



UNIVERSITI
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Public Interest Centre
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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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Cover Design : *Asrol Hasan*

Layout : *Nurina Anis Mohd Zamri*

eISBN : 978-967-2948-51-3

Published by : Universiti Teknologi MARA Cawangan Kedah,
08400 Merbok,
Kedah,
Malaysia.

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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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THE INNOVATION FROM PLASTIC BAG TO BOX HIJAB PACKAGING FOR SILAWA HQ

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ABSTRACT

According Puan Sheilawati Ahmad founder of company Silawa Hq and also entrepreneur of Sheiko Legacy that's company is opened in mid-2021. Silawa Hq is located in Sungai Petani, Kedah in the center of town. The Silawa Hq collection is launched regularly and is targeted to be looked forward to by the fashion industry, especially in hijab. Packaging can be described as having an active function beyond containing and protecting the product. Innovation in

packaging gives the opportunity to appeal people's feelings and emotions leading to more impulsive purchase decisions, as well as creating brand loyalty for existing customers. Silawa Hq hijab product did not have its own hijab packaging just placed in a normal plastic bag. This Silawa hijab packaging holder it can make the customers of this company to carry the product their buy from that's company. Objectives of this project is to attract customers with the innovations that have been made to the packaging and make easier to bring this hijab after purchasing. Therefore, the innovation of this packaging is easy to bring everywhere. The advanced technologies in this hijab packaging is combination of Augmented Reality (AR) innovation and QR code. Customer can scan images using apps Artivive for watching video material of hijab Silawa Hq and QR code used to provide easy access to information through a smartphone for easily customer open the all-social media and website for buying the hijab also can know information about Silawa Hq products. Hence, we believed that by having a special packaging design combination with technology will increase the visibility of their product.

Keywords: Hijab packaging, augmented reality, qr code

INTRODUCTION

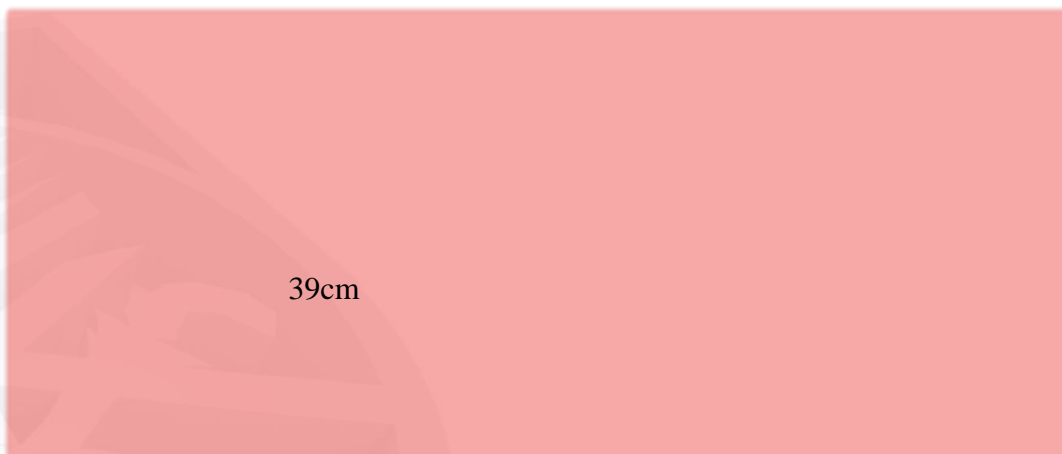
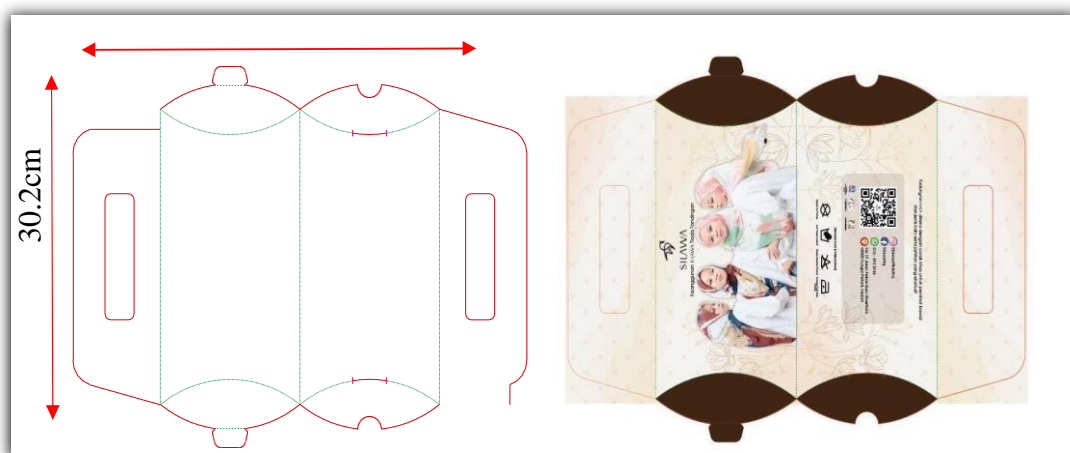
Packaging can be described as having an active function other than containing and protecting the product. Packaging also refers to the process of creatively designing, evaluating and producing packages. Innovation in packaging gives you the opportunity to appeal to people's feelings and emotions leading to more impulsive purchase decisions, as well as creating brand loyalty for existing customers. The floral pattern and graphic element design made for Silawa Hq packaging also known as 'tudung' by Malaysians is a piece of clothing used to cover the entire hair, head, neck and shoulders, usually covering the chest. Silawa opens in mid-2021, poised to be at the forefront of the online, local and global Muslimah clothing industry. The physical concept of this Silawa Hq store is based on english style based on white color to look exclusive and elegant. Through the evolution and innovation of fashion around the world, hijab fashion has evolved in design and style by experimenting with various materials and styles. The packaging for Silawa hijab is to help promote the hijab brand and show this packaging box looks exclusive and expensive, this packaging uses 270gsm paper for 1 sided A2 size paper in 1 die cut which is carried out in the XL75 Offset machine 1 sided (39cm x 30.2cm) can packing one scarf in one packaging.

Product packaging design is important to give impact to customer look it brand look beautiful and good quality. A marketer needs to grab the attention of a viewer to purchase the product. The objective of the project is to design a packaging box for Silawa Hijab products with a pillow packaging concept in the shape of a handbag with a combination of innovation adding a holder to make it easier for customers to carry when buying and look exclusive with good technology and added with quality finishing matte sport uv for each printed packaging. The method that is used is a search on the website where there are various types of examples of

packaging boxes for hijabs that have brands out there that are more creative and easier to take as references to make it easier to make good packaging improvements like those in the foreign market with design more creative and more exclusive. Silawa Hq renewal technologies term of Augmented Reality (AR) and QR code because before this Silawa Hq hijab is only using plastic bag which do not have any information about their product that they are selling in social media so this value added is very successful strategy for promote their product.

INNOVATION DEVELOPMENT

The packaging box is a box that is designed to protect a product that is filled in it and also to maintain the quality of a product so that it is not easily damaged by using suitable materials such as paper, ink and others. Silawa Hq company did not have its own hijab packaging, when customer buy this hijab, it only placed in a plastic bag. After receiving positive feedback, they think it is a time to have a proper packaging that showed their product with detail contain and become commercial packaging. Hence, we believed that by having a special packaging design combination with technology will increase the visibility of their product.



39cm

Figure 1. Innovation Packaging Hijab Silawa Hq Technical Drawing

Packaging innovation Silawa Hq Hijab using The Implementation of Augmented Reality (AR) and Qr Code. The innovation of this packaging box can be seen as a very good idea according to the distribution of time. The lid packaging design is specially designed to raise the brand of the product with good packaging quality and protect the product so that it is safe with innovative packaging instead of using plastic bags that are difficult to dispose of and can pollute the environment when the plastic handles are disposed of. It is easy for users to hold the packaging with the convenience of the packaging handle and the compact shape of the packaging is easy to carry anywhere. Alternatively, external parties can find out more clearly information about products and applications to promote the sale of veils provided in the form of QR codes. Augmented Reality (AR) uses related videos to inform users of hijab materials and hijab patterns. In addition, the use of QR codes on Silawa Hijab packaging elements makes it easier for users to get information without typing on the website by simply scanning it using a smartphone camera. When Augmented Reality and QR code become part of human life, the industry can change with more advanced and technological, then the main goal is to attract and promote this product and brand will be more proactive as a result of creative.



Figure 2. Mockup of Packaging Silawa Hijab Innovation



Figure 3. Packaging Silawa Hq Hijab Innovation with Augmented Reality and QR code

COMMERCIAL POTENTIAL

This packaging holder it can make the customers of this company to carry the items their buy from this company. It's also help to raise up the company name and sale by using the packaging. Before this, this company only use the normal plastic bag for their customers. By using the normal plastic bag this company less well-know. So, to raise up the company name their address also with QR code and AR Code to easy the customer to get information about their company by access the QR Code is used to provide easy access to information through a smartphone and for AR Code just can scan using apps Artivive to see the video about hijab. Furthermore, I make this packaging can put the business card of the company at the packaging, customer can keep the business card if they want to know more information and to branding the product. The goal of creating this box is to make it easier to give gifts to people while also making the hijab brand appear exclusive. This packaging box has re-invented itself by combining with (AR) so consumer can learn about the course information of this matter. This AR will show the Silawa hijab fabric material and pattern.

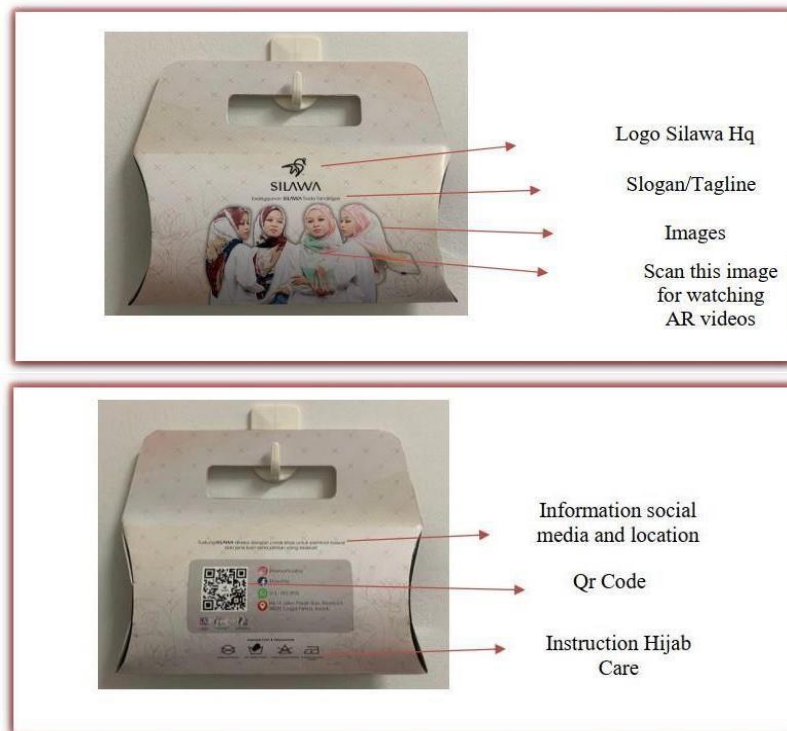


Figure 4: Innovation Product mock up and prototype

CONCLUSION

In conclusion, the use of Silawa hijab packaging box is very beneficial because it functions as a product used to place a newly purchased hijab and is capable of protecting against damage and dirt. The production of this packaging box can also provide convenience to Silawa hq customers in using the hijab brand that looks exclusive and is easy to manage and organise, and not only that, but this project can also provide experience on how to produce well-printed customer products. This packaging box, in my opinion, should be created with creativity and Augmented Reality (AR) technology in order to pique people's interest and expand the market to the general public.

ACKNOWLEDGEMENT

Thanks to other author members Ts. Mastura Omar, Dr. Shalida Rosnan, Jamil Bin Iswan and Nafisah Bt Ismail together completed this work. This research is also part of the work supported by Universiti Teknologi MARA (UiTM) Puncak Alam Campus.

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iTAC **2023**

e ISBN 978-967-2948-51-3



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