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## **BAB V**

### **POST-EVENT REPORT**

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

##### **1. Objectives**

The purpose of Nay's satay to take part in the exhibition at Universitas Multimedia Nusantara are:

- a) As one of the final project exam materials.
- b) Introduce products to the audience and inform people's about Nay's satay products.

##### **2. Location and Venue**

Nay's satay exhibition has been held in the main lobby, held on 18<sup>th</sup> December 2019 at building B Universitas Multimedia Nusantara. The exhibition starts from 09.00 am until 12.00 pm.

##### **3. Budget**

For the whole of the budget for exhibitions is Rp.784.000.

*Table 5.1 Budget Exhibition Nay's Satay*

<b>No.</b>	<b>Item</b>	<b>Price</b>
1.	Yellow cloth (2x2 meters)	Rp.30.000
2.	Black plate (diameter 25 cm)	Rp.45.000
3.	Wrapping paper (2 pcs)	Rp.20.000
4.	Synthetic vines (2pcs)	Rp.30.000
5.	Photo print, questionnaire, menu and food tag	Rp.51.000
6.	Banner (160x60 cm)	Rp.85.000
7.	Minced Chicken 500 gr	Rp.45.000
8.	Chicken fillet 700 gr	Rp.63.000
9.	Carrot 300 gr	Rp.22.000
10.	Potato 500 gr	Rp.35.000

11.	Mozzarella	Rp.54.000
12.	Garlic Powder	Rp.27.000
13.	Black Pepper Powder	Rp.17.000
14.	Oil 1kg	Rp.22.000
15.	Bread crumb 2 kg	Rp.30.000
16.	Egg 10	Rp.15.000
17.	Cheddar cheese	Rp.23.000
18.	Hard flour 1 kg	Rp.15.000
19.	Milk 500 ml	Rp.15.000
20.	Tapioca flour 300 gr	Rp.6.000
21.	Beef sausage 500 gr	Rp.120.000
22.	Medium flour 1 kg	Rp.14.000
<b>Total</b>		<b>Rp.784.000</b>

#### 4. Product Presentation

During the exhibition, Nay's Satay combines red and yellow colors as an exhibition decoration, because both colors are the colors of the Nay's satay logo, and for plating display, writer supply all variant satay.



*Figures 5.1 Exhibition Presentation*



*Figures 5.2 Product Presentation*

## 5. Media and Promotion

Installation of banners was carried out around the Nay's satay exhibition. This aims to promote Nay's satay to the surrounding community so that the community will know about Nay's satay and has Nay's satay logo around the banner, so if the public already know and like Nay's satay, then the consumer will check Instagram account Nay's satay.



*Figures 5.3 Nay's Satay Banner*

## 6. Staffing

The staff who assisted Nay's satay business at the exhibition were students of the D3 Hotel operations Universitas Multimedia Nusantara:

1. Felicia Arletta Kikomi (00000041749)
2. Melisa Gunawan (00000034208)
3. Tiffany Laudry (00000040638)

There are several jobs for the staff:

- a. Print guest comment card
- b. Décor table for exhibition
- c. Offer a product tester to visitors
- d. Take a picture during exhibition
- e. Refill product tester
- f. Clear up the table

## B. Key Achievement Highlights

After the exhibition event there are some highlights for the writer to improve Nay's satay product are:

1. Skewers that are less attractive are recommended to use round shaped chopsticks.
2. For the satay YoChicken variant, the texture is still a bit harsh, it is recommended to use cornstarch and medium flour to make Yo'Chicken satay.

## C. Key Recommendation

### 1. Attendee Survey

At the exhibition on December 18, 2019, there were 30 people who visited the Nay's Satay exhibition, Nay's satay gave a questionnaire to every visitor who came to the Nay's satay exhibition. The following are the results of Nay's satay questionnaire

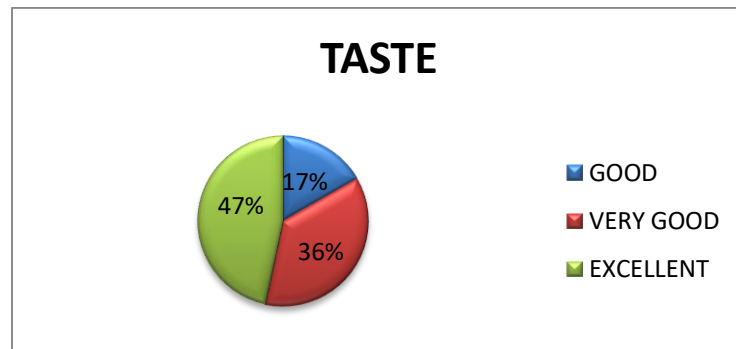


Chart 5.1 Food Taste

Based on the questionnaire given, there are 14 respondent said the product was excellent, 11 respondent said was very good, and 5 respondent said was good.

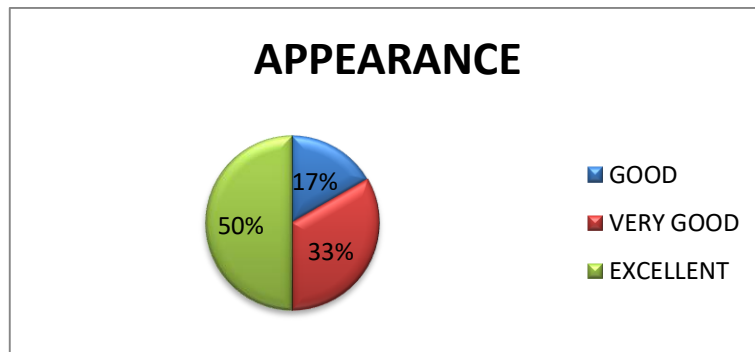
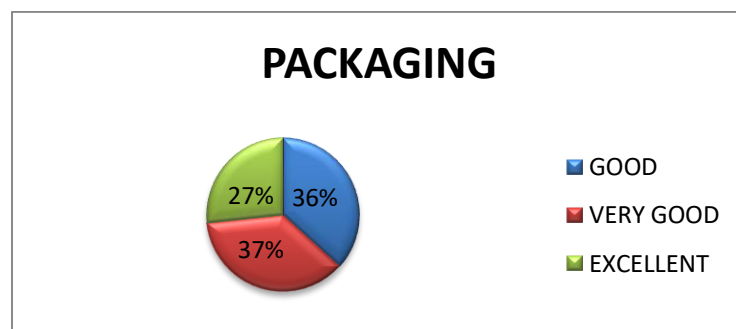


Chart 5.2 Food Appearance

Based on the questionnaire given, there are 15 respondent said the product was excellent, 10 respondent said was very good, and 5 respondent said was good.



Chat 5.3 Packaging

Based on the questionnaire given, there are 8 respondent said the product was excellent, 11 respondent said was very good, and 11 respondent said was good.

The conclusion of the questionnaire above is packaging need to be improved in the future.

## 2. Recommendation Summary

From the survey above the writer believe that there are view things that must to be improve for the next product:

1. For takeaway packaging, it is recommended to use paper packaging to facilitate customers when eating Nay's satay products.
2. For take away packaging it is recommended to use a fork compared to a plastic spoon.