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CHAPTER V

POST-EVENT REPORT

A. Summary of Post-Event Report

1. Objectives

The exhibition is a part of final project in hotel operations program. The reason why final project exhibition conducted is to fulfill part of a requirement of Final Project, to introduce the business project named “*My Kencur*”, and to research and improve the qualities of “*My Kencur*”.

2. Location and Venues

Final project Exhibition was held on 18th December 2019 at Lobby B Universitas Multimedia Nusantara. The exhibition start from 09.00 am until 12.00 pm.



Figure 5 1 Location *My Kencur*

3. Budget

Figure 1.1 Budget

NAME	PRICE	QUANTITY	TOTAL PRICE
Rice	Rp 8.000.00	50gr	Rp 8.000.00
Kencur	Rp 12.000.00	50gr	Rp 12.000.00
Ginger	Rp 2.000.00	3cm	Rp 2.000.00
Granulated sugar	Rp 5.000.00	30gr	Rp 5.000.00
Turmeric	Rp 2.000.00	20gr	Rp 2.000.00
Salt	Rp 4.000.00	1	Rp 4.000.00
Vanilla	Rp 4.000.00	1	Rp 4.000.00
Brown sugar	Rp 18.000.00	1	Rp 18.000.00
Coconut	Rp 4.000.00	1	Rp 4.000.00
Table décor	Rp 11.000.00	1	Rp 11.000.00
X Banner	Rp 60.000.00	1	Rp 60.000.00
Sticker	Rp 10.000.00		Rp 10.000.00
Packaging	Rp 1.250.00	6	Rp 7.500.00
Questioner	Rp 5.000.00		Rp 5.000.00
Plastic glass	Rp 7.000.00	50	Rp 7.000.00
TOTAL			Rp 159.500.00

The writer use Rp. 159.500,00 for this event and the fund came from writer.

4. Product Presentation

During the exhibition, *My Kencur* provided three display products. The display is on the glass and placed on a wooden cutting board and put a three kencur in front of a glass as a garnish. Second display is on a bottle packaging. Last is for tester display.



Figure 5 2 Decoration Booth *My kencur*

5. Media and Promotion

My Kencur provided x-banner to promote the product. In x-banner contain about variant taste of *My Kencur*, the logo and picture packaging of a product, also contact information such as Instagram and Whatsapp to make people interest. Another promotion is every staff used a *My Kencur* pin logo.



Figure 5 3 Banner *My Kencur* and Pin *My Kencur*

6. Staffing

During exhibition, the writer have two staff for assist the event. There are Flowrencia and Gabriel Ocean lee from Hotel Operations at Universitas Multimedia Nusantara. There are several jobs for the staff:

- Preparation of the table
- Print a guest coment card
- Take a photo during exhibition
- Offer a product tester to exhibition visitors

- e. Give a guest comment card
- f. clean up the table



Figure 5 4 Staff of *My Kencur*

B. Key Achievement Highlights

After the exhibition, there are some achievement highlights for the writer to improve the quality of *My Kencur* product:

- a. The taste for both kencur and the additional flavor should balance
- b. Add more variant flavor

C. Key Recommendation

1. Attendee Survey

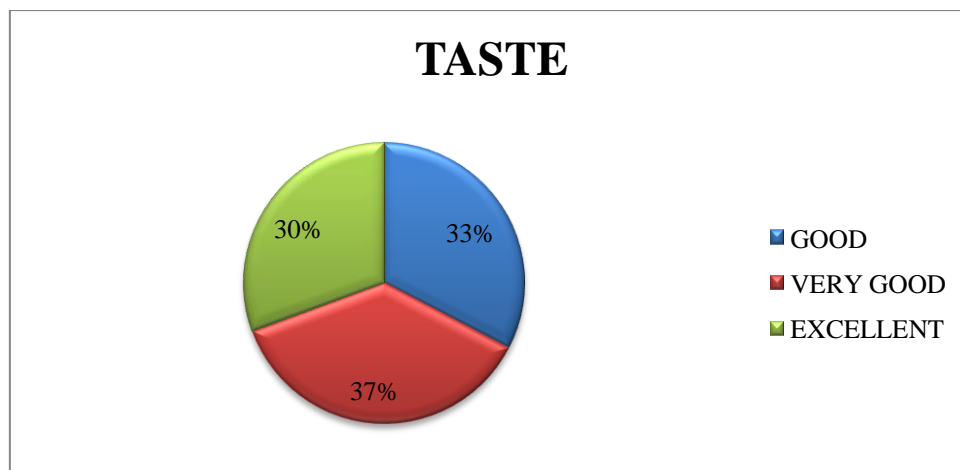


Figure 5 5 Pie chart 1

30% (15 people) write down for the taste is excellent, because many variant flavor and tasty.

33% (16 people) write down for the taste is good, because lack of spicy ginger taste.

37% (18 people) write down for the taste is very good, because the people love the taste of beras kencur.

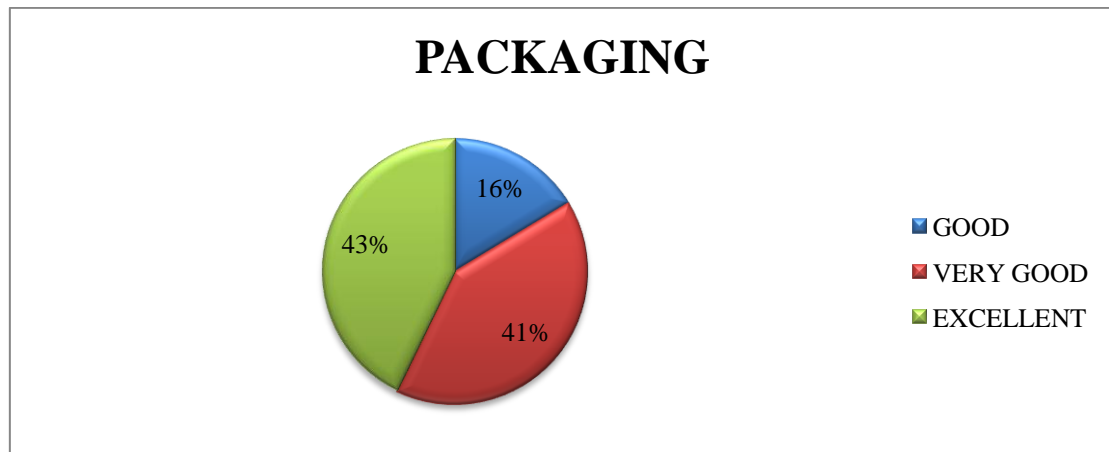


Figure 5 6 Pie chart 2

43% (21 people) write down for the packaging is excellent, because the designs of bottle are attractive and modern.

16% (8 people) write down for the packaging is good, because people just love the bottle packaging of *My Kencur*.

41% (20 people) write down for the packaging is very good, because it is suitable to everyone, especially for young people.

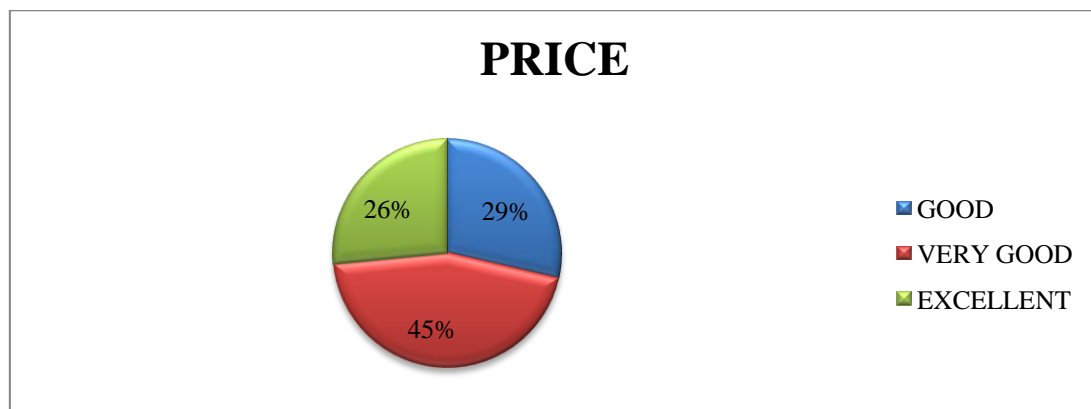


Figure 5 7 Pie chart 3

26% (13 people) write down for the price is excellent, because the taste is good and used premium ingredients.

29% (14 people) write down for the price is good, because the product still need some improvement.

45% (22 people) write down for the price is very good, because the product taste is suitable for the price.

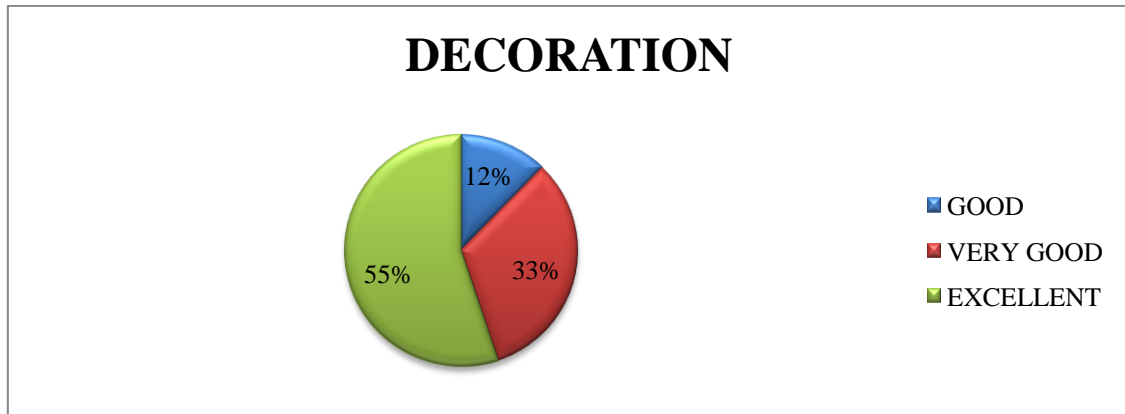


Figure 5 8 Pie chart 4

55% (27 people) write down for the decoration is excellent, because the display products, packaging and provide a tester.

12% (6 people) write down for the decoration is good, because of the banner not give an information about the price of the products.

33% (16 people) write down for the decoration is very good, because the design is creative.

During the exhibition, there are four questions from guest comment card. In conclusion from the pie charts, *My Kencur* needs to improve at the taste and lowering the price.

2. Recommendation Summary

From the guest comment cards, there are several feedbacks that need implement to *My Kencur* product:

- a. Add more sweetness for the product

My Kencur will add sweetness from milk for vanilla and coconut flavor and from brown sugar

- b. Add more variant flavor

My Kencur will try to make a more variant flavor