



International Teaching Aid
Competition 2023

Reconnoitering Innovative Ideas in Postnormal Times

iTAC

2023

iTAC 2023
INTERNATIONAL TEACHING AID COMPETITION
E-PROCEEDINGS

Copyright © 2023 is held by the owner/authors(s). These papers are published in their original version without editing the content.

The views, opinions and technical recommendations expressed by the contributors are entirely their own and do not necessarily reflect the views of the editors, the Faculty or the University.

Copy Editors: *Syazliyati Ibrahim, Azni Syafena Andin Salamat, Berlian Nur Morat (Dr.), Najah Mokhtar, Noor 'Izzati Ahmad Shafiai, Muhamad Khairul Anuar Bin Zulkepli (Dr.)*

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.

Nor Aizan Binti Mohamed, Nur Alia Sabrina Binti Ramli, Rabiatul Adawiyah Binti Radzuan, Nurfardina Shafiqa Binti Adnan, Mohamad Syazwan Bin Mohd Nor

- | | | |
|------|---|-----|
| 145. | <p>GENERAL PUBLIC AWARENESS IN LIFE INSURANCE
<i>Asyiera Bt Mohd Yuzanai, Nur Faqihah Iwani Bt Zulkurnain, Izz Zafirah Bt Zainurin, Nur Syaida Bt Mohd Shukri, Zunaidah Binti Ab Hasan</i></p> | 942 |
| 146. | <p>FINANCIAL TABLET TRACKER
<i>Nur Iman Qaisara Binti Azman, Asyura Binti Mohd Kaharudin, Nurul Amira Binti Azhari, Fatin Noor Umairah Binti Mamat, Nur Hidayah Binti Zaini</i></p> | 948 |
| 147. | <p>FROM RAGS TO RICHES: MONEYVENTURES
<i>Nur Athirah Izzati Binti Mohd Adnan, Nuraliah Binti Mohamed Firdaus, Nur Alia Khairani Binti Noraidi, Siti Asya Maszlieza Binti Mohd Shariaf, Farhan Aidel Bin Abdul Razak, Aqilah Nadiah binti Md. Sahiq</i></p> | 953 |
| 148. | <p>MENINGKATKAN KEMAHIRAN PELAJAR
MENGENALPASTI DOKUMEN SUMBER PERNIAGAAN
DENGAN MENGGUNAKAN KAEDAH ‘THE KING’
<i>Rosnani Binti Ismail, Azarina Binti Azhari, Hazwani Binti Othman, Rossiana Binti Abd Rahim</i></p> | 961 |
| 149. | <p>EUROPE ROAD TRIP: THE ADVENTURE
<i>Nurul Najwa Binti Yusoff, Nurul Najiha Binti Hamdan, Nursyafiqah Binti Mohd Yunus, Nor Athierah Binti Khalid, Shahreena Binti Daud</i></p> | 967 |
| 150. | <p>VISUAL LEARNING INTERACTIVE INFOGRAPHIC FOR CIVIL
PROCEDURE STUDENTS IN LAW SCHOOLS IN MALAYSIA
<i>Azhani Arshad, Syuhaeda Aeni Mat Ali, Ummi Hani’ Maso’od, Che Audah Hassan</i></p> | 972 |
| 151. | <p>RECEIPTME
<i>Mohammad Zarif Bin Ismadi, Mohamed Zulhilmi Bin Armail, Nur Amira Syafiqah Binti Muhammad Khalid, Nur Irlia Afrina Binti Mohamad Sabaru, Siti Musliha Binti Mohd Idris</i></p> | 978 |
| 152. | <p>DIGITAL SAVING MACHINE
<i>Nuraliah Binti Yahya, Naimah A’milin Binti Abd Razak, Nur Izzatul Akma Binti Mohd Khazairi, Nurul Ain Amiesya Binti Dzulkarnain Goh, Nur Hidayah Binti Zaini</i></p> | 983 |

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

GENERAL PUBLIC AWARENESS IN LIFE INSURANCE

Asyiera Bt Mohd Yuzanai

Faculty of Business and Management, Universiti Teknologi Mara
syiera1117@gmail.com

Nur Faqihah Iwani Bt Zulkurnain

Faculty of Business and Management, Universiti Teknologi Mara
nurfaqihahiwani9@gmail.com

Izz Zafirah Bt Zainurin

Faculty of Business and Management, Universiti Teknologi Mara
izzfrh27@gmail.com

Nur Syaida Bt Mohd Shukri

Faculty of Business and Management, Universiti Teknologi Mara
nsyaidamshukri@gmail.com

Zunaidah Binti Ab Hasan

Faculty of Business and Management, Universiti Teknologi Mara
zunaidah492@uitm.edu.my

ABSTRACT

The approach we take focuses on how to offer an accessible and engaging way to draw individuals with various learning styles, ensuring that they are given the knowledge in the simplest way possible. We discovered that society is less concerned with purchasing life insurance because additional study is required before they can determine which insurance is most suitable for them. People consequently fail to recognize the significance of insurance in their life and how it might safeguard them in the future. In another development, society searches for insurance companies after a calamity has already struck, even though insurance may reduce the financial burden of living. The projects' goals include educating the public about insurance, especially the younger generation, protecting one's finances from unforeseen life events (to avoid losses), and finally, lowering financial uncertainty and making unforeseen losses manageable. We have made our product unique from other recently developed teaching tools to secure its success. We use animation to help with retention since visual learning is one of the learning methods that helps in understanding. We also included a QR code to make it easier for consumers to find out more about insurance. Our products have numerous advantages for society. A couple of these can spark a young person's curiosity about insurance and encourage them to study more about it. The puzzle does not need to be paid for by society. Furthermore, our product takes less time. The target market for this product is teenagers and students. To get the insurance business interested in our puzzles, we took the initiative to propose this product to them for commercialization on their website. Making insurance information easier to access and comprehend will help grab their attention.

Keywords: puzzle, insurance, losses, financial, youngster

BACKGROUND

The Teaching Aid we utilize is a pre-programmed tool for approaching young people and students, since today's generation is prone to utilizing smart digital in their everyday lives, as is any electronic. Most individuals appear to believe that artificial intelligence is the new normal. As a result, the tool we designed for our target markets presented a fresh option for them, as the topic emphasis in our teaching aid normally receives low awareness because it requires extensive comprehension.

An accessible and engaging approach

We feel that the attraction to grab this generation's attention resides in how they utilize technology daily by analyzing the most recent lifestyle. Teaching assistance item that, in relation to the topic we picked, would allow young people and students to absorb information in an easy and enjoyable manner. We employ animation, such as "puzzles," to draw students' attention to the educational aids we give. According to observations, young people tend to understand a certain topic by looking at a picture that catches their attention since they can recall the pictures themselves. To stimulate their interest in insurance, our application includes graphics and animations in which students may press any 'puzzle piece' to view the contents.

Simple system

We wish to make it as simple as possible for young people and students to access this tool and learn about insurance in the form of appropriate information that is not too long or difficult to grasp. We also aim to provide the greatest tool possible so that they do not have to read the entire contents of books and instead may get the specific solution to the queries they have in mind.

PROBLEM STATEMENT

We discovered that society is less concerned with purchasing life insurance because it required additional study before they could determine which insurance is most suitable for them. We feel that many young generations do not learn about insurance at a young age that would eventually pay their loss in the future, particularly those who are unaware of it. Even more so when young people are fresh to the world and begin exploring the world of employment.

People consequently fail to recognize the significance of insurance in their life and how it might

safeguard them in the future. This is because they are not exposed to insurance plans offered by several firms. Insurance plans are advantageous to those seeking protection for their lives and possessions to mitigate the large losses that may occur in the future.

In another development, society searches for insurance companies after a calamity has already struck, even though insurance may reduce the financial burden of living. That is why we made this teaching tool to teach the public, particularly young people, how to obtain insurance policies as a safety net to protect them in the event of certain calamities.

OBJECTIVES

The projects' goals include educating the public about insurance, especially the younger generation, as it is essential to expose them to the advantages or efficacy of insurance to cover losses, such as a risk transfer mechanism where it minimizes the burden. Furthermore, protecting one's finances from unforeseen life events (to avoid losses), and can bring peace of mind by knowing that insurance is available. Finally, lowering the risk of financial uncertainty and making unforeseen losses manageable from individual causes that affect individuals in their consequences.

NOVELTY

We have made our product unique from other recently developed teaching tools to secure its success. We use animation to help with retention since visual learning is one of the learning methods that helps in understanding. The visual learning approach is the ideal option for individuals who prefer to take knowledge visually by presenting the contents with various visual aids such as a 'puzzle piece', patterns and forms. We also included a QR code to make it easier for consumers to find out more about insurance. We included some facts to aid them with their insurance expertise in a video presentation to help them comprehend better.

COMMERCIALIZATION POTENTIALS

When delving into these avenues for commercialization, it is crucial to consider the target audience's preferences, learning styles, and technological inclinations. This consideration is significant to attract and motivate individuals to utilize the product. Collaborating with insurance companies presents a practical approach in promoting insurance products and services. We have decided to collaborate with insurance companies to engage a broader audience, especially young people, and students, by raising awareness about the significance of insurance.

BENEFIT TO COMMUNITY

With the collaboration of insurance companies, we will integrate our teaching aid onto their website. This will provide users with an easily accessible resource to enhance their understanding of the insurance company, making it more convenient for them to gain insights and make the right choice before investing.

FEEDBACK FROM COMMUNITY

To enhance the effectiveness of our projects in reaching people, we have gathered feedback from many people. This feedback is valuable as it offers unique perspectives, varying levels of understanding, and diverse personal experiences. By incorporating their feedback, we aim to ensure that our projects are better suited to meet the needs and preferences of our target audience. It is important to note that levels 1 to 2 represent disagreement, levels 4 to 5 indicate agreement, and level 3 signifies a moderate stance, with respondents being neither strongly agreeable nor disagreeable towards the statement. A total of 30 respondents gave their feedback on our project.

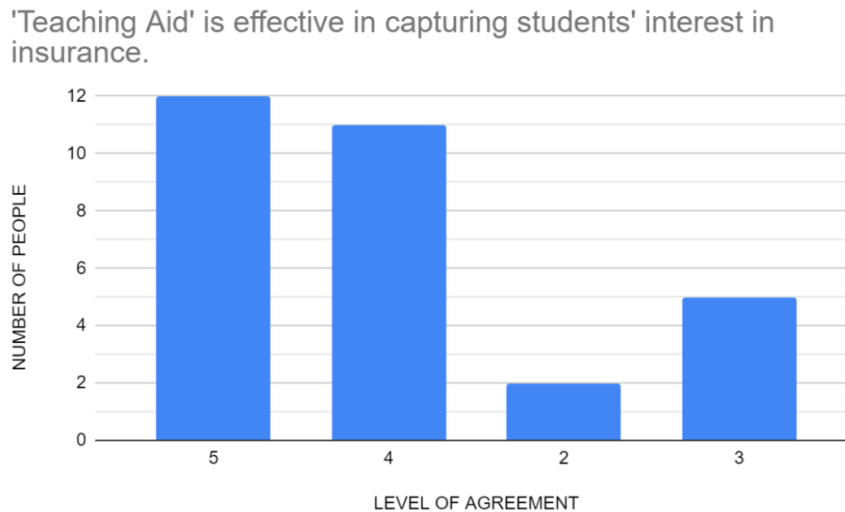


Figure 1. Bar Chart of 'Teaching Aid' is effective in capturing student's interest in insurance.

According to the given chart, the data reveals that most respondents agree, while a smaller number express disagreement regarding the effectiveness of 'Teaching Aids' in capturing students' interest in insurance. Among the participants, a total of 12 individuals strongly agreed, and 11 individuals agreed with the statement. In contrast, 5 respondents provided a moderate response, indicating a neutral stance, and 2 individuals disagreed.

The use of this 'Teaching Aid' has provided me with a deeper understanding of the insurance industry and has given me beneficial knowledge that I can apply in the future.

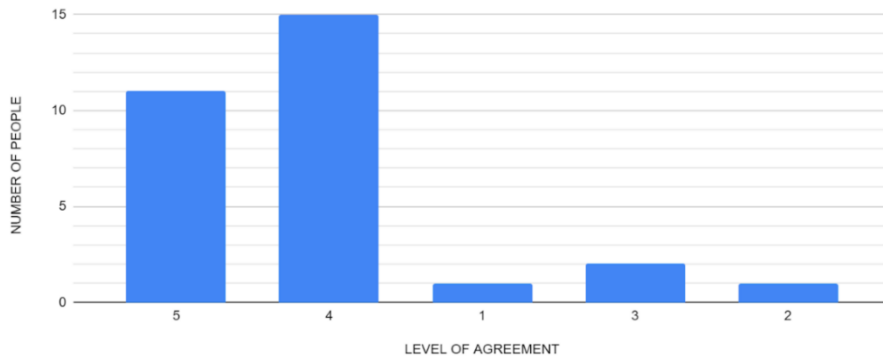


Figure 2. Bar Chart of 'Teaching Aid's provides valuable knowledge for future application.

According to the presented chart, the data reveals that most respondents agree with the statement suggesting that 'Teaching Aids' has contributed to a deeper understanding of the insurance industry and provided valuable knowledge for future application. Specifically, 11 individuals strongly agreed, and 15 individuals agreed with the statement. Conversely, 2 respondents provided a moderate response, indicating neither strong agreement nor disagreement, while 2 individuals disagreed, and 1 person strongly disagreed with the statement.

The implemented system is easier to access and understand.

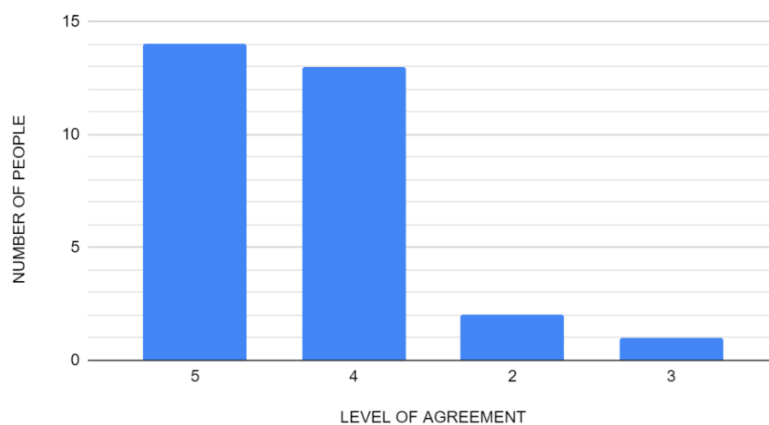


Figure 3. Bar Chart of 'Teaching Aid' system implement easier access and understand.

Based on the provided chart, the data indicates a majority agreement and a minority disagreement regarding the statement that 'Teaching Aids' implements a system that is easier to access and understand. Out of the respondents, as many as 14 people strongly agreed, and

13 people agreed with the statement. On the other hand, 1 person chose a moderate response, indicating neither strong agreement nor disagreement, and 2 individuals disagreed.

CONCLUSION AND REFLECTION

The approach we have taken aims to provide accessible and engaging teaching aids to individuals with different learning styles, simplifying the knowledge delivery process. We have observed a lack of interest in purchasing life insurance due to the need for additional research to determine the most suitable option. This leads to a lack of awareness about the importance of insurance and its potential to protect individuals in the future. Additionally, people often seek insurance only after experiencing a calamity, neglecting the financial benefits it can offer in advance. Our projects aim to educate the public, especially young people, about insurance, protect their finances, and reduce financial uncertainty. To differentiate our teaching aids, we utilize animation and include a QR code for easy access to more information about insurance. The feedback from the community has been gathered to improve our projects, with a majority agreement on the effectiveness of the teaching aids in providing knowledge about insurance and capturing students' interest. Collaboration with insurance companies will further enhance the reach and impact of our teaching aids.

REFERENCES

- Awareness and education on risk and insurance revised analytical and comparative report.*
Organization for Economic Co-operation and Development.
<https://www.oecd.org/finance/insurance/38962007.pdf>
- Playing an insurance game.* (2022, June 23). Consumer Financial Protection Bureau.
<https://www.consumerfinance.gov/consumer-tools/educator-tools/youth-financial-education/teach/activities/playing-insurance-game/>



e-proceedings

International Teaching Aid
Competition 2023
Reconnoitering Innovative Ideas in Postnormal Times

iTAC **2023**

e ISBN 978-967-2948-51-3



9 789672 948513