

## CHAPTER V EXHIBITION

### 5.1 Location & Venue

The location for the exhibition is at Universitas Multimedia Nusantara, in PK Ojong lobby area as seen in Figures 5.1. For each booth are using one table, the table size for each booth is 120cm x 80cm.



Figures 5.1 Exhibition Location

Source: Writer's Data

As seen in Figures 5.2, for the booth installation, Pastrybar.co used a banner in front of the table; the size of the banner is 100cm x 100cm. On top of the table, there are price tag, product, packaging, sticker, dolls for decoration, and hand sanitizers.



Figures 5.2 Booth Installation

Source: Writer's Data

## 5.2 Budget

The budget for the exhibition that Pastrybar.co needed are around Rp 350,000 it's already included the materials for the product, the booth installation, and also the packaging that are needed.

## 5.3 Product Presentation

The product of Pastrybar.co present in the exhibition is *Choux Au Craquelin* that has four different flavors, which is chocolate, vanilla, redvelvet, and matcha. For the better presentation, on top of the *Craquelin* there are a chocolate décor used.



Figures 5.3 Products Presentation

Source: Writer's Data

For the presentation at the booth, Pastrybar.co used a cake tier to make the products more attractive at the booth.

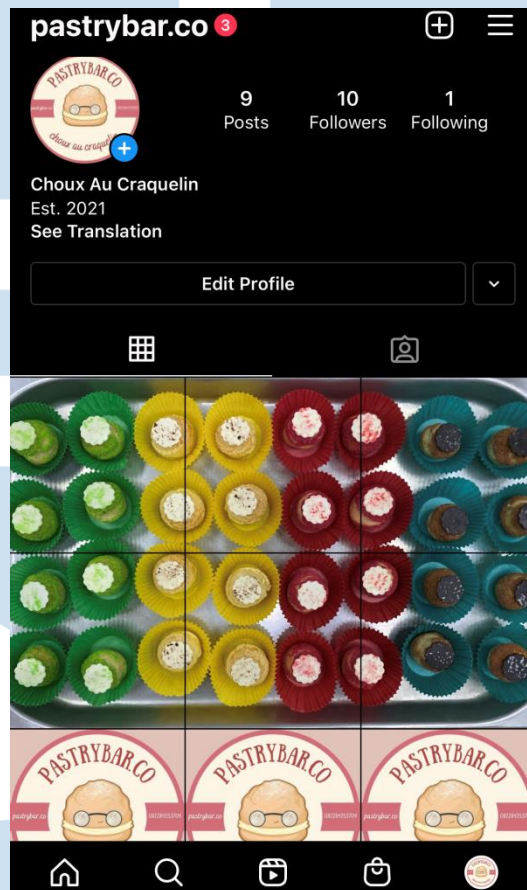


Figures 5.4 Products Installation

Source: Writer's Data

#### 5.4 Media and Promotion

The media for the promotion that Pastrybar.co uses are Instagram and also Whatsapp.



Figures 5.5 Pastrybar.co Instagram

Source: Writer's Data

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