

DESIGN EXHIBITION 2022

MAKIN
KAWALAN
KAWALAN
KAWALAN

College of Creative Arts, UiTM Kedah Branch

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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINDAREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



**NUR
SYAFIQAH**
SHAUFEE
2019241906

SIRIH GOLDEN PRODUCT COSMETICS

Design Advisor : DR.FARYNA MOHD KHALIS, ABDULLAH KULA ISMAIL,MOHD SYAZRUL HUSIN

The company background name Sirih Golden there is product of betel leaf oil. This is used as traditional herbal medicine by using a fresh betel that known as rich plant. The extraction of Sirih Golden from fresh and cured betel leaves is of high interest for industrial application. The betel leaf was steam distilled from the glossy green heart shaped leaves of Piper betle vine, popularly known as Paan in India it was light yellow to dark yellow in color with pungent spicy fragrance. These beneficial effects, taste, and aroma are mainly contributed by the essential oil present in the leaves. By adopting a mixed-method approach, the present research benefited from qualitative and quantitative methodologies. This oil can be extracted from the leaves by various methods, but the betel leaf oil extractor is an efficient and economic option. The ingredients of this product is saponin, tannin and eugenol and the formula of this product was Betel leaf, olive oil, arnica herb and ayat ayat doa syifa ruqyah syar' l. Other than that, The Sirih golden product is valued in Ayurvedic medicine as a stimulant, carminative, aromatic, antiseptic and even as an aphrodisiac. On this product, there also have some challenges to produce it. One of it was about trust by customers. There also will share the review or testimony of this product to make customers believe of the fact to this betel leaf oil. This betel leaf oil can used for treat headache, external injuries, burns, furunculosis, eczema, and lymphangitis. Humans have consumed herbal medicines to meet their basic needs for treating illnesses and relieving pain since ancient times. The market segment focuses on the packaging, size, and packaging of the packages, according to the trend and interest of the target age range. Target audience for this product arrange from adult and elderly. It supposed to be with ages between 12 and 78 years old was used to evaluate the intensity of the main aroma attributes of betel leaves oil. The traditional way of isolating volatile compounds like essential oils from plant material is distillation. The idea of the design was the symbol of betel leaf mix with oil symbol with black and gold color to make it looks like classic and elegant. As for the packaging will used a brown transparent bottle will make the packing looks more traditional. Other than that, there is also have the description and it was Minyak Sirih Syifa' Ruqyah to show that this betel leaf oil was a Muslim product. The tagline was "sirih mustajab" to make it clear that the fact of this betel leaf oil.

SIRIH GOLDEN
MINYAK SIRIH SYIFA' RUQYAH
SIRIH MUSTAJAB




MINYAK SIRIH SYIFA' RUQYAH
Sirih Mustajab

Formulasi + Khasiat
Sirih segar
Minyak zaitun
Anika herba terpilih
Ayat" syifa ruqyah syar'i

Pendarahan Luka

www.sirihgolden.com.my



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