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CHAPTER V

POST-EVENT REPORT

A. Summary of Post-Event Report

1. Objectives.

PiscokSkuy joined an exhibition at Universitas Multimedia Nusantara on December 18th 2019. There are several reasons why the company joins the exhibition:

a. Requirement for final project.

This is the last semester for the owner of PiscokSkuy, so for fulfill to graduating the owner must follow several steps to completed it. First the owner must to doing business proposal, and for grading the owner must join the exhibition by head of Hotel Operation Program to implement that the business that already prepared by the owner.

b. PiscokSkuy branding

PiscokSkuy is a small business by Ray Putra Andaya that sells many variant of Banana Chocolate product and the packaging start from chocolate, choco-cheese, and cheese and also PiscokSkuy has frozen product. So PiscokSkuy try to introduce to people who attend the exhibition to know about PiscokSkuy.



Figure 5.1 PiscokSkuy Branding

c. Product feedback

Many people was visited the exhibition. So this is the great chance to get a feedback from the visitor about the product of PiscokSkuy by giving a tester of the product, and I use digital era to get the feedback by the visitor scan the barcode in the booth so there will be a question about the feedback.

2. Location and Venue.

The exhibition located at Lobby, Universitas Multimedia Nusantara. And it held start from 9 a.m. until 12 p.m.



Figure 5.2 Location and Venue

3. Budget

NO.	ITEM	QUANTITY	PRICE
1.	Banana	1 kg	Rp 13.000
2.	Chocolate for filling	1 sachet	Rp 12.000
3.	Cheese for filling	1 sachet	Rp 13.000
4.	Condensed milk	1 sachet	Rp 15.000
5.	Bread Crumb	1 sachet	Rp 9.000
6.	Egg	½ kg	Rp 13.000
9.	Oil	1 L	Rp 26.000
10.	Packaging	50 pcs	Rp 25.000

17.	Banner	1 pcs	Rp 60.000
18.	Company pin	1 pcs	Rp 5.000
TOTAL			Rp 191.000

Total budget needed for doing the exhibition is Rp 191.000.

4. Product presentation.

For the exhibition, owner preparing 50 pcs for the tester. 25 pcs for chocolate and 25 for choco-cheese.



Figure 5.3 Product Presentation

5. Media and promotion



Figure 5.4 Media and Promotion

For media PiscokSkuy using Instagram PiscokSkuy.id to inform people that PiscokSkuy will be join an exhibition in Universitas Multimedia Nusantara. With making insta story before the exhibition and the day of exhibition.

For promoting PiscokSkuy using x banner to give some information about PiscokSkuy Product, and using laptop for showing a slide of PiscokSkuy

6. Staffing



Figure 5.5 Staffing

For doing an exhibition, PiscokSkuy is prepared by the owner. Start from:

- a. Making the product
- b. Preparing the tester
- c. Asking visitor to get the feedback
- d. Explaining about the product

B. Key Achievement Highlights

When the exhibition was hold, there are 45 respondents:

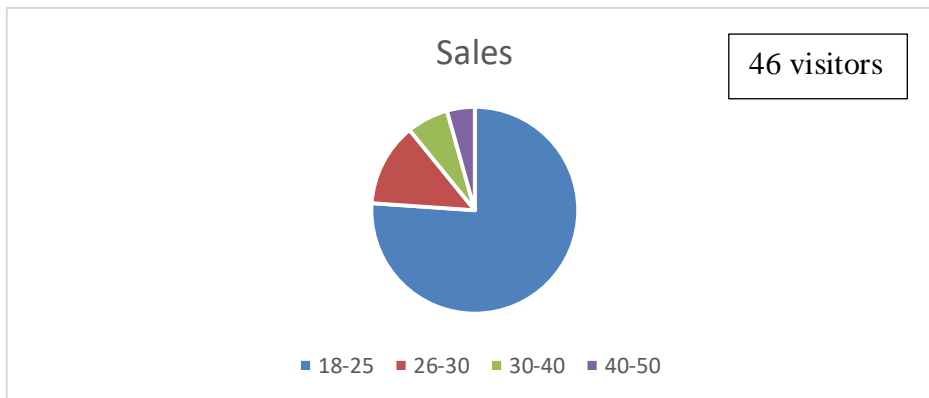
- a. Must adding some more cheese .
- b. Using different bananas.
- c. Very sweet.
- d. Must add more banana.

C. Key Recommendation

1. Attendee survey.

The survey was given to all of the customer that try the product and PiscokSkuy receive 46 feedback with the summary below.

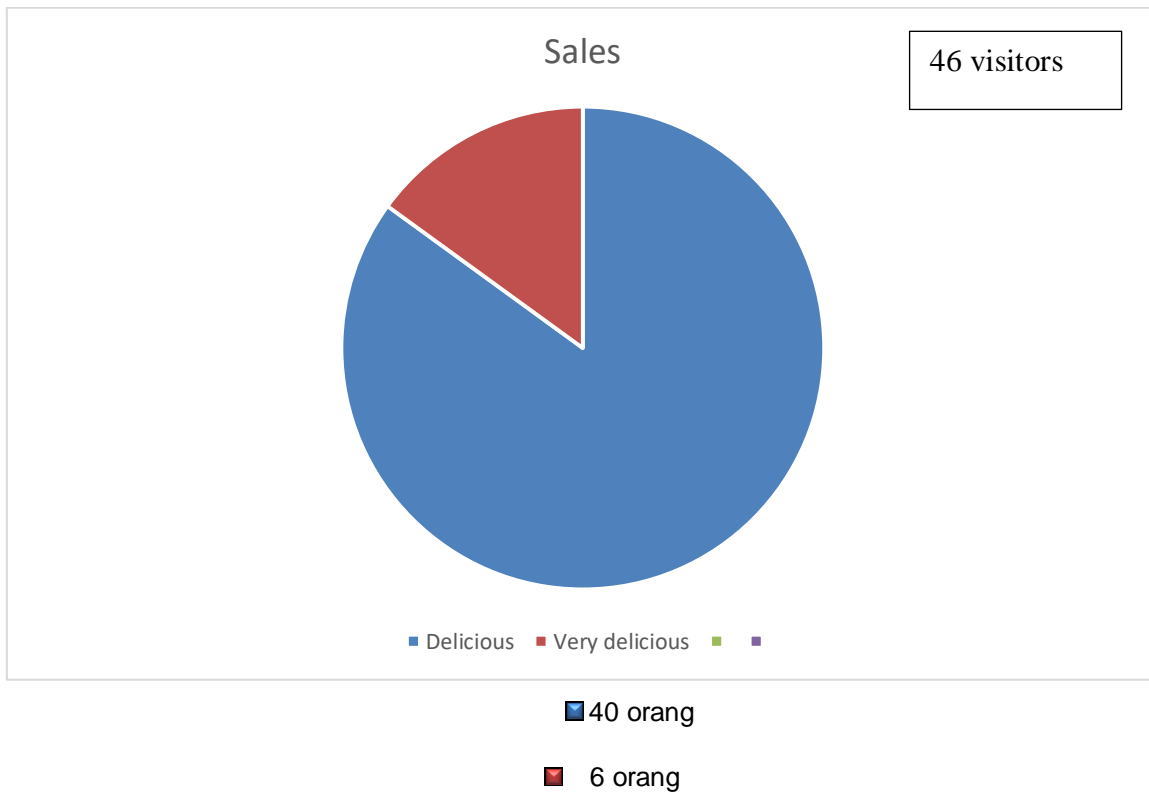
a. Taste.



- 35 orang
- 6 orang
- 3 orang
- 2 orang

Graphic 5.1 Visitor based on age

b. Food presentation.



Graphic 5.2 Food Taste Chart

2. Recommendation summary.

Based on 46 feedback from the exhibition, there are some recommendation from customer to improve the product:

- a. Adding more for flavoring (for the chocolate or cheese).
- b. Try different bananas.
- c. For consuming must in warm condition of the product.