



INTERNATIONAL EXHIBITION & SYMPOSIUM ON PRODUCTIVITY, INNOVATION, KNOWLEDGE & EDUCATION

“Optimizing Innovation in Knowledge, Education and Design”

EXTENDED ABSTRACT



e ISBN 978-967-2948-56-8



“Optimizing Innovation in Knowledge, Education and Design”

EXTENDED ABSTRACT

Copyright © 2023 by the Universiti Teknologi MARA (UiTM) Cawangan Kedah.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission, in writing, from the publisher.

© iSpike 2023 Extended Abstract is jointly published by the Universiti Teknologi MARA (UiTM) Cawangan Kedah and Penerbit UiTM (UiTM Press), Universiti Teknologi MARA (UiTM), Shah Alam, Selangor.

The views, opinions and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the Faculty, or the University.

Editors : Dr. Siti Norfazlina Yusoff
Azni Syafena Andin Salamat
Nurfaznim Shuib

Cover design : Syahrini Shawalludin
Layout : Syahrini Shawalludin

eISBN 978-967-2948-56-8

Published by:
Universiti Teknologi MARA (UiTM) Cawangan Kedah,
Sungai Petani Campus,
08400 Merbok,
Kedah,
Malaysia.

5.	EVABrainiac: The Best Destination for Your Intelligence <i>Husnul Izzati Binti Hassan, Muhammad Hazim Bin Hisham, Nurul Aqilah Binti Sohaimi, Safwah Malyanah Binti Sahariddun, Siti Nur Zuriati Binti Azman & Dr. Farah Adilla Binti Ab Rahman</i>	405-409
6.	OSEM Luggage <i>Crystal Marvella Jasren, Erzivericella Buing, Nurazlina & Cindy Johnny</i>	410-415
7.	KAECPR App <i>Amiruddin bin Junli, Siti Nor Ismalina binti Isa, Farrah Shafeera binti Ibrahim, Rosuzeita Fauzi & Muhamad Ridhwan bin Abd Rahman</i>	416-420
8.	Wonder Guide App <i>Tomy Masital, Muhammad E-man Arrazzaq, Nur Syafiqah binti Sairan, Siti Anis Farhanah binti Mohd Faisal & Spencer Hedley Mogindol</i>	421-426
9.	MY Culture Wise Application <i>Viliannie Fung, Irdhina Hani binti Ramji, Jerad Jay Janis & Alvin Gatu</i>	427-431
10.	Preparing the Inevitable: How JUNBI Eases the Burden of Death Planning <i>Syairunessa Farhana Mohamad Handal, NurFakiera Mohamad Yussuf, Nur' Atasha Amiera Nurdin, Muhammad Firdaus Karia & Adrianna Aziz</i>	432-436
11.	Eyetraxia <i>Nurul Eva Natasah Binti Nordin, Anis Sabrina Binti Nasir, Beatrice Elvina Anak Jolis & Nur Murniza Binti Mohd Zaidi</i>	437-441
12.	Brainy Burner <i>Winnie Limau Anak Jekeri, Dexter Petrus, Hailin Jaibah, Mohammad Syafie Bin Asmara & Umairah Binti Abd Khalid</i>	442-447
13.	NeuroTravel <i>Nur Ellyvia Lengidang Binti Muhammad Bunyau, Allanis Brooklyn Anak Nawin, Anis Nadhirah Binti Romel Shaadat Khan & Alvin Gatu</i>	448-452
14.	GroomGenie Kit <i>Azie Anjelly Ranty Binti Betty, Nur Sahirah Binti Zainuddin, Viona Maria Anak Guan & Nur Murniza Mohd. Zaidi</i>	453-457
15.	MyAbilityAssist <i>Rosevelt Kulong Anak Rudy, Muhamad Dzulhaziq Hiznie Bin Patehi, Izwana Binti Md.Ideris@ Idris, Alya Alyani Syazwina Binti Alihan & Alvin Gatu</i>	458-462
16.	AquaSaver Band: Scuba Emergency Bracelet <i>Mohd Zulfahmi Bin Ashan, Debra Utih Anak Francis, Floria Ann Anak Dominic, Stephanie Pilem & Boyd Sun Fatt</i>	463-467

Assalamualaikum warahmatullahi wabarakatuh,



First and foremost, I would like to express my gratitude to the organizing committee of i-Spike 2023 for their tremendous efforts in bringing this online competition a reality. I must extend my congratulations to the committee for successfully delivering on their promise to make i-Spike 2023 a meaningful event for academics worldwide.

The theme for this event, 'Optimizing Innovation in Knowledge, Education, and Design,' is both timely and highly relevant in today's world, especially at the tertiary level. Innovation plays a central role in our daily lives, offering new solutions for products, processes, and services. By adopting a strategic approach to 'Optimizing Innovation in Knowledge, Education, and Design,' we have the potential to enhance support for learners and educators, while also expanding opportunities for learner engagement, interactivity, and access to education.

I am awed by the magnitude and multitude of participants in this competition. I am also confident that all the innovations presented have provided valuable insights into the significance of innovative and advanced teaching materials in promoting sustainable development for the betterment of teaching and learning. Hopefully, this will mark the beginning of a long series of i-Spike events in the future.

It is also my hope that you find i-Spike 2023 to be an excellent platform for learning, sharing, and collaboration. Once again, I want to thank all the committee members of i-Spike 2023 for their hard work in making this event a reality. I would also like to extend my congratulations to all the winners, and I hope that each of you will successfully achieve your intended goals through your participation in this competition.

Professor Dr. Roshima Haji Said
RECTOR
UiTM KEDAH BRANCH



WELCOME MESSAGE (i-SPIKE 2023 CHAIR)



We are looking forward to welcoming you to the 3rd International Exhibition & Symposium on Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023). Your presence here is a clear, crystal-clear testimony to the importance you place on the research and innovation arena. The theme of this year's Innovation is "*Optimizing Innovation in Knowledge, Education, & Design*". We believe that the presentations by the distinguished innovators will contribute immensely to a deeper understanding of the current issues in relation to the theme.

i-SPIKE 2023 offers a platform for nurturing the next generation of innovators and fostering cutting-edge innovations at the crossroads of collaboration, creativity, and enthusiasm. We enthusiastically welcome junior and young inventors from schools and universities, as well as local and foreign academicians and industry professionals, to showcase their innovative products and engage in knowledge sharing. All submissions have been rigorously evaluated by expert juries comprising professionals from both industry and academia.

On behalf of the conference organisers, I would like to extend our sincere thanks for your participation, and we hope you enjoy the event. A special note of appreciation goes out to all the committee members of i-SPIKE 2023; your dedication and hard work are greatly appreciated.

Dr. Junaida Ismail

Chair

3rd International Exhibition & Symposium Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023)

MY CULTURE WISE APPLICATION

Viliannie Fung

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA
2022988183@student.uitm.edu.my

Irdhina Hani Binti Ramji

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA
2022981937@student.uitm.edu.my

Jerad Jay Janis

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA
2022762317@student.uitm.edu.my

Alvin Gatu

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA
alvingatu@uitm.edu.my

ABSTRACT

Each year, millions of tourists travel to Malaysia, drawn by its diverse and culturally vibrant landscape. However, for a harmonious and respectful relationship with the local community, visitors must comprehend and honour the multitude of cultural beliefs prevalent in Malaysia. By adhering to these customs, tourists can steer clear of unintentional offences and foster meaningful cultural exchanges, resulting in unforgettable experiences. Thus, the MY Culture Wise application has been developed to enhance traveller experiences and nurture cross-cultural understanding, particularly in Sabah. This app serves as a guide, equipping tourists with up-to-date information to navigate the intricate tapestry of Malaysian cultural norms. It encompasses guidelines on appropriate attire, social interactions, and practices for respecting religious and cultural traditions. Additionally, users can access location-specific cultural insights, making it a valuable resource for anyone exploring Malaysia. To ensure widespread adoption, extensive promotion of the application will take place across various social media platforms. Furthermore, collaboration with the Visitor Information Board will be established in every state. These partnerships will serve to elevate the visibility and distinguish the MY Culture Wise app within the market, leveraging the presence of Visitor Information Centers as strategic venues to engage with visitors and encourage app downloads. By facilitating cultural understanding and empowering tourists to make informed decisions, the MY Culture Wise application endeavours to create a more respectful and enriching travel experience for all. Its inclusive approach and collaborative efforts aim to bridge the gap between visitors and local communities, fostering mutual appreciation and celebration of Malaysia's diverse heritage.

Keywords: MY Culture Wise, travel experiences, cultural norms, educate, guideline

INTRODUCTION

It is difficult for tourists to be aware of the many hidden cultural norms and practices that exist in the country that they are visiting. Tourists who are ignorant about the cultural norms in a country would eventually face problems concerning travel law, transportation law, culturally accepted behaviours, and dress codes to name a few. In Malaysia, there have been occasions where tourists were not well informed about the local cultural norms and practices during their visit, especially in worship sites such as mosques and churches. For example, in 2018, a group of tourists were arrested for posing naked and urinating on top of Mount Kinabalu in Sabah, which is considered a sacred site by the local people. As a result, they were found guilty of engaging in indecent behaviour in public (Migration, 2015). Another example, there was an incident involving two foreign tourists who were allegedly executing a provocative dance on the walls of the Kota Kinabalu City Mosque in June, 2018 (Zulkepli, 2018). This act in a religious place reflected a lack of understanding towards Muslim worshippers. This kind of problem can be addressed by educating tourists regarding the cultural norms in Malaysia. MY Culture Wise is an application designed to assist the visitor to this end. This application will help tourists to practise wise decision making which comply with the cultural norms and practices in Malaysia. This application also furnishes local emergency contact numbers. Overall, MY Culture Wise implies that there is a dearth of cultural sensitivity among travellers concerning the cultural norms in Malaysia.



Figure 1. MY Culture Wise logo

PROBLEM STATEMENT

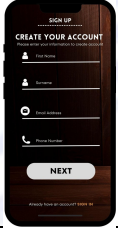
Tourists often unintentionally offend locals due to a lack of awareness and knowledge of cultural norms and practices (Ismail et al., 2014). This hampers positive interactions and hars the overall trip experience. An app called MY Culture Wise is required to overcome this gap. It would provide tourists with vital insights into Malaysian culture norms and practices, allowing them to engage with the local population in a respectful way and prevent cultural misunderstandings.

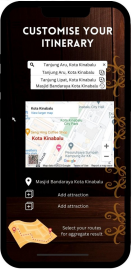
OBJECTIVES

- i. To educate tourists concerning the cultural norms of Malaysia and to provide travel guidance.
- ii. To provide a safe and secure environment for tourists during their travel in Malaysia.
- iii. To foster a respectful attitude towards local communities and their beliefs.

METHODS TO USE MY CULTURE WISE APPLICATION

Table 1. Procedure to use the MY Culture Wise Application

Step 1: 	Users have to first download the app from the App Store or Google Play Store. Following that, users can create an account by entering some basic personal information such as their username, age, and nationality. Then, to begin exploring the app, users must verify their account by providing their contact number or email address.
Step 2: 	Users can choose their desired state during this stage and let the app serve as their cultural guide. This phase will present a list of choices from the 11 states, two regions, and three federal territories that they will tour in Malaysia. The user will then be directed to the next phase of selecting specific districts in the selected state, region, or federal area. When Sabah is selected, the app will display districts such as Kota Kinabalu, Ranau, and Kudat. Users can examine the cultural norms in any of the districts.
Step 3: 	Users will also be led to a destination category. The app categorises destinations into worship sites, cultural sites, and natural sites. Users can select a specific destination based on the destination categories in the following step.
Step 4: 	Furthermore, users will be led to the next phase based on the destination categories they choose in the previous step. During this step, a more specific destination name in the state, such as a different type of worship site, cultural site, or natural site, will be provided for people to choose from the destination categories.
Step 5: 	Users will be guided to the appropriate phase in the next phase based on their destination. In this step, cultural norms and practises in the specific destination have been divided into two categories based on attire and behaviour. Users can select one of them to review.

Step 6: 	In step 6, the app will display detailed information about the selected segments' attire and behaviour. Users may browse over and read about the cultural norms and practises for each destination. To help users in understanding the destinations, the app will display the appropriate attire and behaviours to visitors.
Step 7: 	By clicking on the "Add attraction" button, they can add the specified place or attraction to their itinerary. Once uploaded, the app should automatically collect the relevant culture norms and practises into a personalised itinerary for users to examine, including the site name, customised culture norms, and other comments made in a clear and organised way. This function allows users to save the reviewed information for future reference as well as share the file with a travel buddy.

NOVELTY OR UNIQUENESS OF THE PRODUCT

MY Culture Wise is an essential remedy for the lack of cultural sensitivity among visitors to Malaysia, who frequently inadvertently violate cultural customs and traditions that are strongly ingrained in the multi-religious and multi-ethnic communities of the nation. This focus on increasing cultural sensitivity is especially crucial in Malaysia. Kim and McKercher (2011) noted that people rarely fully immerse themselves in local cultures while on vacation. According to the statistics distributed by Tourism Malaysia, Malaysia received 26.10 million arrivals in 2019 and received RM86.1 billion in a year (Tourism Malaysia, 2021). These statistics necessitate the use of the MY Culture Wise application in order to raise the awareness of the diverse cultural beliefs and practices in Malaysia.

The uniqueness of this application is that it removes ignorance and increases the enjoyment of tourists because they would no longer be left wondering about what or what not to do. The application is also user-friendly because specific cultural norms can be viewed at once for all selected locations along a travel route. Users can also insert their planned itinerary in the location section and the application will then display the relevant cultural norms that are practised in the selected locations. With that, tourists will have a clear list that displays the cultural norms practised based on the itinerary given.

PRODUCT COMMERCIALIZATION

The targeted users of this application are foreigners and Malaysians. Our target users range from teenagers to older adults. There is no specific age requirement for users as this application is accessible to everyone and it is encouraged to be used by visitors that visit any destination in Malaysia, including locals and foreigners. The MY Culture Wise application

will be heavily promoted on social media (Instagram, Facebook, Tiktok). According to Masterclass (2022), some marketers view social media marketing more closely than paid search ads. This is because people mostly spend their time looking at their phones to survey attractions or places that can catch their attention. Furthermore, advertisements about this app will appear based on the users algorithm that searches for Malaysia's tourism destinations on their search engine. To promote and enhance the popularity of this app, a collaboration with the Visitor Information Centre in Malaysia can be developed, utilising the centre in every state as a venue to meet and encourage visitors to use the app. In conclusion, foreigners and locals who would like to travel around Malaysia should download and use this application.

CONCLUSION

Every country has laws and cultures that must be observed and obeyed. Not all countries allow people to wear revealing clothes for instance, especially in Islamic countries. Without the knowledge about the cultural norms in Malaysia, tourists tend to do what they usually do in their own country. This is where the My Culture Wise application shines. It offers knowledge on the dos and don'ts when visiting Malaysia. The MY Culture Wise application is intended specifically for tourists visiting Malaysia, but Malaysians would definitely benefit from using the application as well. Overall, the application aims to equip individuals with the necessary knowledge and awareness to make informed decisions during their travels. By offering real-time updates on local cultural norms and traditions based on different locations in Malaysia, this application provides users the ability to navigate the country with a heightened sense of confidence and respect. By promoting responsible tourism and cultivating a deeper appreciation for Malaysia's remarkable cultural heritage, the MY Culture Wise application is invaluable in fostering cultural understanding and creating meaningful connections between visitors and the local community.

REFERENCES

- Ismail, N., Masron, T., & Ahmad, A. (2014). Cultural Heritage Tourism in Malaysia: Issues and challenges. *SHS Web of Conferences*, 12, 01059. <https://doi.org/10.1051/shsconf/20141201059>
- Kim, S.S. and Mckercher, B. (2011). "The collective effect of national culture and tourist culture on tourist behavior", *Journal of Travel & Tourism Marketing*, Vol. 28 Nos 1/2, pp. 145-164.
- MasterClass. (2022). How to market an app: 12 ways to market an app. <https://www.masterclass.com/articles/how-to-market-an-app>
- Migration. (2015). Sabah quake: Malaysia to charge tourists who stripped naked on Mount Kinabalu Friday. *The Straits Times*. <https://www.straitstimes.com/asia/se-asia/sabah-quake-malaysia-to-charge-tourists-who-stripped-naked-on-mount-kinabalu-friday>
- Ruzaini Zulkepli, F. H. M. (2018). Tarian Seksi: Tindakan sewajarnya Perlu diambil. *Astro Awani*. <https://www.astroawani.com/berita-malaysia/tarian-seksi-tindakan-sewajarnya-perlu-diambil-178787?amp=1>
- Tourism Malaysia. (2021). Tourism Malaysia Corporate Site. [Tourism.gov.my](https://www.tourism.gov.my). <https://www.tourism.gov.my/statistics>

e ISBN 978-967-2948-56-8

