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AL-MUTTAQIN CHINESE MOSQUE INSPIRES TIDBITS CONTAINERS DESIGN

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Abstract:

Creating a design has become more attractive, and the importance of creative ideation is essential when it comes to the adaptation of a distinctive design across any subject matter. This study, therefore, focus on mosque structures as a source of inspiration for tidbits containers. Furthermore, the study's philosophy is to convey the meaning of cultural fusion in Malaysia through kitchen product design. The Al-Muttaqin Chinese Mosque in Melaka is considered a cultural fusion due to its construction combining two architectural design styles. An extensive literature search was conducted using different and relevant sets of keywords in the Scopus and Web of Science databases, and design attributes were collected and screened to form questionnaires. 50 set questionnaires were distributed at random to students from College of Creative Arts, UiTM Shah Alam. Thematic analysis was used to examine the three main sections and themes that emerged. This scope study encourages an open approach, particularly among students who will be dealing with the new world of design in order to develop a sustainable understanding of alternatives in order to be more creative in creating more unique designs. This finding explains how product design inspired by cultural fusion, such as the Al-Muttaqin Chinese Mosque, increased customer attraction in terms of the product's unique value as well as the innovation that is done and marketable. The proposed ideation can be used to improve design research and development. This may guide and stimulate designers to evaluate the proposed idea and with an established of cultural fusion in Malaysia for such as product design for implementation.

Keywords:

Inspiration, Culture Fusion, And Product Design

Introduction-The Art of Cultural Fusion in Product Design

The multi-ethnic community residing in Malaysia possesses a distinctive cultural identity encompassing religion, traditional games, clothing, cuisine, and even architectural styles. Moreover, there exists a noticeable blending of cultures that serves to foster stronger relationships among the diverse races within Malaysia. Prior to delving deeper, culture fusion refers to the emergence of two or more cultures blending together to create a novel cultural identity. It signifies the assimilation of diverse ways of life between two distinct cultures. The validity of this statement is corroborated by the presence of evidence found on a website authored by Eric Mark Kramer (2019). In his summary, Kramer describes culture fusion theory as the dynamic process of incorporating fresh information and generating novel cultural expressions. Assimilation entails a unidirectional process of integration, resulting in a collective of individuals who share a singular culture, language, and religion. This notion is additionally supported by the literature found in Merriam-Webster (1828), which defines assimilation as the process by which individuals and groups from diverse backgrounds adopt fundamental behaviors, attitudes, and lifestyles.

In clearly, culture encompasses the concepts, traditions, and societal conduct of a specific group or community. For instance, in Malaysia, aspects of culture include language, communication, customs, laws, attire, architectural styles, social norms, and traditions. Meanwhile, the juxtaposition between fusion and the process of merging two things together to form one entity, particularly in product design, lies in the distinction between their underlying principles. Fusion involves the blending or combination of elements to create a unified whole, often resulting in the synthesis of diverse components. On the other hand, the process of merging two things in product design emphasizes the integration of separate entities into a single cohesive unit, typically with the goal of enhancing functionality or improving the overall design. While both concepts involve the coming together of elements, fusion highlights the harmonious integration of various aspects, while the merging process in product design focuses on the unification of distinct entities for a specific purpose. As an example, in this study, a mosque in Malacca was selected as the subject due to its incorporation of Chinese architecture. The focus was on the amalgamation of the architectural features from the Melaka Mosque (Kampung Hulu Mosque, Banda Raya, Melaka) with elements inspired by pagodas and Chinese calligraphy within the mosque.

From a theoretical standpoint, culture fusion illustrates the process by which newcomers assimilate into the dominant culture while retaining elements of their minority culture. Simultaneously, the dominant or host culture incorporates aspects of the newcomers' culture, resulting in the creation of a unified intercultural identity. Besides being able to think outside the "cultural and linguistic box" and not only foster creativity but can help to lead to new developments, new ways of working, and new ways of communicating. This study aimed to explore effective ways of showcasing the captivating nature of culture fusion in Malaysia to various groups, including businessmen, hotel management (specifically the food preparation section), citizens, and the broader society, through product design. The objective was to enhance understanding of the culture fusion phenomenon in Malaysia, while also providing opportunities for the community to profit from the sale of such products.

Parallel to that, this research will acknowledge the prevailing gap in culture fusion-themed designs, which served as the inspiration for this research. The limited availability of products that truly embrace and celebrate cultural diversity and fusion motivated the author to delve

deeper into this subject. Through this research, the author aims to contribute to the understanding and promotion of culture fusion in product design, ultimately bridging the existing gap and fostering more inclusive and culturally rich design solutions.

Pioneering the Future through Innovation

Innovation for modern adventures is crucial to meet the evolving needs and expectations of today's adventurers. As we know, innovation is an existing idea that has been transformed into a practical reality of a new idea. For businesses, this is a product, process or business concept, or a combination that has been activated in the market and results in new profits and growth for the organization. Ultimately, innovation in modern adventures should strive to create unforgettable, safe, and sustainable experiences that cater to the diverse interests and needs of today's adventurers while respecting and preserving the natural environments they explore.

In simpler terms, this action is essential for generating fresh ideas, developing new processes, or creating innovative products. Its implementation paves the way for meaningful and impactful transformations. While invention requires the creation of a new idea, process or product, innovation goes a step further and requires the execution of inventive actions. Innovation also implies a value system that aims to obtain positive results from inventive actions. For example, an action that leads to a negative performance metric would not be considered innovative, even if the action meets the novelty and enabling action requirements. Typically, innovation is employed to address existing problems and improve upon them, as well as to develop new products based on insights obtained from surveys and market research. In this research, the aim is to harness innovation to tackle the challenge of the lack of culture fusion-themed designs. By leveraging survey data and market insights, this study seeks to propose novel and improved product solutions that embrace and celebrate cultural diversity, thereby addressing this existing gap in the design landscape. Based on Greg Satell's website (2017), he highlights the existence of four significant types of innovation that are crucial to understand and identifies four important types of innovation that play a key role in solving product design problems: sustaining innovation, breakthrough innovation, disruptive innovation, and basic research. According to Kelley (2001 & 2012), innovation in product design offers numerous benefits across various dimensions such as:

- i. Innovation in product design allows companies to differentiate themselves from competitors by creating unique, cutting-edge products that meet evolving customer demands. It enables businesses to stay ahead in the market, attract new customers, and retain existing ones.
- ii. Innovation improves the overall user experience by creating products that are more intuitive, user-friendly, and enjoyable to use. By incorporating user-centered design principles and considering user feedback, innovative products can better meet customer needs, resulting in increased satisfaction and loyalty.
- iii. Innovations in product design often lead to improved efficiency in manufacturing processes, supply chain management, and overall operations. Streamlined designs, advanced materials, and optimized production methods can reduce costs, increase productivity, and accelerate time-to-market.
- iv. Innovation in product design plays a crucial role in promoting sustainability and environmental responsibility. By developing eco-friendly materials, energy-efficient solutions, and products with reduced carbon footprints, innovation helps address environmental challenges and supports a more sustainable future.

- v. Innovative product designs can open up new markets and business opportunities. By identifying unmet needs and developing solutions that cater to emerging trends and consumer demands, companies can enter new market segments, expand their customer base, and diversify their revenue streams.
- vi. Innovative products have the potential to enhance a company's brand image and reputation. A reputation for innovation establishes a perception of being forward-thinking, creative, and trustworthy. This can attract investors, partners, and top talent, while also strengthening customer loyalty.
- vii. Innovation in product design enables companies to adapt to changing market trends, technological advancements, and evolving customer preferences. By staying agile and continuously innovating, businesses can remain relevant and responsive to shifting demands, ensuring long-term success.
- viii. Innovation in product design has the potential to create positive social impact. By addressing social issues, improving accessibility, and solving real-world problems, innovative products can enhance people's lives, promote inclusivity, and contribute to societal well-being.

In summary, innovation in product design brings a multitude of benefits, including a competitive edge, improved user experiences, increased efficiency, sustainability, market expansion, brand enhancement, adaptability, and positive social impact. By embracing innovation, businesses can drive growth, meet customer needs, and make a meaningful difference in the world.

Navigating Challenges in Innovation through Cultural Fusion

The community at large requires innovation in kitchenware product design to foster awareness and understanding of culture fusion in Melaka. According to an article by Diana Porumboiu on the Viima website (2021), product innovation is a widely discussed topic today, often without people realizing it. This is evident in the advancements made in smartwatch and smartphone development, among other examples. Furthermore, the article emphasizes the importance of gaining a comprehensive understanding of product innovation. Product innovation entails the development or enhancement of products in a manner that seeks to address challenges faced by consumers, customers, companies, or society as a whole. This approach aims to facilitate people in accomplishing their daily tasks more conveniently. As a result, this research was undertaken to delve deeper into the influence of innovation on kitchenware product design, specifically to address existing problems and enhance user experience.

In order to optimize profitability from product sales, an effective marketing campaign will be implemented, involving key stakeholders to drive increased profitability through product sales. Understanding the target audience is crucial in marketing endeavors as it enables profit generation, business expansion, and sustainable buyer engagement. Secondly, identifying individuals who will test the product and provide feedback through surveys is essential for refining the existing product. Thirdly, determining the representatives who will showcase the product while introducing the concept of culture fusion in Melaka.

In contemporary society, a significant concern arises from the lack of widespread exposure to culture fusion within communities, highlighting the importance of promoting and facilitating broader cultural integration and exchange. Hence, our objective is to facilitate easy exposure to design art that effectively enlightens the community about the significance and allure of

understanding design art within the framework of culture fusion. Moreover, this approach enables us to provide a comprehensive understanding of Malaysia's rich history to the younger generation, citizens, and communities.

Literature Review-Cultural Fusion In Malaysian Kitchenware Product Design

In this era of modernization, understanding the concept of culture fusion is very important, even according to Islamic teachings in line with the concept of cultural diversity. This is because Islamic teachings suggest that we respect and appreciate the differences that exist among people. therefore, with the existence of a lot of cultural fusion can give new breath and the opportunity to achieve the goal of becoming a united nation.

From the point of view of the production field such as kitchenware, this can also help to give a lot of public exposure if the product design is produced with the concept of cultural fusion in Malaysia. This is because there is still no production of kitchen items with the concept of cultural fusion. With the exposure in terms of product design, it can generally give the younger generation an understanding of the cultural fusion found in product design from more knowledgeable people such as sellers or designers. Not only that, it also gives producers the opportunity to innovate new ideas by using the culture fusion theme. In addition, it can provide a good income from the sale of the design. Next, the innovative product can also give sentimental value to the local community. It is because most communities have experience closely related to the design. In fact, the product that has been innovated can help customers more quickly and easily.

First of all, before understanding to describe the culture fusion in create kitchenware product design, very important to know how to inspire something subject matter to create any product or creative design. According to Taylor Vanden Hoek (January 4, 2020, Atomic Object) in his website say, there are Four Sources of Creative Inspiration can help to create a new design. It is because in creating design which does not follow this way may create a feeling of creating something from nothing this may be common for anyone starting a new project. Plus, the pressure to create the best piece ever (and fast!) can keep you from just exploring a few ideas. So, the four sources of creative inspiration for create new design is discovery meetings with client early to make sure their wants and needs, find out-of-Industry Examples product (Existing design), Voice & Tone, and create a new hobby or new experiences with exploration.

By using four sources to create design kitchenware product base on culture fusion can improve the design thinking process. For example, in this final project in semester five, the author inspired by using building Al-Muttaqin Chinese Mosque, Melaka for show the culture fusion. In this case that have two type building had combine in this building such as designed with unique Chinese architecture with pagodas and Chinese calligraphy from a combination of architectural designs of several mosques in Beijing, Shanghai and Xi'an in China with combination architectural design of the Village Mosque Hulu. According to Ismail (2015), in his writing explain as a result of the impact of Malacca, which was once used as the center of the spice port, has brought in their culture, the Chinese who married the local population and their presence in Malacca has given space in the process of assimilation culture between two different nations that has finally created a uniqueness in the mosque design development process. Due to these factors, the Chinese community is dispersed throughout the country, with some members temporarily settled while others have established permanent residence.

Once the subject matter is identified, the subsequent step involves creating an initial sketch that reflects the distinct characteristics of the subject matter. Furthermore, the researcher draw inspiration from four sources to craft the finest condiment set. It is imperative to approach the design process with meticulous attention, as it holds the power to greatly influence the visual attractiveness and intended communication to the user.

Tradition Transformed: Kitchenware Innovations Product Inspired by Masjid Cina Negeri Melaka (Al Muttaqin)

For this research study, the researcher has decided to select Masjid Cina Negeri Melaka (Al Muttaqin) as the subject matter for creating a culture fusion titbits container product. (Figure 1). "The site of the mosque that carries the meaning of Sharia, the first roof as order, the second roof as reality and the third roof as enlightenment and ends with the crown of the top of the mosque as the top floor which is a symbolic element of the link between the mosque and the universe with its creator god."

According to Stephen-Croucher (2016,) say on his theory, culture fusion mean cultural fusion theory describes how newcomers acculturate into the dominant culture and maintain aspects of their minority culture, while at the same time the dominant or host culture also fuses aspects off the newcomer's culture into the dominant culture to create a fused intercultural identity. Based on theory we can look how due to the influence of Chinese architecture that started from trade, marriage and religious activities. Chinese mosque in Melaka was built to make it easier for Chinese Mualaf to prayer on Fridays. It is because will deliver Kutbah in madrin language to make it easier for Chinese converts to understand each Kutbah given from Katib.

Masjid Cina Negeri Melaka (Al Muttaqin) considered culture fusion because that have combination between two architecture design style in the making this mosque. Among which there is a combination of Chinese architecture that is the mosque is designed with unique Chinese architecture with pagodas and Chinese calligraphy from a combination of architectural designs of several mosques in Beijing, Shanghai and Xi'an in China with Masjid Kampung Hulu Roof Style. The cultural clash between the Malay and Chinese communities also produced an interesting architecture including in the field of carpentry and building construction as well as houses of worship or mosques for Muslims.



Figure 1: Masjid Cina Negeri Melaka (Al Muttaqin)

Based on research and observation, its architecture and decoration, it looks like an old palace, which is often seen in China. However, that is the attraction of the Al-Muttaqin Chinese Mosque located in the Hang Jebat sports complex near Paya Rumput here, which is also known as the Malacca state Chinese Mosque. The Mosque, which was built on a 0.4-hectare site, cost RM7.5 million and is one of the seven state government mosques in Malacca. The construction

of this mosque began in October 2012 and was completed in June 2014. The Malacca state Chinese mosque has two minarets, which distinguishes it from other non-Muslim houses of worship.

Methodology

The primary approach employed in this study involved obtaining market-relevant design validity. To achieve this, a demographic survey was conducted to gather essential criteria. Conducting a demographic survey prior to product production holds significant importance for various reasons, as illustrated in the following flow (Figure 2):

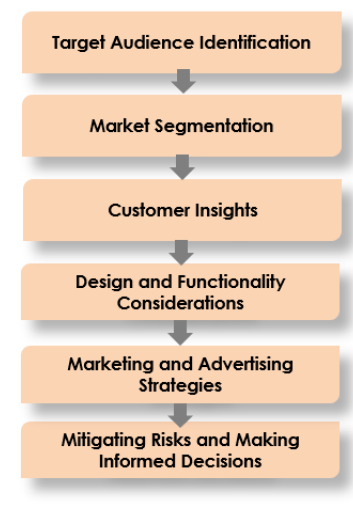


Figure 2: The Process Of A Demography Survey Involves The Collection And Analysis Of Data Related To The Demographic Factors Of A Specific Population.

In order to visually depict the sequential steps and interconnections involved in the process under investigation, the flowchart begins with the initial step of target audience identification. This crucial stage involves conducting a demographic survey to gather comprehensive information regarding the characteristics and preferences of the intended audience. The survey focuses on key demographic factors including age, gender, income, location, education level, and cultural background. This data plays a pivotal role in understanding the target audience and informing subsequent stages of the product development process. Understanding these demographics allows businesses to tailor their products to the specific needs and desires of their target market.

Secondly, the flowchart proceeds to the step of market segmentation. With the aid of demographic surveys, the market is effectively divided into distinct segments based on shared characteristics. These surveys help identify commonalities such as demographics, lifestyles, purchasing behaviours, and needs among different consumer groups. By segmenting the market, it becomes possible to tailor marketing strategies and product offerings to specific target segments, maximizing the effectiveness and relevance of the marketing efforts. By analysing the survey results, businesses can identify distinct groups within the population and develop products that cater to each segment's unique preferences. This segmentation enables more targeted marketing and product development strategies.

Continuing with the flowchart, the subsequent stage focuses on customer insights. The data collected through demographic surveys plays a crucial role in gaining valuable insights into customers' behaviours, interests, and purchasing habits. Through the analysis of this data, it becomes possible to understand the preferences, motivations, and needs of different customer segments. This information serves as a foundation for making informed decisions regarding product development, marketing strategies, and customer engagement, ensuring that the resulting products and services align with customer expectations and desires. By understanding their motivations, challenges, and aspirations, businesses can create products that align with customers' values and effectively address their pain points. This customer-centric approach increases the likelihood of product success and customer satisfaction.

Advancing in the flowchart, the following stage centers around design and functionality considerations. Demographic surveys play a vital role in informing decisions regarding product design and functionality. For example, knowledge of age demographics can influence ergonomic considerations, while cultural backgrounds can impact color choices, symbols, and design aesthetics. Such insights ensure that the product resonates with the target audience and enhances its usability.

The next step is the process of marketing and advertising strategies. Demographic surveys provide valuable data for developing effective marketing and advertising strategies. They help determine the most suitable communication channels, messaging, and promotional activities to reach and engage the target audience. This ensures that resources are allocated efficiently, and marketing efforts yield better results. Final step involves going through the process of mitigating risks and making informed decisions. Demographic surveys minimize the risk of developing products that do not align with customer preferences or have limited market potential. By collecting data and analyzing trends, businesses can make informed decisions, reduce uncertainties, and optimize their product development and investment strategies.

In summary, demographic surveys are crucial in understanding the target audience, segmenting the market, gaining customer insights, guiding design considerations, shaping marketing strategies, and mitigating risks. By incorporating demographic data into the product development process, businesses can create products that are tailored to their intended consumers, leading to higher customer satisfaction, market success, and profitability.

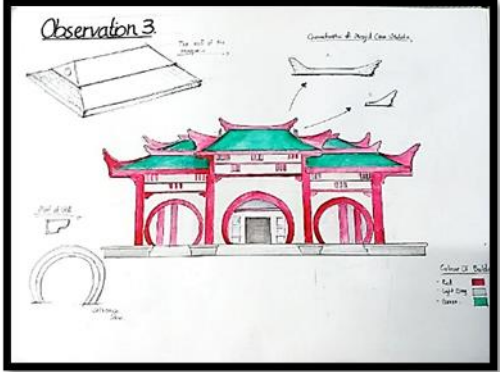
Titbits Container Design Inspired by Masjid Cina Melaka (Al Muttaqim)

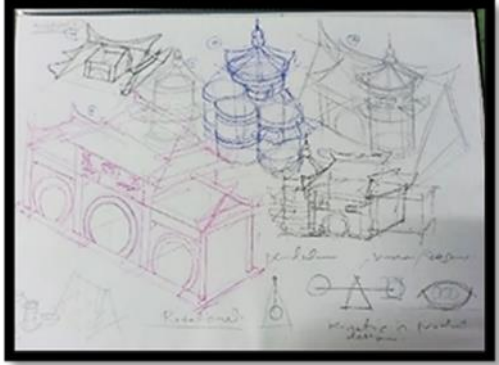
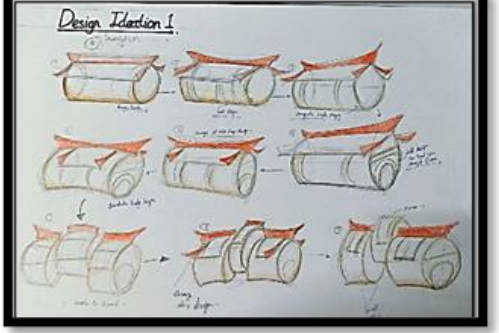
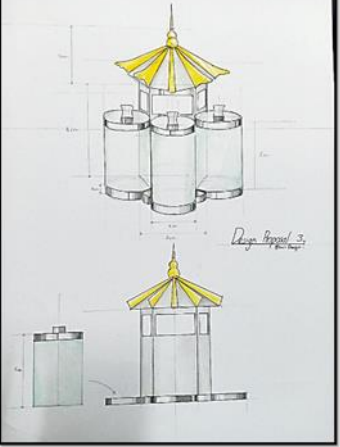
The recognition of titbits containers in Malaysia varies depending on the specific context and region. In terms of recognition, titbits containers are generally well-known and widely utilized among the Malaysian population. They are a common sight in homes during festive seasons, such as Hari Raya Aidilfitri or Chinese New Year, where various traditional snacks are prepared and shared among family and friends. Furthermore, in recent years, there has been an increasing emphasis on sustainable and eco-friendly practices, including the use of reusable containers for snacks and takeaways. This trend has further contributed to the popularity and recognition of titbits containers as a more sustainable alternative to single-use packaging. Overall, titbits containers hold a significant level of recognition and usage within the Malaysian community, particularly in the context of storing and serving traditional snacks and embracing environmentally friendly practices.

The survey findings indicate that consumers expressed a desire for modern features in products, specifically in the case of tidbit containers. Basically, a tidbits container, also known as a snack container or snack box, is a type of storage container specifically designed to hold and store small snacks or finger foods. It is typically compact, portable, and often features compartments or dividers to keep different snacks separated. Tidbits containers are commonly used for storing snacks such as nuts, dried fruits, candies, or small savory items like crackers or pretzels.

As a result, another approach to achieving the study's objectives is to develop a tidbits container design that draws inspiration from the architecture and aesthetics of the Malacca Chinese Mosque (Al Muttaqim). The research is carried out through an exploratory design approach. Design exploration is an essential part of the design process that involves generating a wide range of ideas, concepts, and possibilities to explore potential solutions and push the boundaries of creativity. It involves a period of divergent thinking, where designers explore different directions and possibilities before converging on the final design solution. The following elucidates the journey of the design process, from its inception to its transformation into a tangible product (refer Table 1).

Table 1: The Process And Explanation Regarding The Selection Of Subject Matter In Creating A Tidbit Container.

Bil.	Attributes	Description
1	Generating Multiple Options	<p>Design exploration encourages designers to generate a multitude of ideas and concepts. By exploring various possibilities, designers can explore unconventional approaches, challenge assumptions, and discover innovative solutions that may not have been initially apparent. This process encourages creativity and fosters a mindset of experimentation and curiosity.</p>  <p>Figure 3: The Designer Engaged In Brainstorming Sessions To Generate A Variety Of Ideas Based On The Gathered Insights And Observations.</p>

2	Iterative Process	Design exploration is an iterative and cyclical process. It involves continuous refinement and iteration, where designers build upon their initial ideas, gather feedback, and refine their concepts. Through this iterative process, designers can explore different variations, test ideas, and make incremental improvements to their designs.	 <p>Figure 4: The Designer Translated The Generated Ideas Into Visual Representations By Sketching Rough Concepts.</p>
3	Enhancing Design Quality	Through design exploration, designers have the opportunity to refine their designs and improve the overall quality of the final solution. By exploring different iterations, designers can identify strengths and weaknesses, address limitations, and optimize their 4 designs for better performance, usability, and aesthetics.	 <p>Figure 5: The Sketched Concepts Were Evaluated Based On Criteria Such As Feasibility, Aesthetics, Functionality, And Cultural Relevance.</p>
4	Pushing Boundaries	Design exploration pushes the boundaries of conventional thinking and encourages designers to think outside the box. By exploring diverse ideas and considering different perspectives, designers can break away from traditional constraints and explore new possibilities. This process can lead to innovative and ground-breaking design solutions.	 <p>Figure 6: The Selected Ideas Were Iteratively Developed And Refined Through Continuous Design Iterations.</p>

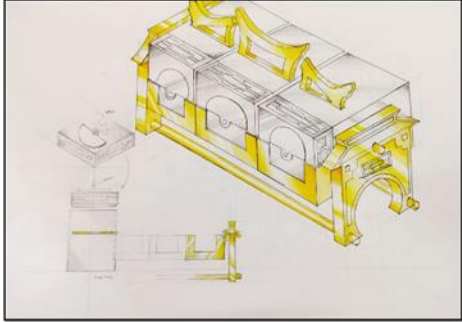
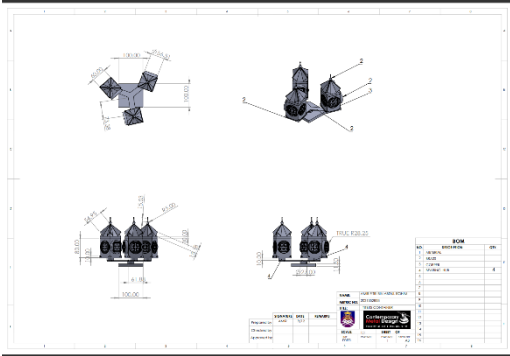
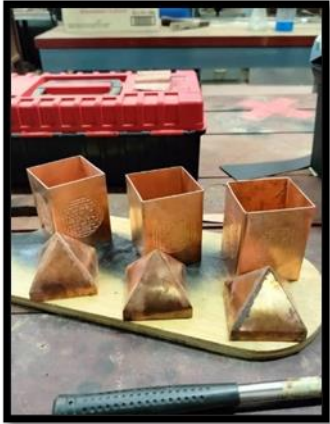
5	Problem-Solving and Innovation	<p>Design exploration is a means to solve complex problems and address design challenges. By exploring different options and considering various factors such as user needs, functionality, aesthetics, and technical feasibility, designers can develop innovative solutions that effectively address the problem at hand. It allows for a comprehensive evaluation of design alternatives to find the most suitable and effective solution.</p>	 <p>Figure 7a: The Designer Generated Several Idea Outcomes By Observing The Characteristics Of The Subject Matter.</p>  <p>Figure 7b: The Designer Have Planned His Product Design From The Mockup Measurement Test And Do Technical Process By Using Solidworks Software.</p>
6	Flexibility and Adaptability	<p>Design exploration encourages flexibility and adaptability throughout the design process. It allows designers to respond to changing requirements, feedback, and emerging insights. By exploring different design options, designers can adapt their approach and make necessary adjustments to meet the evolving needs and constraints of the project.</p>	 <p>Figure 8a: The Tidbit Containers Feature Intricate Patterns And Motifs Inspired By The Architectural Elements And Cultural Fusion Found In The Mosque.</p>



Figure 8b: The Prototype Showcases A Portion Of The Decoration Created Based On The Distinctive Features Found In The Mosque.

By following this process and accurately explaining the selection of subject matter, it is expected that the tidbit container can blend culture with visually appealing elements that attract consumers. In summary, design exploration is a crucial aspect of the design process. It enables designers to generate multiple options, push the boundaries of creativity, solve complex problems, enhance design quality, and foster innovation. By embracing design exploration, designers can discover new possibilities, challenge assumptions, and ultimately arrive at more effective and innovative design solutions.

Conclusion And Discussion

In conclusion, fusion culture in product design represents a powerful avenue for innovation, creativity, and bridging diverse cultural influences. By embracing the richness and diversity of various cultures, product designers have the opportunity to create unique and meaningful experiences that resonate with global audiences. Through cultural fusion, designers can integrate elements, aesthetics, and symbolism from different cultures, resulting in products that reflect a harmonious blend of traditions, values, and perspectives. This approach not only celebrates cultural diversity but also promotes inclusivity and cross-cultural understanding.

Fusion culture in product design offers several benefits. It allows for the creation of products that cater to the preferences and needs of multicultural markets, fostering a sense of connection and relevance. Additionally, it encourages the preservation and revitalization of traditional craftsmanship, promoting cultural heritage and supporting local communities. Furthermore, fusion culture in product design opens doors for collaboration, exchange, and inspiration among designers from different cultural backgrounds. It encourages cross-pollination of ideas and the emergence of innovative concepts that transcend cultural boundaries. However, successful fusion culture in product design requires sensitivity, respect, and a deep understanding of the cultures being integrated. It is crucial to approach cultural fusion with authenticity, avoiding superficial appropriation or misrepresentation. Engaging with communities and involving cultural experts can help ensure a thoughtful and ethical approach to cultural fusion.

Eventually, fusion culture in product design offers a platform for creative expression, cultural appreciation, and the development of products that resonate with a diverse global audience. By

embracing this approach, designers can create transformative experiences that celebrate our shared humanity while honouring the unique contributions of different cultures. Conducting in-depth research to identify various subject matters with potential in the context of a titbit's container. This involves analyzing market trends, consumer preferences, cultural considerations, and other relevant factors. Besides that, choosing the most suitable subject matter based on the evaluation results. Consider the alignment with the product's objectives, compatibility with the culture to be unified, and the potential appeal to the target market. The designer hopes that this study can result in producing titbits containers based on the tested and refined design concept. It is aimed to implement appropriate marketing strategies to introduce the product to the target market and communicate the cultural values embedded in the selected subject matter.

In addition, referring to several suggestions obtained from the audience at RENTASIA 2023, one of the recommendations is to enhance and innovate the titbits container to make it suitable for multiple uses, such as serving as a Bukhoor container on the table and also functioning as an accessory. Furthermore, they also suggested making improvements to the top of the roof, where the holder can be upgraded to a crescent shape, providing convenience for users to handle. Suggestions like these are valuable in obtaining user feedback and preferences before the product is marketed. Overall, the feedback and analysis indicate a highly positive reception to the design of the titbits or candy container, which draws inspiration from the cultural fusion found in the architecture of the Al Muttaqin Mosque. It not only garners great acceptance but also raises awareness that cultural fusion in the art of design holds significant value. Absolutely, it is hoped that this idea can become an iconic collaboration with Alessi, a renowned kitchenware designer known for their innovative and stylish designs.

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