



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)
UiTM Kedah Branch
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CREATING AWARENESS IN LIFE INSURANCE AMONG THE YOUNGSTERS USING DIGITAL BROCHURE

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ABSTRACT

Young people frequently have little knowledge of life insurance, which can be caused by several circumstances. Firstly, a lot of young individuals are not informed about the advantages of life insurance. According to a survey, a sizable majority of young adults, roughly 78% did not receive any advice or information on life insurance from their relatives. Second, many young individuals have a worldview that makes them think they are unstoppable and unlikely to have difficulties. According to research, 65% of young individuals think they won't have any health problems or troubles anytime soon. Finally, financial limitations come into play because many young individuals rely on their parents for financial help, making it difficult to set aside money for insurance premiums. A digital brochure with special features has been chosen as the vehicle for educating young people about life insurance to solve the awareness gap. Young people tend to ignore conventional printed brochures, as indicated by research revealing that 86% of people between the ages of 18 and 25 prefer digital content to printed materials. Given that 91% of young adults own smartphones and frequently use them for information access, using a QR code in the digital brochure also enables simple access and participation. In conclusion, statistics show how important it is to educate young people about the importance of life insurance. It is possible to effectively close the knowledge gap and persuade young folks to think about the value of life insurance in protecting their financial

future by utilizing digital brochures and including QR codes.

Keywords: life Insurance, digital brochure, QR code, youngsters, awareness

BACKGROUND

In today's digital age, reaching out to young individuals and creating awareness about life insurance requires innovative and engaging methods. Digital brochures are a powerful tool to educate and inform youngsters about the importance of life insurance. In this background, we will explore how digital brochures can effectively create awareness among youngsters, helping them understand the significance of life insurance and encouraging them to make informed decisions for their financial future.

Firstly, Captivating Design. It shows that digital brochures offer a visually appealing format that captures the attention of young individuals and also engaging designs, vibrant colors, and high-quality images make the brochure visually appealing and inviting. Secondly, Digital brochure is Interactive Features. Interactive Features means can incorporate interactive elements such as videos, animations, and quizzes. These features enhance user engagement and promote active learning, making the information more memorable and impactful.

Besides, Digital Brochures is Clear and Concise Language. It is because Digital brochures use simple and accessible language to explain complex concepts and also avoiding jargon and technical terms ensures that the information is easily understood by youngsters. Furthermore, Digital Brochure can encourage action which is Digital brochures include a clear call-to-action that motivates youngsters to take the next step, such as contacting an insurance professional or exploring specific policy options. Last but not least, Digital brochures can include relatable examples and case studies to illustrate how life insurance can benefit young individuals and also showcasing scenarios like paying off student loans, supporting dependents, or achieving financial goals resonates with the target audience.

PROBLEM STATEMENT

Mostly insurance companies using physical brochures for youngsters to educate them about insurance due to the following reasons such as physical brochures provide a tangible object that youngsters can hold and flip through, creating a sense of connection and ownership and they think, having a physical brochure allows individuals to interact with the content in a more tactile manner, which can enhance the learning experience. But for us, nowadays youngsters are more too digital because youngsters have grown up in a digitally connected world, surrounded by smartphones, tablets, and computers. They are more familiar and comfortable with technology, making digital platforms a natural choice for communication, information,

and entertainment. This is why we want to create a digital brochure for youngsters because we know youngsters can access digital content anytime and anywhere, allowing them to satisfy their curiosity and needs on the go. Secondly, digital brochures can incorporate interactive elements. This interactive nature engages youngsters and keeps them interested in the content. They can watch videos that explain the benefits of life insurance. Physical brochures are lack of interactivity cause youngsters in particular, are more accustomed to digital media and may find physical brochures less engaging. Last but not least, why we choose digital brochure because digital brochure is shareability, means that digital brochures can be easily shared with others through various platforms like email, social media, or messaging apps. Youngsters can quickly share the brochure with their friends, family members, or peers who may also benefit from learning about life insurance at an early age. This promotes spreading awareness in a convenient and efficient manner. Physical brochures are lack of quickness because life insurance policies and information can change over time. With physical brochures, updating the content requires reprinting and redistributing them, which can be time-consuming and costly. This can result in outdated information being circulated and can lead to confusion or misinformation.

OBJECTIVES

To educate on basic concept and raise awareness for youngster about life insurance.

Digital brochures aim to educate youngsters about the fundamental concepts and terminology related to life insurance. It should provide clear explanations of terms like premiums, beneficiaries, coverage, and policy types, ensuring that youngsters have a solid understanding of the key principles and also the primary objective is to raise awareness among youngsters about the importance and benefits of life insurance and can effectively communicate why life insurance is relevant at an early age and highlight the long-term advantages it offers.

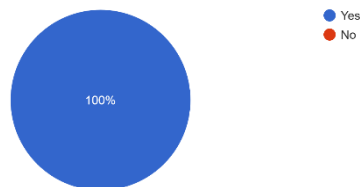
NOVELTY

The key point of digital brochure is the QR Code which why we can say the novelty is QR Code because our target market is youngsters. Nowadays, youngsters are more too digital, so we create the QR Code to make it easier for youngster to access our digital brochure and also QR codes provide a convenient and effortless way for youngsters to access additional information about life insurance. By simply scanning the QR code with their smartphones or devices, they can instantly access relevant content without the need to type in URLs or search for information manually. This enhances engagement and captivates the attention of youngsters, making the awareness-building process more interactive and enjoyable.

COMMERCIALIZATION POTENTIAL

Firstly, Digital brochures can serve as a valuable lead generation tool for insurance companies. By including forms or contact information within the brochures, interested individuals can provide their details to express interest or request further information. This enables insurance companies to capture leads and follow up with potential customers to convert them into policyholders. By providing valuable and engaging content, companies can establish themselves as trusted and knowledgeable sources in the industry. This can lead to increased brand recognition, customer loyalty, and positive word-of-mouth referrals.

Have you ever received or viewed a digital brochure?
34 responses



As youngsters, do you prefer to read digital brochure or physical brochure?
34 responses



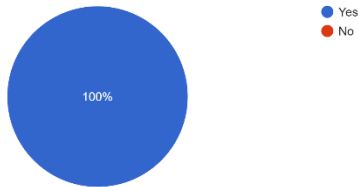
BENEFITS TO SOCIETY

Digital brochures provide an opportunity to educate society about life insurance and enhance financial literacy. By explaining the concepts, benefits, and importance of life insurance in an accessible manner, individuals can gain a better understanding of financial planning and risk management. This improved financial literacy can have broader positive effects on society's overall financial well-being. Secondly, Digital brochures raise awareness about the need for life insurance and the potential risks individuals and families may face. By highlighting the benefits of life insurance coverage, individuals can become better prepared to handle unexpected situations and protect their loved ones financially. This can contribute to the overall resilience and stability of society.

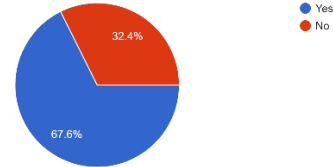
FEEDBACK FROM COMMUNITY

We received positive feedback from the community pertaining to the digital brochure. Most of youngsters have accessed our digital brochure using the QR Code that has been created by blasting the QR code to the community. We have reached our target market, which is youngsters. The aim to creating awareness of taking Life Insurance for youngsters have giving a positive impact as digital brochure shows the impact on youngsters which is the youngsters are willingly to read. Moreover, this awareness has changed the youngster's mentality regarding to Life Insurance. Mostly the youngsters admit that they have invest their money to unnecessary stuff instead of investing for future. Therefore, the youngsters willingly to purchase Life Insurance on their young age.

Can QR codes effectively engage and attract the attention of youngsters to explore a digital brochure about life insurance?
34 responses



Have you ever made a purchase or taken any action based on information provided in a digital brochure?
34 responses



How effective do you find digital brochures in conveying information compared to traditional printed brochures?
34 responses

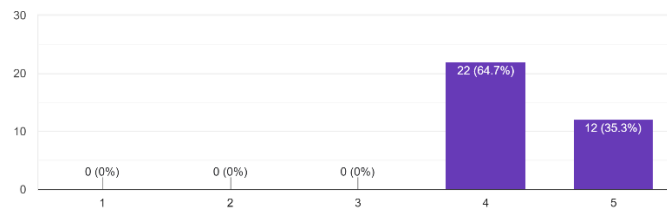


Figure 1. Feedback from community of the product

CONCLUSION AND REFLECTION

The conclusion why we want to make a digital brochure over physical brochure, youngster because digital brochure is accessibility and convenience. Digital brochure also can be interactive and engaging and it will offer interactive features such as embedded videos, animations, and clickable links. These elements enhance engagement and provide a dynamic experience for youngsters. Digital brochures can be customized and personalized based on the preferences and interests of the youngsters. Other than that, QR codes have a high data capacity compared to traditional barcodes. QR codes incorporate error correction techniques, which allow them to remain scannable even if they are partially damaged or distorted. QR codes offer interactive and engaging experiences for users. They can be linked to multimedia content, surveys, promotions, or exclusive offers, providing an interactive element that captures users' attention and encourages their participation.

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Tamplin, T. (2023, March 27). *Life Insurance*. Retrieved from https://www.financestrategists.com/insurance-broker/life-insurance/?gclid=CjwKCAjwp6CkBhB_EiwA1QVyxYdYZzWM7KbdRP45XAuXZ-G7DiAz8hktGL6kULxoBN1DRS6dVOcMU6BoCPEIQAvD_BwE



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