

## **CHAPTER V**

### **EXHIBITION**

#### **A. Location & Venue**

The exhibition is an important activity that included as a part of final project in Hotel Operations program at Universitas Multimedia Nusantara. This event was held on November 12<sup>th</sup>, 2021. The venue of this exhibition is located at Lobby D of Universitas Multimedia Nusantara. The event was started from 9AM until 12PM. There are several reasons of this final project exhibition, which are:

1. Fullfill the graduation requirement from the university

Especially for the Hotel Operations program at Universitas Multimedia Nusantara, one of the graduation requirement is to pass the final project subject. As this exhibition event is one of the final project activities, so the students haveto introduce the business project by following this exhibition activity.

2. Part of the assessment

The exhibition is included as a part of the final project assessment. At the time of this exhibition, the lecturers will give an assessment to the businessthat is being exhibited by the students.

3. Opportunity to Introduce the business brand

This exhibition was held to provide an opportunities for students to introduce their business that have been prepared for this final project. As in this event, the student can freely introduce their business project and products to the visitors by provide them with a presentation and food tester.

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Figure 5.1 Ngojo Booth at the Exhibition

## B. Budget

There are several expenses that must be prepared by the writer for this exhibition. The total expenses that must be paid by the writer for this exhibition is around Rp215,812. Here are those several stuffs, materials, and the budgets.

Table 5.1 Exhibition Budget

NO	NAME	QTY	PRICE	TOTAL
1	X-Banner (Standing)	1	Rp80,000	Rp80,000
2	Packaging Box (20 x 10)	2	Rp1,000	Rp2,000
3	Ngojo Sticker	10	Rp146	Rp1,460
4	Thank you card	3	Rp450	Rp1,350
5	Tissue (100ply)	1	Rp2,000	Rp2,000
6	Tester Plastic Cup	25	Rp260	Rp6,500
7	Tray	1	Rp12,000	Rp12,000
8	Menu (Printed)	2	Rp2,000	Rp4,000
9	Bolu Kojo (Tester)	2	Rp23,265	Rp46,530
10	Lapis Kojo (Tester)	2	Rp29,986	Rp59,972
<b>TOTAL</b>			<b>Rp151,107</b>	<b>Rp215,812</b>

### C. Product Presentation

The writer prepare the products into two types. The first one is on a full packaging presentation. As Ngojo has two product options, the writer prepare both of the products and put it into the packaging box with a Ngojo Sticker on top. The second one is for the tester. The writer slice the bolu kojo and lapis kojo products into a small pieces and put it into a small plastic cup.



Figure 5.2 Ngojo's Product Presentation

### D. Media and Promotion

At the exhibition, the writer was prepared a standing banner or x-banner that contain the entire menu offered by Ngojo. Besides that on the banner, there are several contact information that can be used by the customers to reach and order the products later on. For marketing platform, the company will use Instagram. The entire products and information regarding the business was provided by the company through Instagram. The company will use the Instagram advertising service to promote and reach more potential buyers.



Figure 5.3 Ngojo Instagram Account

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