



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

THE CREATION OF BIRD'S NEST DRINK PACKAGING

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ABSTRACT

Packaging is a type of box that not only has an attractive design but can also be used to store or put the use of quick response code (QR) and augmented reality (AR) on the packaging can increase the market of a product. The use of this advanced technology can give more confidence to buyers to buy products whose packaging uses QR and AR codes. This is because, with this technology, sellers can put interesting information on their packaging just by using QR and AR codes. If before the packaging was only used to place a product, however with the presence of advanced technology such as QR code and AR, it is certain that the packaging will look more attractive and can benefit the buyer. This is because publishers can put interesting videos to be AR and further help convey information to buyers. A total of 50 buyers filled out a questionnaire and evaluated the importance of QR and AR codes on packaging. Most buyers prefer the use of this technology because it can make it easier for buyers. For example, if the AR made on the bird's nest drink packaging is placed a video about the benefits of bird's nest drink for us or so on. It is certain that buyers will prefer to help the manufacturer of the product save costs in terms of brochures. This is because the video placed on AR is enough to convey the information. In conclusion, this packaging needs to be combined with the innovation of QR and AR codes to ensure that buyers can learn more about a product sold such as Lana Nest's bird's nest drink.

Keywords: packaging, Augmented reality, QR code

INTRODUCTION

Packaging is a type of box with an attractive design and can also be used to store or place a product to ensure that the product is in good condition. In addition, balance is also important to display the product. In addition, information about the product must also be placed on the packaging. For example, for bird's nest drink products, the ingredients, nutritional value, halal logo, and so on must be placed on the packaging. While in terms of the design of the packaging box, it must be easy for the buyer to open and close it. However, in terms of the size of the box, it must be suitable for the product. In other words, not too much and not too little. Finally, the selection of the appropriate material is also very important to ensure that the packaging box lasts longer. Obviously, with an interesting and unique design of course customers will be interested. In addition, the availability of new technology such as more sophisticated AR scanners can display videos showing the product. Therefore, for the packaging of this bird's nest drink, 350gsm Art Card paper was used, printed on one side, and using a die-cut block.

To create innovation, we must think outside of what we are doing now and develop creative ideas that will increase the level of creativity within us. Innovation requires three main steps, which are ideas, implementation ideas, and the results that arise from implementing the concept and producing changes in the bird's nest drink packaging design. For the bird's nest drink packaging, the innovation that is used is to use a quick response code (QR) and Augmented Reality (AR) which is in line with the advancement of technology nowadays. QR codes and AR can be scanned using a smartphone. Augmented Reality or AR refers to a simple combination between the real and virtual worlds. This AR can be seen in the form of videos, animations, images, and 3D models. With the use of smartphones, AR can be seen by making a scan using the smartphone camera on an object that has a video inserted and then it will emit the video on the smartphone screen. Users can view the content of the video. The use of QR and AR on the bird's nest drink packaging can have a good effect on buyers. Therefore, the use of QR codes and AR on bird's nest drink packaging can increase the market because the packaging has the latest technology in accordance with the passage of time that is increasingly developing in technology. This study aims to identify the combination of bird's nest drink packaging with QR code and AR that is suitable to be applied in the market so that it can help attract many buyers and can subsequently have a good impact on the sale of bird's nest drink distributed by Lana Nest.

INNOVATION DEVELOPMENT

Packaging is material used for wrapping or covering goods to protect them, the process of

showing or describing something or someone in a way that makes it or them seem more attractive (Cambridge Dictionary). This packaging serves to store bird's nest drink products when combined with QR code and AR technology. The QR code used can be scanned and it will take us to a website. While Augmented Reality (AR) allows digital information to be superimposed and matched into our physical environment where AR is a tool that can help manufacturers provide any information regarding the products they sell. As an example of the AR that has been made, a video showing the benefits of bird's nest drink is placed, as shown in figure 3. This packaging is designed to help sellers market their products and protect them from damage. In addition, this packaging also helps the buyer to bring home the purchased product safely. The packaging we usually see is just to store and protect the product, but with the combination of Augmented Reality and QR code, it can be innovative. QR codes and Augmented Reality placed on this packaging can help sellers communicate the benefits of bird's nest drinks to buyers.



Figure 1. Bird's Nest Drink Packaging Technical drawing

Bird's nest drink packaging with a combination of QR code and Augmented Reality started by using 350gsm 1 side coated art card paper to print this packaging to place the bird's nest drink product. The design on this packaging can also attract the attention of buyers to buy bird's nest drink products. In addition, with the combination of QR code and Augmented Reality it will definitely make this packaging more different from other packaging because this packaging only uses Augmented Reality to convey the benefits of bird's nest drink to its customers. In addition, the information on the packaging such as content, halal logo, and so on, of course customers will be more confident to buy this bird's nest drink product. A total of 50 customers

have filled out a questionnaire and evaluated the use of QR code and Augmented Reality elements on the bird's nest drink packaging which is more effective and innovative. With the use of technology such as QR code and Augmented Reality this will make the market for this product higher. The elements used such as QR codes and Augmented Reality are in line with the current times where the world is now progressing towards the use of more sophisticated technology. The innovation was made to create packaging with a combination of QR code and Augmented Reality to ensure that this product will be more successful.



Figure 2. Bird's Nest Packaging

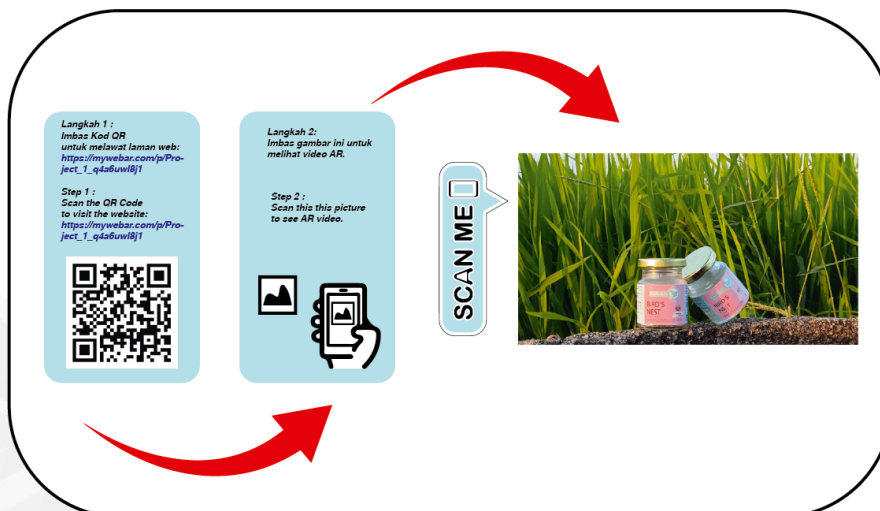


Figure 3. Bird's Nest Packaging with Augmented Reality

CONCLUSION

In conclusion, the use of this packaging is very helpful to the seller because it serves to store and can protect this bird's nest beverage product from being damaged or broken. In addition, it can also help the seller in marketing the bird's nest drink product and then make it easier for the buyer to store and carry it. Therefore, with the combination of QR code elements and Augmented Reality on the bird's nest drink packaging, this can help sellers and also buyers to be easily attracted to the technology used on the packaging. When this packaging is used and successfully attracts the interest of buyers, this means that it has achieved the necessary objectives to meet the needs of both sellers and buyers.

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