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CHAPTER V

POST-EVENT REPORT

A. Summary of Post-Event Report

1. Objective

The purpose of Kopi Da Jo to take part in the exhibition at Universitas Multimedia Nusantara are:

- a. Introduce the product from Kopi Da Jo that use a coffee beans from West Sumatra.
- b. For Final Project exam materials.

2. Location and Venue

Kopi Da Jo exhibition has been held in the main lobby, Building B Universitas Multimedia Nusantara.

3. Budget

For the Whole of the budget for exhibitions is:

Table 5.1 Budget For Exhibition

No.	Item	Price
1.	Coffee Powder	Rp. 180.000
2.	Sugar	Rp. 12.500
3.	Condence Milk	Rp. 9000
4.	Plastic Cup	Rp. 15.000
5.	Banner	Rp. 45.000
6.	Print, Photo, Sticker	Rp. 27.000
Total		Rp. 288.500

4. Product Presentation



Figure 5.1

Product Presentation

Kopi Da Jo stand does not have a lot of decorations, Kopi Da Jo uses a very simple concept in its booth because what is prioritized here is the product.

5. Media and Promotion

Kopi Da Jo use a banner to reach people awareness and interest to get to know more about Kopi Da Jo product. The owner also use promotion method through Social Media such as Instagram, LINE, and Whatsapp. Kopi Da Jo also show the slide of Business at the table so the owner can explain about Kopi Da Jo to the Guest who come to the booth.

6. Staffing

Kopi Da Jo is run by the owner himself, a college student from Universitas Multimedia Nusantara, Johan Julian Sutanto (00000025682). The writer run this business by himself because the the writer didn't get any feedback from the junior.

B. Key Achievement Highlights

After the exhibition there are some views from visitor to the writer in order to improve the product's quality:

1. Stengthen the branding

The brand isn't much well known by the consumers, so in order to raise the awareness among the society, the writer should create a promotion strategy such us advertising through social media (youtube, TVC, Instgaram ads)

2. Make more variations for the coffee

some guests want a more varied menu of Kopi Da Jo.

3. Enchance the taste or characteristics of the coffee

Some guests gave comments to improve the taste and characteristics of the Kopi Da Jo.

C. Key Recommendation

1. Attendee Survey

At the exhibition on December 18, 2019, there were 29 people who visited Kopi Da Jo exhibitio. Kopi Da Jo gave a questionnaire to every visitor who came to the Kopi Da Jo exhibition for survey needs. The following are the results of Kopi Da Jo questionnaire (Range Questionnaire: Bad(1), Not Bad(2), Good(3), Very Good(4), Excellent(5)):

Question	1	2	3	4	5
Do you like coffee ?	2		2	12	13
What is the rating for our product ?			4	11	14
Will you buy this product ?		2	8	4	15
Do you like Sumatra Coffee ?			8	9	12

From the table above, there are two people who think that Kopi Da Jo taste bad, two people answer not bad, twenty-two people answer good, thirty-six answer very good, and fifty-four answer excellent.

2. Recommendation Summary

From the survey and questionnaire, the writer must pay attention to several things to improve the quality of his product:

- a. For the texture of the coffee must be exaggerated again, to show the characteristics possessed by Kopi Da Jo.
- b. Make more variety of coffee drinks and add non-coffee drinks to attract visitors who are not interested in coffee.