CHAPTER V

EXHIBITION

5.1 Location & Venue

The Final Project exhibition was hold on Friday, November 12, 2021. To be precise, the Final Project exhibition was hold at building D UMN, which is the P.K Ojong - Jakob Oetama building.

Figure 5.1.1 Building D UMN

In this exhibition, each student has been provided with their own booth to place the business products. There are 26 booths in total, and the writer is assigned to table number 12, according to the order of the absence. The map of the booth is as shown in the picture below.
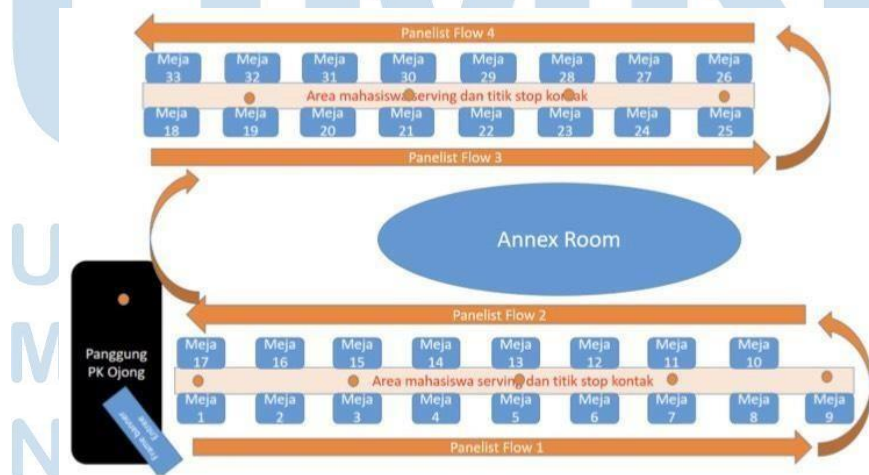
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Figure 5.1.2 Booth

5.2 Budget

The budget issued by the writer for this Final Project Exhibition is actually not too much, especially when compared to the other students. Because there are only two products made by the writer, the tools and ingredients needed to make these products are also affordable. The rest, the budget issued by the writer is also not much, which are only for packaging, stickers and banners, because other decorations the author uses are the equipments that are available at home.

For the costs incurred by the author for the ingredients of the product, which is Rp. 100,000. For packaging, the budget spent is Rp. 5.000, and because the writer made two finished products the cost incurred is RP. 10.000. For the sticker, the writer prints it on one A4 sheet with a total of 24 stickers and the price is Rp. 17.000. For the banner, the writer prints a banner with the size 80 cm x 50 cm and the price is Rp. 22.000. For the pricelist, the writer prints it by herself and coincidentally the writer also has the acrylic stand, so the author does not incur any costs for the pricelist. And other decorations such as flowers, the writer brought itself from home. So, the total budget that the writer spent on this Final Project is Rp. 149.000.

5.3 Product Presentation

The first product is Lapis Talas Pudding. This pudding is inspired by a typical Bogor snack, namely Lapis Talas, the color and shape resembles a Lapis Talas cake. For the bottom layer, it is made with ordinary pudding mixed with custard powder to produce a yellow color. The second layer is the purple layer, which is made from milk pudding mixed with taro powder, so that the aroma and taste are similar to taro and the color is also purple. And the top layer is the white layer, which in the original cake it is a cream. This layer is made with milk pudding without any mixture so that it is white, then the top is sprinkled with cheese.

The second product is Klepon Pudding. As the name implies, this pudding is inspired by klepon cake. The green color comes from pandan pudding and the middle is filled with brown sugar so it tastes exactly the same as the real klepon.

5.4 Media and Promotion

In this day, the easiest to use as promotional media are social media and e-commerce. The most widely used social media by the public is Instagram. Indeed, there are many other social media such as Facebook, Twitter, SnapChat, and others. But most people use Instagram as a media to promote their business. In addition, Instagram also now has the Instagram Ads feature, which is a feature where everyone can promote their business with a fee, and the ads can last a week or a month. Pusura's Instagram account is @Pusura.id.

Figure 5.4.1 Pusura Instagram

In addition to social media such as Instagram, e-commerce is also a very useful platform for promoting a business. One of the most used e-commerce by the community is Shopee. Therefore, the writer chose Shopee as the promotion platform for Pusura. People prefer shopee over other e-commerce because Shopee is easier to use, and Shopee has many interesting offers, such as free shipping.

Figure 5.4.2 Pusura Shopee

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