

## CHAPTER V EXHIBITION

### 5.1 Location & Venue

On 12 November 2021 at 09.00 WIB, Samcan Wong held Exhibitions at the PK Ojong Lobby D Building, Multimedia Nusantara University. Not only Samcan Wong, but several other brands also participated in the Exhibition. The exhibitions were attended by several guests, such as representatives from Hotel Santika Hotel Tangerang, representatives from Hotel Atria Gading Serpong, several Multimedia Nusantara University lecturers such as Mr. Prio Utamo, Head Program of Magister Management Technology and Lecturer of Hotel Operations Program, and Marketing University Multimedia Nusantara. To facilitate the exhibitions, Samcan Wong was assisted by two underclassmen, Darlene Calista and Mathias Senna.

### 5.2 Budget

Samcan Wong purchases a variety of goods and materials to ensure the smooth operation of exhibitions, such as:

Table 5.1  
Exhibitions Budget

Description	Qty	Cost
X Benner	1	Rp 63.000
Pepper Bowl (650ml)	5	Rp 7.900
Pepper Bowl 4 oz	50	Rp 24.000
Display	12	Rp 97.961
Pork Chop	200 gr	Rp 61.000
Mozzarella	250 gr	Rp 28.000
Pork Belly	500 gr	Rp 140.000
Teriyaki Sauce	250 gr	Rp 18.500
Blackpepper	250 gr	Rp 18.500
Table Matt	1	Rp 14.900
Total		Rp 473.761

### 5.3 Product Presentation

Samcan Wong brought several variants to exhibitions, including Garlic Honey Pork Chop, Samcan Crispy, Chicken Yakiniku, Chicken Black Pepper, and of course Sambal Matah, and Samcan Wong recipe Fried chili sauce. Samcan Wong also brought Mozzarella to eat with Samcan or Chicken.



*Figure 5.1*  
Exhibitions

### 5.4 Media and Promotion

The owner has planned ahead of time to promote Samcan Wong. Samcan wong uses X Banner as a role model for the existing menu for promotional media, as well as Instagram's communication media. Customers can view Samcan Wong's previous exhibition developments on Instagram.