



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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- | | | |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 116. | <p>SPENDING TRACKER VIA ONLINE BANKING (SAVE4U)
 <i>Nor Shahrina Mohd Rafien , Karlmeen Nabila Binti Sahrin, Nur Syahirah Binti Mohd Ajhi , Nur Shahirah Aina Binti Farris, Nur E'zzaty Syamimi Binti Suhaily</i></p> | 754 |
| 117. | <p>ROAMING RANGERS: A TRAVEL WEBSITE FOR ALL TYPES OF TRAVELLER
 <i>Shazmelyn Diana Syed Said, Syahirah Suraya Binti Omar , Nur Irsalina Binti Zainal, Muhammad Zahir Rashdan Bin Mohd Rashid, Mazlina Mahdzar</i></p> | 760 |
| 118. | <p>JUSTICE TENSES-CARD GAME
 <i>Nur Anisa Amran</i></p> | 764 |
| 119. | <p>INNOVATION OF SECONDARY PACKAGING “NASI AYAM”
 <i>Muhammad Saifuddin Bin Muhammad Zainuddin , Mastura Omar , Shalida Mohd Rosnan, Andrialis Abdul Rahman, Ellyana Mohd Muslim Tan</i></p> | 776 |
| 120. | <p>THE INNOVATION OF STINGLESS BEE PACKAGING
 <i>Muhammad Firdaus Al-amin Bin Abdullah ,Mastura Omar, Shalida Rosnan Aezzaddin Aisyah Zainuddin, Nik Atilla Atasha Shamsuddin</i></p> | 782 |
| 121. | <p>MUAMALAT PLAYING CARD: INOVASI DALAM PENGAJARAN DAN PEMBELAJARAN DI ERA PASCANORMAL
 <i>Hainnuraqma Rahim, Mohd Khairy Kamarudin, Nur Izzati Mohamad Norzilan, Nornajihah Nadia Hasbullah, Nor Arseha Karimon</i></p> | 787 |
| 122. | <p>SMART WALLET
 <i>Azira Amira binti Shahaarudin , Aina Nabilah binti Azarudin, Khairunnisa binti Yussof, Siti Ayu Suraya Baharudin binti Abdul Hafiz</i></p> | 793 |
| 123. | <p>ESL SPEAK AND SMILE: E-KIT VERSION 2.0
 <i>Raja Nur Hidayah binti Raja Yacob, Mohd Azizi bin Ab Ghani, Mimi Mazlina binti Mohamad, Salwani binti Mohd Salleh, Nur Amalina binti Awang</i></p> | 799 |
| 124. | <p>VIVACITY: IGNITING CAMPUS SPIRIT THROUGH DYNAMIC STUDENT RECREATION
 <i>Juliza Mohamad, Nik Nurul Hana Hanafi, Nor Hafizah Anuar, Ahmad Humaizi Hasim, Nur Zulaika Mat Pakurudin. Syed Muhamad Naufal Syed Nadzri</i></p> | 808 |

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)
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THE INNOVATION OF STINGLESS BEE PACKAGING

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ABSTRACT

Today's entrepreneurs produce a wide range of items, but many of them do not focus on glass products because the latter are prone to breaking in the absence of a packaging box. With the aid of this packaging box, accidents like items shattering when they fall and harming the public can be avoided. It is designed to create a packaging box in order to protect the product. appropriate packaging that is protected from anything that could damage the goods. Also, the packaging is a source of information, and Augmented Reality (AR) is used on the box to attract clients and persuade them to acquire the products. The study's conclusions have provided information about the product that needs to be sketched and regarding its construction, knowledge is required. As a result, it can create a packaging box that is very helpful to business owners and, if it is marketed, it accomplishes the necessary goals. Suggestion, The packaging box can inform customers and draw their attention by

transferring knowledge to them.

Keywords: packaging box, information, Augmented Reality (AR), marketed

INTRODUCTION

Kelulut honey packaging is also an innovation in the honey industry that is gaining more and more attention among consumers, regardless of whether they are young or old. *Kelulut* honey has many properties and is widely used in traditional medicine. To renew the innovation, it is necessary to have an attractive packaging design that can attract consumers' attention and facilitate product marketing. In addition, the unique design can also differentiate between bee honey and *lulus* products. Next, the packaging must also be ensured to have product information, such as how to store and the nutritional content of *kelulut* honey, clearly stated on the packaging. Innovative honey packaging can add value to the product and facilitate marketing. Ensuring product quality and information clearly stated on the packaging is also an important factor in renewing innovation in the *kelulut* honey industry; this can help many entrepreneurs for *kelulut* honey producers to be able to sell the product in addition to being able to protect the product from risk.

This study was done to provide a clear and optimal source of information; therefore, the packaging box can also function as a source of information about the products inside. In addition to protecting the item, the box can also provide a source of information about the product to the customer. Therefore, there is a benefit to using the packaging box as a source of information. The packaging box can include information about the product, such as product description, ingredients, instructions for use, and product origin. It provides useful information for customers and helps increase their awareness. In addition, provide nutritional information such as the number of calories, protein, fat, and carbohydrates in the packaging box to help customers understand it. Lastly, clarify the product; therefore, the packaging box decorated with pictures or graphics can clarify the product. It can help customers recognize the product faster and easier.

This packaging box can serve as a source of information about the product inside. By conveying clear product information, the packaging box can help increase awareness, provide added value and help customers make the right decision. The Honeyzull company also manufactures honey-based products to aid in health care or as an alternative method in medicine. Innovations in the packaging, such as Quick Response (QR) codes and Augmented Reality (AR), provide information on the store's location and the benefits of *kelulut* honey, which have a high potential for customer demand.

INNOVATION DEVELOPMENT

This packaging increases the product's value by including graphic elements and making the box more useful to consumers and buyers. Packaging is packing the product in a box and sent to the customer. It helps protect the product during transport and gives the customer a good image and impression. Packaging can increase product value and provide benefits for customers. To convey information about the product, new types of technology such as Quick Response (QR) and Augmented Reality (AR) codes have been added to the Honeyzull packaging, an innovation to increase the interest of consumers and buy the product.

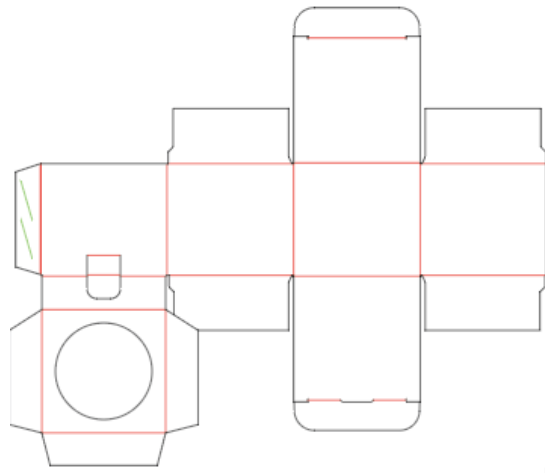


Figure 1. Innovation of stingless bee packaging (Technical Design)



Figure 2. This picture shows the results of innovative packaging and design elements

This box is designed to provide a clear and compact source of information, this is especially true and provides protection to the product. Therefore, this packaging box can serve as a source of information about the product inside. By conveying clear product information, packaging boxes can help raise awareness, provide added value and help customers make informed decisions. The Honeyzull company also manufactures honey-based products to help in healthcare or as an alternative method in medicine. Therefore, Users can access information about the company and the products they are buying immediately by scanning the code that directly leads to the location of the Honeyzull store and a video that displays the benefits of Honeyzull. The application of advanced technology is very beneficial to humans. Therefore there are innovations found in packagings such as Quick Response (QR) codes and Augmented Reality (AR) to provide more detailed and accurate information.

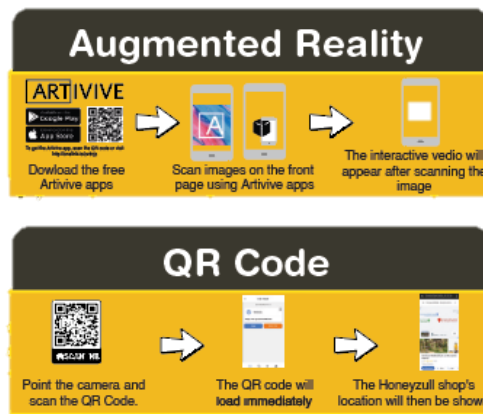


Figure 3. Picture showing the Innovation found in Honeyzull Augmented Reality Packaging and QR Code.

There is a new form of technology used on packaging: Quick Response Code (QR) and Augmented Reality (AR) to provide product information. The use of this technology makes it easier for users and buyers because customers can find company and product information easily by simply scanning QR and displaying AR apps, it is able to help customers and users.

CONCLUSION

Thanks to the study's findings, the client can use this packaging box to prevent the goods from breaking or cracking due to a fall. Because of the availability of information and video AR, one of the advances, this box is very useful to the customer since it allows them to store the product safely and neatly. It may also give the buyer information about the product they are purchasing.

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