

## CHAPTER V

### POST-EVENT REPORT

#### A. Summary of Post-Event Report

##### 1. Objectives

Waroeng Ayam Andaliman as an business culinary specialty in variant of sambal andaliman has set purpose that want to introduce and raise up sambal andaliman from North Sumatera in Tangerang by mix with other ingredient, so it has a new spicy taste for people.

##### 2. Location and Venue

The event location at lobby B Universitas Multimedia Nusantara, Scientia Boulevard street, Gading Serpong, Tangerang, Banten.

##### 3. Budget

Table 5.1 Table the Event Budget

<b>Uncontrollable Expenses</b>		
Item	Quantity	Total Price
Chicken	8	Rp 48.000
Galangal	20gr	Rp 500
Ginger	12gr	Rp 360
Salt	5,5gr	Rp 110
Turmeric	20gr	Rp 600
Garlic	80gr	Rp 2.400
Shallot	144gr	Rp 3.840
Lemon grass	25gr	Rp 625
Lime	2pcs	Rp 3.000
Oil	5ml	Rp 100
Garlic	20gr	Rp 1.040

Shallot	120gr	Rp 3.600
Kemiri	30gr	Rp 2.000
Andaliman	8gr	Rp 8.000
Lemon grass	5gr	Rp 125
Kecombrang	15gr	Rp 4.000
Bird eye chili	50gr	Rp 2.500
Curly red chili	60gr	Rp 2.700
Salt	2,5gr	Rp 50
<b>Total Uncontrollable Expenses</b>		Rp 196.550
<b>Controllable Expenses</b>		
Item	Quantity	Total Price
Y Banner	1	Rp 55.000
Packaging	50	Rp 38.000
<b>Total Controllable Expenses</b>		Rp 93.000
<b>Total Expenses</b>		Rp 289.550

#### 4. Product Presentation



Figure 5.1 Product Presentation Photo

In figure 5.1 above, there are samples that people can try for free. The writer also provide the outlook of the product on white plate which consist of the rice, friend chicken, friend crispy cabbage and fried tofu, so that people can see and expect what to order in the restaurant.

During the exhibition, the writer put the fresh andaliman and torch ginger (kecombrang) as part of the table decor so people that do not know about ingredients will know the ingredients used in the sambal.

## 5. Media and Promotion

Waroeng Ayam Andaliman starts the promotion by joining the exhibition at Universitas Multimedia Nusantara, giving free samples, preparing the company profile and eye-catching standing banner in booth. In the booth, people can find Waroeng Ayam Andaliman information, the menu, social media account, and taste the free samples.

## 6. Staffing

Waroeng Ayam Andaliman does not use staff in event, only the CEO which prepared all ingredients, cook, property, until clear up the table booth.

## B. Key Achievement Highlights

During the exhibition, Waroeng Ayam Andaliman has succeeded introducing Andaliman sambal to the public. The budget of the exhibition is quite affordable; below than Rp 300.000 for 50 people that come to the booth. 92% people say that the sambal tastes delicious and are interested to buy if the product is sold in Universitas Multimedia Nusantara canteen or open Pre-Order for the product or the sambal only.

## C. Key Recommendation

### 1. Attendee Survey

Based on responses during exhibition, 48% people said the taste of sambal is spicy but many people still suggest Waroeng Ayam Andaliman to increase the spicy level. Other 46% people also said the spicy taste is standard, 6% response that the spicy is too strong. All people has own preference so the writer conclude that Waroeng Ayam Andaliman will give several spicy level according to customer preference.

For the taste of product, 92% people said the taste is delicious. Other recommendation is that Waroeng Sambal Andaliman should give additional fresh lalapan (salads) such as lettuce, cucumber, or cabbage.

### 2. Recommendation Summary

- a. Give several level of spiciness of the sambal for customer preference.
- b. Give fresh lalapan (salad) such as lettuce, cucumber or cabbage for add-on value for the customer.
- c. Improvement in packaging to be more eye catchy.