondary packaging that is not direct food. The design also plays an important role in the production of packaging because it can attract customers to buy and learn about the capabilities of chicken rice packaging created as innovative packaging.

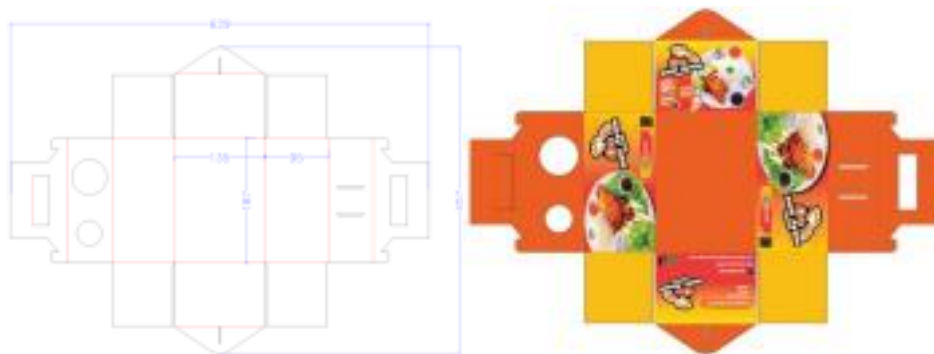


Figure 1. Innovation Secondary Packaging Chicken Rice Technical Drawing.

The secondary packaging of chicken rice used 270 gsm. This is because I have tested before setting the appropriate gsm paper. Next, I have placed innovations such as QR codes and Augmented Reality AR that works differently. With that, the function of the QR code is to provide the location of the place of business while Augmented Reality AR I have placed an interesting video to watch through the Artivive Application that has been downloaded on the Google Play Application and Apps Store. QR code also gives good benefits to customers because it makes searching easier. QR codes can also actually be used for other functions such as ordering food that does not use a counter or server. However, QR Code needs to be used wisely in a suitable place to always be used. That, Augmented Reality also attracts interest from customers because it can get new things in packaging and it is difficult to throw away the packaging after use. In addition, I have also made a place for sauce and soy sauce. This is because the sauce and soy sauce can be easily opened and safe to carry. Places for sauce and soy sauce also make the secondary packaging attractive for customers to use. In addition, I have also made a place for spoons and graphs that work to be used when eating. I also put plastic on the spoons and forks because the environment is also important to see. For example, dust, sand, and so on. This can also be used as a secondary packaging innovation that can be applied. In conclusion, secondary packaging is very important to use in Innovation. It is because it makes the product neater and stronger. In conclusion, secondary packaging is very important for use in Innovation. This is because it makes the product neater and stronger. This is because secondary packaging uses 1 coated side which is not directly against food such as chicken rice and it is safe for customers to use.



Figure 2. Secondary Packaging Chicken Rice Innovation



Augmented Reality QR Code



Place Sauce And Soy Place Spoon And Fork Figure 3. Secondary Packaging Chicken

Rice Innovation AR, QR, Place Sauce, Soy And Spoon, Fork

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