

MELAKA  
INTERNATIONAL  
INTELLECTUAL EXPOSITION

# MIIEX'24

12 JUNE '24

Dewan Taming Sari,  
Universiti Teknologi MARA Caw. Melaka,  
Kampus Alor Gajah, Melaka

*"Empowerment of Special  
Needs through Invention  
& Innovation"*

**EXTENDED  
ABSTRACT**

# MiiEX'2024

**MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION 2024**

**“EMPOWERMENT OF SPECIAL NEEDS THROUGH INVENTION AND  
INNOVATION”**

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UiTM Cawangan Melaka

KM26 Jalan Lendu,

78000 Alor Gajah

Melaka Bandaraya Bersejarah

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# MiiEX'2024

MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION 2024

“EMPOWEREMENT OF SPECIAL NEEDS THROUGH INVENTION AND  
INNOVATION”

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## **FOREWORD BY THE RECTOR OF UiTM CAWANGAN MELAKA**



**Professor Ts. Dr. Mohd Rasdi bin Zaidi**

**Rector, Universiti Teknologi MARA (UiTM)**

**Cawangan Melaka**

Welcome to the Melaka International Intellectual Exposition 2024 (MIIEX '24). It is an honour for me, on behalf of UiTM Cawangan Melaka, to thank all of you for joining MIIEX '24. We are proud to inform you that this is the 13th consecutive year that UiTM Cawangan Melaka is organizing this exposition. Since 2009, UiTM Cawangan Melaka has successfully hosted this innovation exposition. Not only have we succeeded in organizing the exposition, but we have also successfully embarked on commercialized products.

2024 is a special year where MIIEX 2024 emphasizes the development of special needs. As we know, special needs indicate a limitation in a person's ability to engage in and benefit from various aspects, such as daily activities and education. Hence, with the theme "Empowering Special Needs Through Invention and Innovation," it is a platform for industries, professionals, academicians, students, and communities to share their innovative ideas and products to increase accessibility for those with special needs.

The successful implementation of MIIEX '24 is our joint success. This event was supported by the Melaka state government through YB Datuk Fairul Nizam bin Roslan, the EXCO of Science, Technology, Innovation, and Digital Communication. I also want to express my

gratitude to Universitas Negeri Padang, Indonesia, Universitas Muhammadiyah, Makassar, Indonesia, the International Association of Economic and Businesses (IAEB), Universiti Sains Islam Malaysia, Ibnu Umri Maktum Research Center (UMMI), USIM, and The Southeast Asia Minister of Education Organization Regional Centre for Special Educational Needs (SEAMEO SEN) as our co-collaborators for MIIEX 2024.

The collaboration from various parties in MIIEX '24 is a platform that will improve cooperation and interweaving among industries, professionals, academicians, students, and communities in shaping their potential in developing innovation products. This exposition also serves as a platform to cultivate and uphold the nation's innovation culture by presenting new ideas and research by young people, especially from academia and universities. Indirectly, MIIEX '24 will encourage all inventors towards empowering Science, Technology, Engineering, and Mathematics (STEM), especially in primary and secondary schools.

The new digital landscape also inspires more innovation and new ideas that contribute to various activities, such as business and industries. As a university that encourages "Research and Innovation," we aim to foster more innovative products that benefit scholars, industries, and communities, addressing issues to improve our present and future life.

This exposition would never happen without dedication, teamwork, and commitment. A round of applause should be given to the committee teams, who are the backbone of this exposition. Their hard work, effort, and time made this exposition possible.

Finally, I would like to conclude this brief remark by thanking all the participants and stakeholders for joining the exposition. We hope that this collaboration never ends here.

Thank you.

## **FOREWORD BY THE DEPUTY RECTOR (RESEARCH & INDUSTRIAL LINKAGES)**



**Associate Professor. Dr. Nur Hayati binti Abd Rahman**

**Deputy Rector (Research & Industrial Linkages), Universiti Teknologi MARA (UiTM) Cawangan Melaka**

With much passion and privilege, let me warmly welcome all of you to the Melaka International Innovation Exhibition (MIIEEX), UiTM Cawangan Melaka's flagship event. I firmly believe that events such as these demonstrate the gradual evolution of this platform in terms of its significance and its governing principles within the sphere of learning and the broader scholarly society.

The theme for this year, "Empowering Special Needs Through Invention and Innovation," strongly connects to our mission of using research and technology to make a positive impact on the world we live in. Besides enforcing the message of diversity, this theme also reaffirms our focus on creating products to improve the lives of people with disabilities (PWDs). Such innovations are vital as only through focused constructive changes can society become more sensitive to the needs of all members.

MIIEEX allows researchers, students, and industry professionals to come together, share their innovative research, and develop viable research partnerships. It has been great to see the enthusiasm of the participants and the efforts they put into their projects, which can offer various social and economic benefits. This is why one can state that MIIEEX is a great

opportunity for creating connections between the academic environment and industry, facilitating the implementation of innovative and promising projects.

Finally, I would like to express my sincere appreciation to all the members and supporters of the organizing committee, all the participants, sponsors, and everyone involved in preparing this event. I want to express my gratitude for your commitment and involvement, as the success of MIIEX and the development of an active culture of innovation in our university and beyond is partly owed to your support.

Thank you



## **FOREWORD BY THE PROJECT DIRECTOR**



**Dr Zulkefli bin Muhamad Hanapiyah**

**Senior Lecturer**

Assalamualaikum and Warmest Greetings,

It gives me a great pleasure, on behalf of the organizing committee, to welcome all participants and speakers to the Melaka International Intellectual Exposition 2024 (MIIEX '24) with the theme "Empowering Special Needs Through Invention and Innovation." We are honoured and pleased to welcome all participants to this biennial event.

MIIEX '24 is a platform that gathers experts from local and international industries, academia, scientists, researchers, and the community to contribute to the advancement of scientific and technological knowledge. This knowledge helps develop disruptive innovation products that improve daily activities for businesses and the community, especially those with special needs.

MIIEX '24 provides an atmosphere for inventors of all levels to gain new exposure and collaborate. Indirectly, this promotes a collaborative and innovative culture that focuses on cutting-edge technologies and new standards in technology and creativity.

MIIEX '24 is anticipated to serve as an arena for participants to acquire and disseminate revolutionary information on ideas and innovation. It is intended that the competition will expose the contestants' minds to the latest technologies and designs, aligning with the government's goal of encouraging innovation in Malaysia.

Finally, I want to compliment my fellow committee members on their amazing efforts, which were vital to the event's success. In addition, I want to thank our co-organizers, event sponsors, and participants. Optimistically, we hope that all new knowledge discovered, invented, or innovated will lead us toward future sustainability.

Thank you.

**FOREWORD BY MELAKA STATE EXCO OF SCIENCE, TECHNOLOGY,  
INNOVATION AND DIGITAL COMMUNICATIONS**



**YB Datuk Fairul Nizam bin Roslan**

**Melaka State Exco of Science, Technology, Innovation and Digital Communications**

Welcome to the Melaka International Intellectual Exposition 2024 (MIIEX '24). It is an honor for me, on behalf of UiTM Cawangan Melaka, to thank all of you for joining MIIEX '24. We are proud to inform you that this is the 13th consecutive year that UiTM Cawangan Melaka is organizing this exposition. Since 2009, UiTM Cawangan Melaka has successfully hosted this innovation exposition. Not only have we succeeded in organizing the exposition, but we have also successfully embarked on commercialized products.

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This exposition would never happen without dedication, teamwork, and commitment. A round of applause should be given to the committee teams, who are the backbone of this exposition. Their hard work, effort, and time made this exposition possible.

Finally, I would like to conclude this brief remark by thanking all the participants and stakeholders for joining the exposition. We hope that this collaboration never ends here.

Thank you.

## MIIEX'24 ORGANISING COMMITTEE

COMMITTEE	NAME
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	RIDZUAN ADLI BIN AZIDIN
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JURY SELECTION AND MANAGEMENT	EN NORAZLAN ANUAL
	PN AFZAN NOR BINTI TALIB
	PN NUR HIDAYAH ZAINI
	CIK FARIHA AIZA BINTI RAMLY
	PN NURUL AIN BINTI MUSTAKIM
	PN NOORZALYLA MOKHTAR
	PN ZATUL HIMMAH BINTI ABDUL KARIM
	CIK MUNA KAMEELAH BINTI SAUID
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	SITI RAMIZAH JAMA
	SITI NURSYAHIRA ZAINUDIN
	BUSHRA ABDUL HALIM
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	MUHAMMAD FURQAN BIN AZHAR
	KHAIRUL AZHAR BIN LOCHMAN



## **ABOUT MIIEX'24**

MIIEX'24 is an innovation competition annually organised by UiTM Melaka with the intention to bring together ideas and inspiration that could fit in for commercialization needs.

This event creates a platform for researchers to establish networking, partnership and opportunities to collaborate with industries.

## **OBJECTIVES**

1. Encourage and instil passion towards inventing and innovating among UiTM Cawangan Melaka staff, students and academicians of local and international higher education institutions;
2. Highlight distinguished talents of skilful inventors and exhibit intellectual products, inventions and innovations among local and private tertiary institutions, government and private agencies, including international participants;
3. Become an effective Business Matching platform for participating research products, matching industries and partnering government agencies;
4. Recognise, inspire and promote invention and innovation products to be patented and commercialized;
5. Increase passion towards inventing and innovating through research and boost interests of government and non-government agencies to obtain consultancy services from a line up experts of higher education institutions and UiTM Cawangan Melaka.

## **THEME**

**'EMPOWERMENT OF SPECIAL NEEDS THROUGH INVENTION AND INNOVATION'**

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<b>SALACHOLESTA (OBAT HERBAL KOLESTROL DARI KULIT SALAK) SEBAGAI UPAYA MENINGKATKAN KESEHATAN DAN PEREKONOMIAN DI KOTA PADANGSIDIMPUAN</b>	<b>1429</b>

## **Air Up Flavoured Water Bottle**

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### **Abstract**

Water is a natural gift given to us by nature. Drinking water regularly in daily basis is the best way we can give to our bodies. Some of us drink it when we are thirsty and some of us drink it when we are fully hydrated. However, an analysis of the Global Dietary Database for the years 1990, 2005, and 2018 found overall consumption of sweetened drinks increased—by nearly 16% worldwide. Beverages high in added sugar, such as sugar-sweetened soft drinks, continue to be associated with various health issues. Knowing the important to protect child and adolescent health, the Air Up flavoured wáter bottle was introduced as a strategies to reduce sugary drink consumption. Air Up aims to encourage people consistently drinking mineral wáter that produced natural flavour just by scent. The flavoured scent was made from the natural products such as fruits, spices or herbs and it is totally safe for everyone who has consumed it. Air Up offers unique solutions to a people who want get back on track with healthy habits, athletes and sugar-conscious diabetics. Social media promotion and demonstration will be the most effective selling strategy for Air Up. Air Up flavoured water bottle, which provides a refreshing taste experience without added sugars or chemicals, can support individuals in adopting healthier habits and enjoying life to the fullest.

**Keywords: Air Up, Drink, Health, Natural flavoured, Scent**

## 1. INTRODUCTION

Can a person drink healthy and live without many health problems? Water, an essential nutrient, is fundamental for life and plays a vital role in regulating several physiological functions in the human body (Cannas et al., 2020). By cut down sugar in their drinking habit a person can live a long and healthy life (Roesler et al., 2021). Knowing the important to protect child and adolescent health, the Air Up flavoured wáter bottle was introduced as a strategies to reduce sugary drink consumption. Air Up is a wáter bottle with natural flavours just by scent. It is free from chemicals because the flavour pods for the scent was made from natural products extracted. This flavoured wáter bottle plan will help you feel satisfied and get back on track with healthy habits. By using Air Up a person will be able to do more activities with a person's friends and loved ones without having any health problems.

## 2. OBJECTIVE

Air Up flavoured wáter bottle aims to encourage people consistently drinking mineral wáter that helps regulate the internal body such as speed up metabolism, increased hydration levels and stay alert (Ali et al., 2021). The natural flavoured from the pods that produced scent is contributes in improving cognitive fuctions and safe for everyone to use it. People properly hydrated and keep the fresh mood derived from scent with the Air Up.

## 3. NOVELTY & INVENTIVENESS

The drinking bottle that flavours wáter just by scent. Air Up fulfilling benefit of drinking mineral wáter to keep our body in a good condition. Furthermore, flavours pod was produced scent was made from the natural products such as fruits, spices or herbs. It is totally safe for everyone who has consumed it.

## 4. PRODUCT FEATURES

### 4.1 The product features as follows:



## **4.2 Cost and market price**

The product cost is RM 85.99

1.Premium Black Bottle Body = RM 14.99

2.Premium Black Strap = RM 8.99

3.Electric Orange Mouthpiece = RM 13.99

4.Bottle Straw = RM 6.99

5.Classic Bottle Lid = RM 9.99

6.Pitch Black Bottle Adapter = RM 17.99

7.Natural Flavour Pod = RM 12.99

Our market price is **RM 130.99**.

## **4.3 Commercialization Potential**

### **1. Weight watchers**

Air Up offers a unique solution to support individuals in their weight loss journey. By providing a refreshing and flavourful way to hydrate without added sugars or calories, Air Up appeals to those looking to manage their calorie intake while staying hydrated.

### **2. Athletes**

Hydration is essential for athletes and sports enthusiasts to maintain peak performance. Air Up provides a convenient and enjoyable way for athletes to stay hydrated during training sessions, competitions, and recovery periods. The innovative flavour system encourages frequent hydration without the need for sugary sports drinks.

### **3. Sugar-conscious diabetics**

For individuals with diabetes or those managing blood sugar levels, monitoring sugar intake is crucial. Air Up offers a sugar-free hydration option with a variety of refreshing flavours, allowing individuals to enjoy delicious beverages without impacting their blood sugar levels.

#### **4.4 Selling strategy**

The selling strategy for Air Up is by making a lot of limited time promotion by offering exclusive discounts, bundle deals, and limited-time offers to create a sense of urgency and encourage purchase decisions and having a sponsorship for a well-targeted campaigns such as marathon which will give exposure towards new customer. The customer can be offered with free samples or tastings to generate interest and encourage trial purchases. With the rise of the Internet, we can pay some social influencers to promote our product towards their audience. We can also offer a demonstration of the product in social media such as Facebook, Instagram, TikTok and YouTube.

## **5. CONCLUSION**

In conclusion, maintaining a healthy lifestyle, including proper hydration and minimizing sugar intake, is crucial for overall well-being and longevity. The introduction of innovative solutions like the Air Up flavored water bottle, which provides a refreshing taste experience without added sugars or chemicals, can support individuals in adopting healthier habits and enjoying life to the fullest. By prioritizing hydration and making mindful choices about beverage consumption, individuals can enhance their quality of life, strengthen relationships, and pursue their passions with vitality and vigor.

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