

CHAPTER V

POST-EVENT REPORT

A. Summary of Post-Event Report

1. Objectives

- a. To introduce people in Universitas Multimedia Nusantara about Spaghetti Sambal Tomat.
- b. To solicit input and suggestions about taste, packaging, and price from people who have already tried the product.

2. Location and Venue

The event location held at Lobby B, Ground Floor, Universitas Multimedia Nusantara, Jl. Scientia Boulevard, Gading, Kec. Serpong, Tangerang, Banten 15227.

3. Budget

Table 5.1 Budget

Uncontrollable Expenses	
Spaghetti	Rp 72.000,00
Chili	Rp 12.960,00
Shallot	Rp 21.000,00
Tomato	Rp 9.450,00
Mushroom	Rp 13.230,00
Packaging	Rp 6.675,00
Total Uncontrollable Expense	Rp 135.315,00
Controllable Expense	
Advertisement	Rp 73.000,00
Transportation	Rp 25.000,00
Total Controllable Expense	Rp 98.000,00
Total Expense	Rp 233.000,00

4. Product Presentation

The theme for the product itself is vegetarian Western and Indonesian cuisine. The Western theme comes from the spaghetti and the Indonesian theme come from the sambal tomat. The mushrooms itself as a substitute for meat in spaghetti.

5. Media and Promotion

The media for the promotion is banner and standing brochure. The banner consists of:

- a. Logo of product
- b. Motto of product
- c. Photo of product
- d. Contact info

The standing brochure consist of:

- a. Logo of product
- b. Company story
- c. Product description
- d. Product photo

6. Staffing

The staff for the event consist of:

- a. Ricky Yohanes (CEO, Promotion Staff)
- b. Delia Margarettha (Promotion Staff)
- c. Viona Marcella Putri (Promotion Staff)

B. Key Achievement Highlight

1. From the objectives, the author successful introduce Sambal Tomat into the public and receive the feedback for the product.
2. From the budget, the author successful spend the budget as the expectation. The author budget expectation is below than Rp 300.000,00.
3. From the product presentation, the author successful for making vegetarian Western and Indonesian cuisine.
4. From the media and promotion, the author successful to promote the product clear and tidy.

C. Key Recommendation

1. Attendee Survey

a. Spicy taste scale

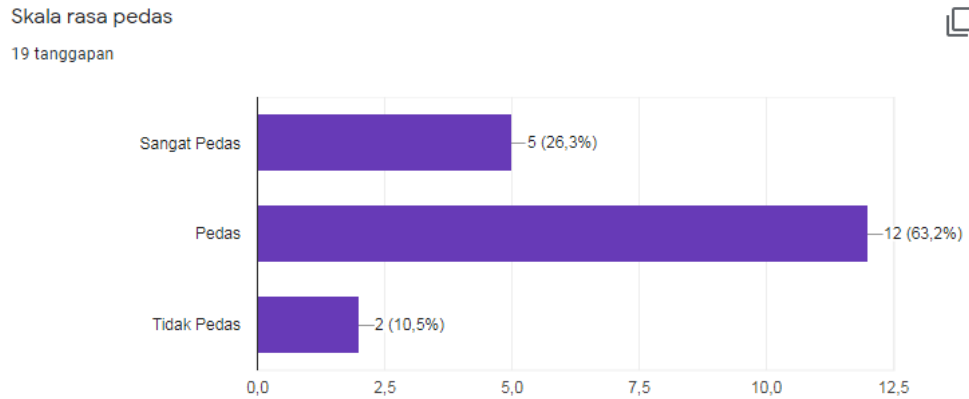


Chart 5.1 Spicy Taste Scale

Base on chart, five people says the product taste is very spicy, 12 people says the product taste is spicy and two people says the product is not spicy. This difference in spicy taste occurs because everyone's spicy tastes are different. There are some people who are used to like very spicy foods, so the products that are tried taste not spicy or just spicy. while there are some other people who are not accustomed to spicy food, so they consider the product to be tried very spicy.

b. Overall taste scale

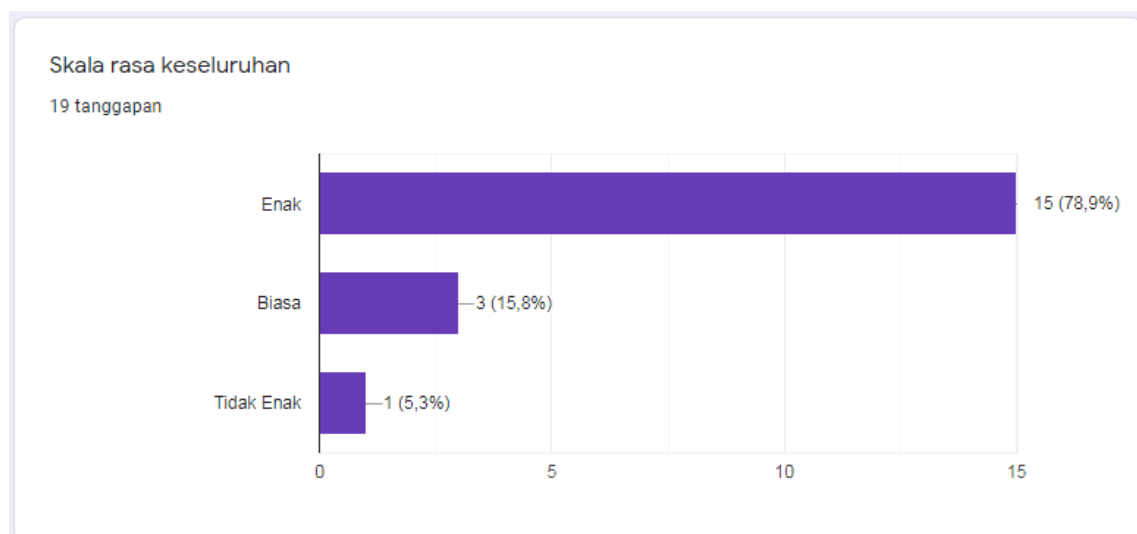


Figure 5.2 Overall Taste Scale

Base on chart, 15 people says taste of the product is very delicious, three people says taste of the product is normal and one other people say taste of the product is not good. The difference happens because people's tastes for food are different. there are some people who do not like spaghetti and some others like spaghetti.

c. Food display scale

Skala tampilan makanan

19 tanggapan

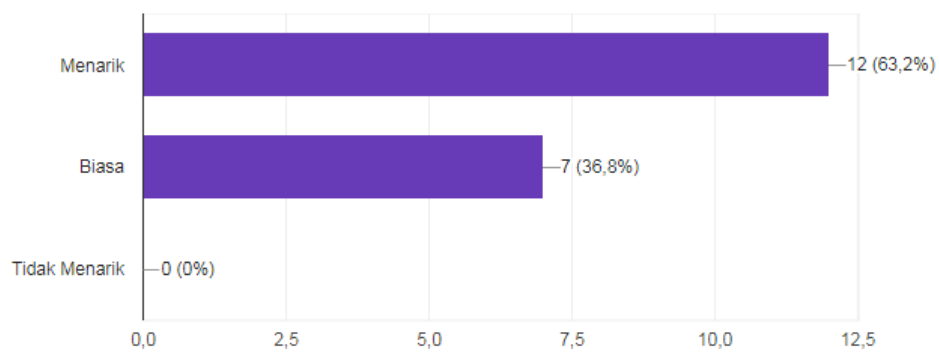


Figure 5.3 Food Display Scale

Base on chart, 12 peoples say the product display is interesting, seven people says the product display is mediocre. This difference happens because they need something green or different color on the product.

2. Recommendation Summary

Overall recommendation for Spaghetti Sambal Tomat product, the people need the garnish on plating. The garnish itself must have different color from the product. Also, the taste of the product needs improvement and variant.