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CHAPTER V

POST-EVENT REPORT

A. Summary of Post-Event Report

1. Objectives

The Final project it's about as a student make event related with the hospitality industry or service, Kuro Rice Box Company joined an exhibition at Universitas Multimedia Nusantara on December 18th, 2019. There are several reasons why the company joins the exhibition:

a. Requirement for final project.

As the owner is now in the last year of college, there are some requirements before graduating, including doing the final project. The final project conducts in 5th semester before industrial placement. The students must follow several steps to complete the final project. Starts from business proposal making and will be graded through exhibition by head of Hotel Operations program Universitas Multimedia Nusantara.

b. Introducing new variant of rice box.

Kuro Rice Box is a new company by Reynaldi Christy as owner that sells new variant of rice box product. The recipe of the product was found by the owner that maybe some people are not familiar with the product. With the opportunities given, the company tries to introduce the new product to public that hopefully could be accepted by people and could be affect the company growth.

c. Test the product for market interest

The Kuro Rice Box is still new company so in this exhibition the company want do the research and test market to customer and the feedback from customer itself to make better from the product or the service, The data of interest could be collected by the feedback of every customer that came to the exhibition. Hopefully, with the collected data, the company could develop.

2. Location and venue

The event took place at Lobby B, Universitas Multimedia Nusantara. The exhibition starts running from 9 a.m. until 12 p.m. and could be visited by anyone.



Figure 5.1 Banner from Hotel Operation in Lobby B UMN.

3. Budget

Table 5.1 Budgeting

| NO | ITEM | QUANTITY | PRICE |
|----|----------------|----------|------------|
| 1 | Chicken Karage | 500 Gr | Rp.50.000 |
| 2 | Chicken Nugget | 250 Gr | Rp.20.000 |
| 3 | Sausage | 2 pack | Rp.20.000 |
| 4 | White Rice | ¼ liter | Rp.20.000 |
| 5 | Mayonnaise | 1 pack | Rp.10.000 |
| 6 | Sambal Bangkok | 1 bottle | Rp.15.000 |
| 7 | Chili sauce | 1 pack | Rp.9000 |
| 8 | Plastic cup | 2 pack | Rp.10.000 |
| 9 | Plastic spoon | 1 pack | Rp.5000 |
| 10 | Banner | 2 pcs | Rp.60.000 |
| 11 | Tablecloth | 1 pc | Rp.15.000 |
| 12 | Pin | 5 pcs | Rp.15.000 |
| 13 | Total | | Rp.249.000 |

The total budget needed for running the exhibition is Rp 249.000, - and comes from owner.

4. Product Presentation

The owner prepares 1 Box menu is Chicken karage with sambal Bangkok for display product and the tester we serve all variant the product, chicken karage

with sambal matah, furikake chicken wing, furikake rice, nagetto box each one 20 plastic cup.

5. Media Promotion.

To give inform people that the company will be joining the exhibition, there are some steps that Kuro Rice Box does. First, through Instagram account in @kuro.ricebox. Besides giving information about the company, the Instagram account also update about the event regarding the company.

The media used during the exhibition is x-banner. X-banner used to show general information about the product. In the banner, shows the picture of the product and the entire variant flavor of the product. Besides that, the owner also uses badge pin that show the company logo to differentiate from other companies. And last media that the company used the brochure that shows any information about the company and the product in slideshow to help customer could see the information while trying the product.



Figure 5.2 Owner and stand Kuro Rice Box.

B. Key Achievement Highlights

1. Attendee survey

The survey was given to all the customer that try the product and Yuca Street Food receive 30 feedback with the summary below.

a. Taste



Graphic 5.1 Taste Chart

Based on feedback from 30 customers about the taste, the company concluded that it still maintains the quality of the food and then makes other menu choices.

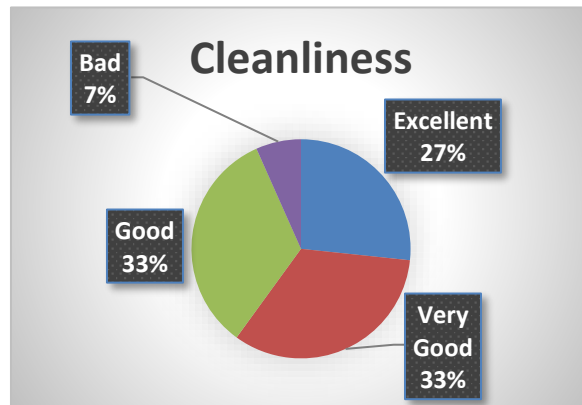
b. Price



Graphic 5.2 Price Chart

Based on feedback from 30 customers about the price of the company concluded that the price can be adjusted with customers such as office workers and there are special prices for students so that prices are more affordable, and customers are more interested in buying.

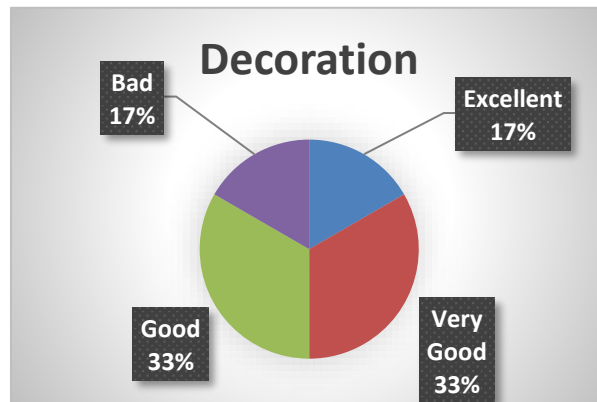
c. Cleanliness



Graphic 5.3 Cleanliness Chart

Based on feedback from 30 customers about the cleanliness of the company concluded that cleanliness is very important, we also have a standard for hygiene, especially in food packaging and cutlery.

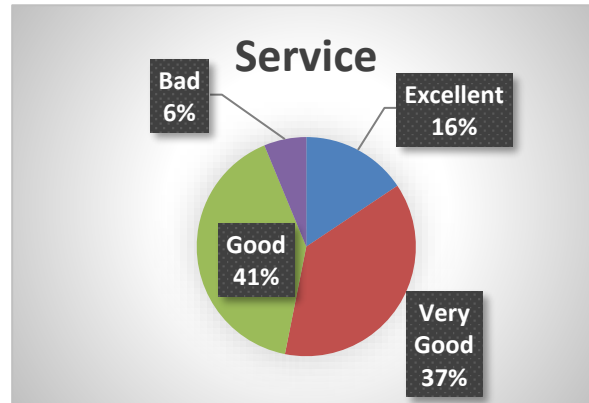
d. Decoration.



Graphic 5.4 Decoration Chart

Based on feedback from 30 customers about company decor, concludes that decor has been made according to the company's theme, then customers can see what they want to display is minimalist but elegant.

e. Service



Graphic 5.5 Service Chart

Based on feedback from 30 customers about the company's service concludes that it is in accordance with the service standards made by the company and then we also accept suggestions from customers and then we can develop it again in order to better serve customers.

2. Recommendation Summary

Based on 30 feedback received during the exhibition, there are some recommendation from customer to improve the product:

- a. The Kuro rice box can add another menu variant and make a signature dish.
- b. The Kuro rice box can adjust prices to the environment and customers, also make some promo or discount so the customers interested in buying.