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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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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
Malaysia

AN INNOVATION OF PACKAGING WITH HANDLE ROPE FOR BAJU KURUNG BATIK USING THE IMPLEMENTATION OF AUGMENTED REALITY AND QR CODE

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ABSTRACT

According to Encik Fahmim Bin Daros, Empayar Batik Exclusive was established on 2 October 2015. This company Empayar Batik Exclusive sells variety of “batik” with many patterns but I am more interested in producing packaging for baju kurung batik. If the product has packaging, it will improve the branding of the company and make the product look exclusive. Packaging is a container and

wrapping materials used to protect, contain, identify, promote, and facilitate the use of the product. Packaging is also an essential part of marketing strategies because it makes a product more attractive to consumers' eyes and improves the probability that it will be chosen over the other. The innovation packaging with handle rope for baju kurung batik, as a marketing strategy is the best method in attracting consumers to buy the products because it exists the handling rope at the top will making it easier for the consumers to hold and bring the product to everywhere. In addition to producing attractive packaging, adding a handle rope to the box packaging raises the level and standards of the products. The innovation of this packaging also combined with the innovation of Augmented Reality and QR code, so customers and consumers can easily get additional information of the baju kurung batik. When scanning Augmented Reality, customers can scan the image flower on the front packaging to watch the video process of drawing batik. Qr Code is also an innovation in packaging, it functions to provide details about the product. I put Qr Code linktree. Linktree is a tool that can share one direct link to an array of products batik. When scanning the Qr Code, it will go to the linktree and it displays list which have boutique maps, sale on tiktok and whatsapp. This is to make it easier for customers when they scan the Qr Code then can see the three different profile social media with use linktree.

Keywords: packaging baju batik, augmented reality, qr code.

INTRODUCTION

The packaging is created to give protection to the product and ultimately acts as a promotional tool. Packaging plays an important role in marketing strategies. Packaging provides an identity to the product. Packaging with handle rope has look of innovation transform plastic to packaging with handle rope. Adding a handle rope to the packaging not only creates attractive packaging but it also improves the level of the product, making it easier for the consumers to hold and bring the product everywhere. This packaging also has a window at the front. Function window to make it easier for customers and consumers to see the design of baju kurung batik inside. Window on this packaging can attract customers with a different packaging innovation. The implementation of the combined innovation of Augmented Reality and QR Code is an addition to the latest technology designed using only a smartphone. So, customers can scan the flower on the front of the product packaging. With that, customers can watch a video where it will appear the process drawing batik.

To innovate, we must think creatively and think beyond what we will do to carry out our mission in an innovative way. Augmented reality also will be integrated to these systems to augment the information in the real world. Customers may see every aspect of a product without ever opening the packaging with a have augmented reality. By scanning the product picture, you can see display some information of custom options. Customers can view the entire message the business intended to convey to them by taking a photo of the real packaging with their smartphone's camera and using an AR application. For example, customers can scan the flower to watch a video process of batik drawing. Augmented reality can improve brand loyalty, attract new customers, and stand out from competitors. In addition, Qr Code gives customers detailed information about the product.

INNOVATION DEVELOPMENT

Packaging is meant to protect products from any damage. Good packaging serves both technical and presentational purposes. For this packaging with handle rope, the size packaging is 41cm x 69.50cm can fit a pair of baju kurung. The suitable material for this packaging is artcard 300gsm and use one die cut block. Based on the old packaging, Empayar Batik Exclusive only uses plastic as their product packaging. Plastic is not a suitable option for a baju kurung batik because plastic is slippery, so it is not safe for the product and plastic is also not eco-friendly. So, the innovation I made packaging can will improve the branding of the company and make the product look exclusive. This packaging handling rope at the top will make it easier for the consumers to hold and bring the product to everywhere. The new packaging can protect the baju kurung from damage. In nowadays, the use of Augmented Reality technology creates opportunities for packaging design innovation, gives ideas to enhance the experience of packaging design, and adds interaction between packaging design and users through the use of Augmented Reality, making the product more interesting.

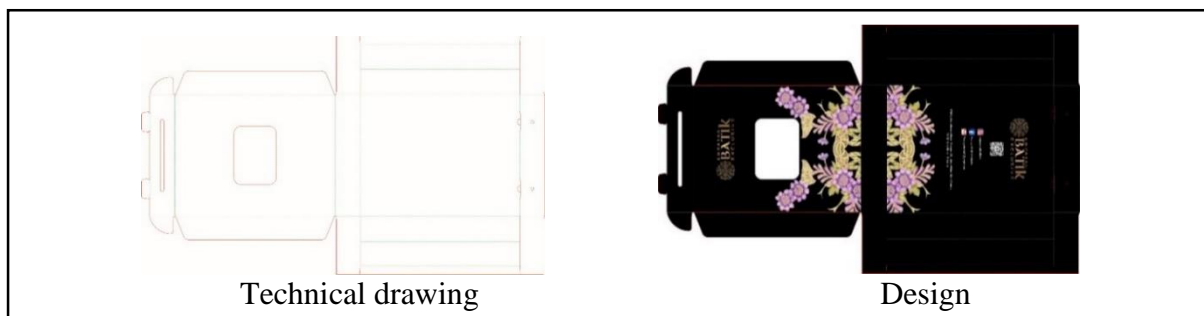


Figure 1. Packaging with handle rope technical drawing & design

The implementation of the combined innovation of Augmented Reality and QR Code is an addition to the latest technology designed using only a smartphone. Any smartphone with a camera and internet connectivity will enable its user to access the world of augmented reality through a download software application which is application artive. Augmented reality is used to either visually change natural environments in some way or to provide additional information to users. When Augmented Reality is used in packaging, it takes visual attractiveness beyond eye-catching colours and graphic designs. This can not only provide information to users but also make users interested immediately in the innovations designed, so this packaging with handle rope has many functions. Using Augmented Reality for packaging places the brand in the category of innovative, thus increasing the customer attraction rate. For example, users can scan the flower on the front of the product packaging. With that, users can watch a video where it will appear the process drawing batik when scan image flower. In addition, the QR Code works to make it easier for customers to get additional

information related to sales or posting where this QR Code will be linked to the linktree page. The uniqueness of this packaging is contributed by its convenience to the customer and consumer.



Figure 2. Packaging with handle rope innovation

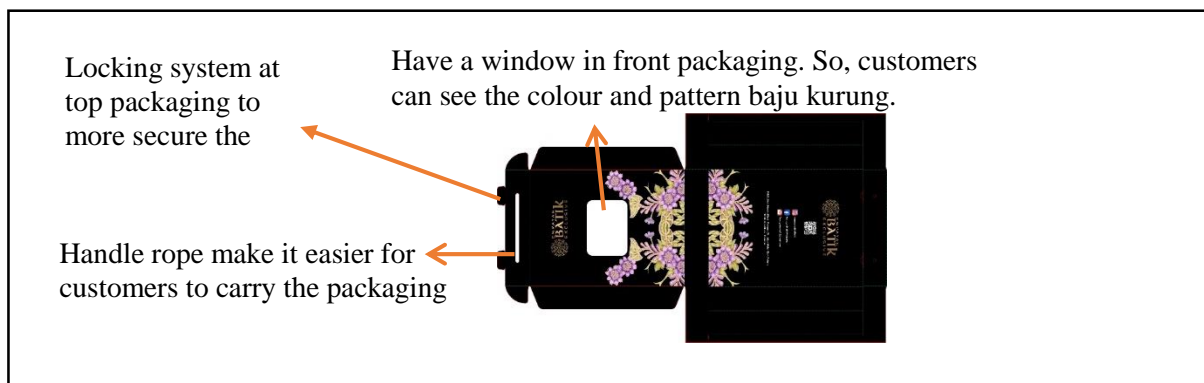


Figure 3. Packaging with handle rope innovation

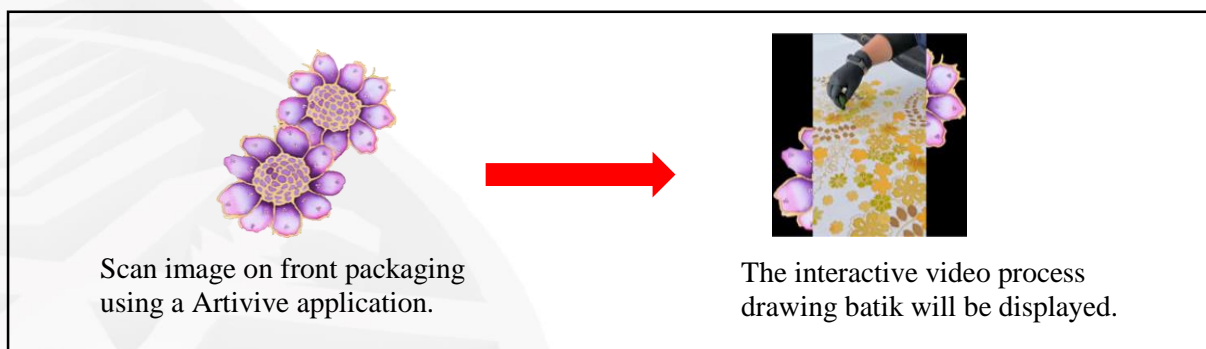


Figure 4. Implementation innovation of Augmented Reality

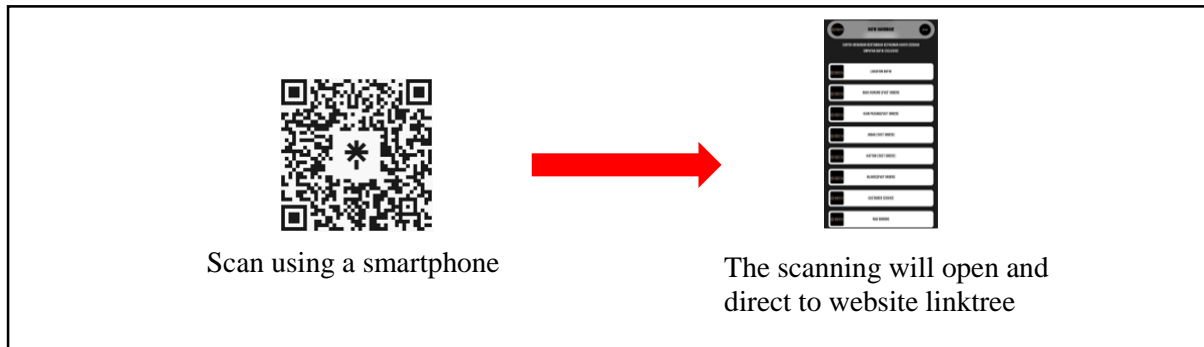


Figure 5. Implementation innovation of Qr Code

COMMERCIAL POTENTIAL

Using suitable packaging and strong material can make the product value and branding of the company are improved. The innovation of packaging with handle rope for baju kurung batik in improving the brand image of their product to be accepted by consumer is a good strategy. Due to the creation of packaging with handle rope for baju kurung batik as a marketing tool, the uniqueness of their baju kurung batik will increase the attraction from consumers. Innovated this packaging with Augmented Reality. With the new technology available, customers can scan the packaging using application Artivive on smartphone to watch a video the process draw the batik. This packaging not only serves to protect baju kurung from damage and for marketing but can also help deliver information easily and quickly with and Qr Code.



Figure 6. Product mockup

CONCLUSION

In conclusion, through this project, researchers can learn how to make improvement on product packaging look attractive. This project also gives an experience about how I handle and I learn how to produce packaging design for a real company. Making a packaging with handle rope for baju kurung batik is a better solution for their product in improving the brand image of their product to be acknowledged by consumer is a good strategy. Due to the innovation of upgraded packaging as a marketing tool, the uniqueness makes it different from other brands which helps increase consumers reassurance of the product brands. The improved packaging can have a good impact financial and marketing-wise where the consumers and customers will have attracted to their product.

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