



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
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INSURANCE HOLD YOUTHS' FUTURE

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ABSTRACT

The younger generation nowadays, particularly students, are unaware of the significance it is for them to have insurance. Anyone wanting to protect their family, assets, property, and oneself from financial danger or losses would benefit from insurance coverage. Youth and students are not aware of the value and advantages of having insurance. Therefore, we made the decision to increase their awareness of these topics by using TikTok, an app that has lately been popular among social media users. Since most insurance firms use YouTube advertisements for marketing their goods, however, kids frequently overlook them, so we decided to advertise using TikTok. The primary goal of this invention is to educate children and students about the value of having insurance. Other than that, it is also to practice the TikTok platform as an educational platform. Besides that, to make sure the efficiency of the insurance sector is well promoted. Then, about the uniqueness of the product, we promote it by using TikTok as the platform. We create short videos to promote on TikTok. This is due to the fact that, in our view, more Tik Tok users prefer viewing short videos and never grow tired of doing so. Additionally, the videos we upload to TikTok will also show up in people's

user feeds. They will consequently monitor and develop an interest in our goods. This will guarantee the protection of the financial and medical goals. Additionally, it can lessen the danger that individuals may face, allowing them to relax and not worry about unforeseen circumstances in the future. This concept aims to make the young person realize how crucial having insurance is to their future.

Keywords: insurance, youngsters, students, TikTok, awareness.

BACKGROUND

The younger population nowadays, especially students, are unaware of how essential insurance is to them. We have therefore decided to use TikTok, one of the most popular social media platforms that is used for entertainment and simultaneously to market the product of a business. Therefore, to spread awareness about how crucial it is for us to have insurance, especially among students, we made the decision to use TikTok as a platform to share our objectives by making and uploading videos on the app. The top view ad is the first video users see on TikTok when they open their feed. This immediately catches their interest. As consumers scroll, in-feed advertisements appear naturally and give them the option to like, comment, share, and follow. This allows them to realize how crucial it is for them to have insurance to protect themselves against any unexpected outcomes in the future.

Advantages of Using TikTok to Market the Product

Due to its rise in social media's widespread availability, TikTok has become a terrific platform for businesses. Having a presence on the app opens numerous opportunities for increased product visibility and subsequent growth. The platform's use of hashtags, which enables content producers to capitalize on current trends and get substantial momentum from their postings, is a vital strategy for increasing product awareness. TikTok viewers can explore videos in accordance with popular subjects and hashtags, just like on Twitter and other social media platforms. This means that simply adjusting our material to a current trend can significantly increase the number of views the videos receive.

OBJECTIVES

The primary goal of this invention is to educate children and students about the value of having insurance. This goal results from the realisation that insurance shields people and their valuables from unforeseen hazards and monetary losses. The idea intends to better understand insurance's significance in securing their future and promoting financial security by exposing insurance concepts and principles to students and children.

Furthermore, the invention seeks to utilise the TikTok platform as an educational medium.

TikTok offers a unique chance to connect students and children in a fun and visually appealing way because of its broad audience and popularity among young people. The invention aims to produce exciting and educational content that effectively communicates information about insurance to the target audience. It utilises platform features like challenges, short videos, and user-generated content.

In addition to education, the invention also aims to promote the efficiency of the insurance sector. Children and students' increased insurance knowledge will help create a better-informed society that can make wise judgments regarding insurance coverage and plans. Therefore, it results in a more effective and efficient insurance market, where consumers and businesses make educated decisions, and insurers offer tailored goods and services that satisfy their clients' demands.

NOVELTY

We aim to promote insurance benefits to young individuals by utilising the TikTok platform and creating engaging short videos. These videos will highlight the convenience of having insurance and emphasise its role in fostering a sense of responsibility and preparedness for an uncertain future. By leveraging the popularity and interactive nature of TikTok, this product acknowledges the power of this particular social media platform to capture attention and convey the message effectively. Also, by showcasing how insurance can provide financial security and peace of mind, we aim to instil a greater sense of concern among young people about their life ahead, especially when they may be unsure of what the future holds.

COMMERCIALIZATION POTENTIALS

Since children and students are not fully aware of how important it is for them to have insurance, we decided to mainly target children and students. Therefore, we aim to educate the youths about the value of having insurance for this invention of ours.

BENEFIT TO COMMUNITY

We decided to promote through TikTok since the viewers prefer viewing short videos, and it will prevent them from growing tired of it. Other than that, TikTok allows us to consequently monitor and develop an interest in our products. Lastly, it can guarantee protection from any uncertainties allowing them to relax and not worry about any unforeseen circumstances in the future.

FEEDBACK FROM COMMUNITY

We received feedback from the audience on several aspects of the videos that we advertised on the TikTok application, including age, gender, city, likes, views, and saves.

Table 1. Feedback from Community

VIDEO	AGE	GENDER	CITY	LIKE	VIEW	SAVE
1	18-24	Female: 73% Male: 27%	Kuala Lumpur: 36.9% Kuala Selangor:13.6% Petaling Jaya: 8.6%	113	1492	9
2	18-24	Female: 80% Male: 20%	Jasin: 26.6% Kuala Lumpur: 25.7% Kajang: 8.8%	51	653	7
3	18-24	Female: 75% Male:25%	Kuala Lumpur: 30.9% Puchong: 11.2% Kuala Nerang: 10.3%	35	445	6
4	18-24	Female: 81% Male: 19%	Puchong: 33.7% Kuala Lumpur: 19.8% Kuala Selangor: 9.5%	545	65	3
5	18-24	Female: 95% Male: 5%	Kuala Lumpur: 46.8% Petaling Jaya: 8.4% Puchong: 6.5%	4543	70k	455
6	18-24	Female: 88% Male:12%	Kuala Lumpur: 29.2% Kajang: 26.4% Petaling Jaya: 6.6%	36	400	6

Based on the table above, the top highest TikTok viewers are from Kuala Lumpur which indicates that most youngsters do want to learn more about insurance even though they are living in the urban areas. The awareness of benefits of having insurance among youngsters somehow plays a crucial role in securing their wellness in terms of financial and protection.

CONCLUSION AND REFLECTION

To conclude, our innovative product aims to increase awareness about insurance among youngsters who have often overlooked the importance of insurance coverage. By showcasing the convenience and advantages of being insured to students and young individuals, we aim to positively influence their perceptions and attitude towards insurance. Recently, there needs to be more awareness and understanding among the younger generation regarding insurance and its significance in their lives.

By introducing our product, we aim to bridge this gap by presenting insurance as a vital financial protection and security tool. We have intentionally taken advantage of TikTok's enormous popularity and reach among young people by posting entertaining and informative content there. With its vivid and engaging nature, TikTok offers a unique chance to grab the target audience's attention. We can effectively communicate the benefits and value of insurance in a relatable and engaging way by utilising the platform's capabilities, such as quick videos, fun challenges, and user-generated content.

Thus, our innovative product is designed to address the need for more awareness among youngsters regarding insurance. By utilising TikTok as our platform of choice, we aim to effectively convey the benefits of insurance in a compelling and relatable manner. Through this approach, we can positively impact the perception of insurance among the younger generation, ultimately encouraging them to prioritise their financial security by obtaining appropriate insurance coverage.

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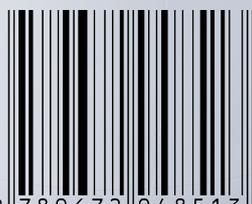


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