

SONGKET TRAVEL ORGANIZER (SOTRA)

¹Noralisa Ismail, ¹Norazlina Rahmat, ¹Norzaidah Ngali, ²Norazidah Shamsudin

¹Faculty of Hotel and Tourism Management, Universiti Teknologi MARA (Terengganu)

²Faculty of Business Management, Universiti Malaysia Pahang

noral634@tganu.uitm.edu.my

Abstract

Travelling requires people to carry several items such as identification card, passport, flight ticket, boarding pass, credit card, cash, ATM cards and mobile phone. This can create a possibility of misplace or worse, missing things especially for disorganized people. Therefore, a proper travel organizer can help travelers to place all their belongings for easy retrieval. This product is a new travel organizer to suit the needs of travelers. The main product feature is a multi-size compartments to store different things while traveling. Another important element is it's made waterproof and use traditional Malay fabric which is Songket as a covering theme. Songket has been chosen due to the current usage of this fabric. Nowadays, the use of this fabric is limited to special occasions only such as wedding, festive season (Aidilfitri celebration) or cultural performances. This is due to the nature of fabric which makes it insist for proper care and it's not comfortable for leisure wear. For that reason, it's been dropped as an attire choice hence resulted to neglect by young generation. If the ignorance continuously occurs, this exclusive fabric which represents Malaysian culture might be forgotten by future generation. Thus, there is a need to introduce songket in a different usage form that is besides use it as apparel. Travel organizer been chosen as an instrument for promoting songket because it been widely used by travellers who travel locally and internationally. This could be further realized through collaboration with local airlines such as Malaysia Airlines. As a conclusion, Songket Travel Organizer (SOTRA) could be a solution for proper storage of travel items and help to promote and ensure the sustainability of songket.

Keywords: Travel; Organizer; Songket; Sustainability