

CHAPTER V

EXHIBITION

5.1 Location & Venue

The exhibition was held at the PK Ojong Lobby of Multimedia Nusantara University, which is located on Jl. Scientia Boulevard, Curug, Sangereng, Kec. cl. Two, Tangerang Regency, Banten. Tables and chairs are also provided to complete the exhibition event for each participant. The writer chooses to use the West Java theme by giving an angklung appearance to the table decoration. The writer uses a red tablecloth, displays 2 products with complete packaging for product display examples, product display examples with a size of 20 grams / pcs for with 5 flavor variants with a total of 5 pcs, and also provides a total of 10 pcs with 5 different flavor variants for product tester with a total of 10 grams / pcs.

There are also some decorations such as angklung, flower vases, dry pampas trees, and media promotions such as x banners by displaying information about Mochi Gembul, and a laptop to display the Instagram promotional media owned by Mochi Gembul. Products are displayed using a Tumpeng box so that the products on display can be seen without having to open them, to maintain cleanliness and hygiene. By assigning a flavor name tag to each mochi using a toothpick. The variants displayed are original, chocolate, cheese, oreo, and cinnamon, with a size of 20 grams / pcs mochi. For the tester product, it is wrapped in plastic which can maintain cleanliness and hygiene on each mochi, by adding the name of the variant to the plastic so that it can be a differentiator between one another.

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A

5.2 Budget

The owner was prepared the budget for this exhibition, they are the following budget:

Table 5. 1 Expenses for Exhibition

No.	Expenses	Location	Nominal
1.	Product (display and tester) (1/2 recipe)	Toko Elok Cipondoh	Rp. 18.913
2.	Packaging (2 box)	Shopee Bimosunuadhie	Rp. 1.640
3.	Plastic Dove Opp (7x7cm) (20 sheet)	shopee Dypackaging	Rp. 4.000
4.	Tali Rami (20cm)	Shopee Dypackaging	Rp. 160
5.	Paper Tag “Thank You”	Shopee Dypackaging	Rp. 700
6.	Stiker Cromo A3+ (5x5cm) (15 sheet)	Unii Media Digital Printing Gading Serpong	Rp. 1.389
7.	Pin Logo (58mm) (2 pcs)	Unii Media Digital Printing Gading Serpong	Rp. 11.200
8.	X Banner (60 x 160 cm)	Unii Media Digital Printing Gading Serpong	Rp. 50.000
9.	Round Tray	DIY Cipondoh	Rp. 15.000
10.	Vas Kaca	DIY Cipondoh	Rp. 12.000
11.	Pampas (Dry Tree)	Shopee Betani Indonesia	Rp. 12.300
12.	Tumpeng Box	Toko Elok Royal	Rp. 3.000
13.	Table Clothes (137 cm x 183 cm)	Shopee Mungsri	Rp. 15.000
14.	Angklung	Bandung	Rp. 15.625
15.	Label (121, 1 sheet)	Anggie Foco Copy	Rp. 500
Total			Rp. 161.427

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A

5.3 Product Presentation



Figure 5.1 Product Mochi Gembul on Exhibiton

At the time of the exhibition, the owner presented the Mochi Gembul product as shown above with different colors, with the size of each mochi being 20 grams. Each mochi consists of a mochi shell, mochi filling, and sesame nuts on the outside. For example, the white/basic color is original, pink is cheese, yellow is brown, green is oreo, and the last one is blue, which is brown.

Mochi Original contains a roasted Cilembu sweet potato that has been pounded with a roasted peanuts added inside, and wrapped with original mochi skin or basic color, and sprinkled with sesame seeds on top. Mochi Chocolate is a roasted Cilembu sweet potato that has been pounded topped with a roasted peanuts and chocolate ganache, and wrapped in mochi skin according to color, and sprinkled with sesame seeds on top. Mochi Cheese is a roasted Cilembu sweet potato that has been pounded topped with a roasted peanuts and grated cheese, and wrapped with mochi skin according to color, and sprinkled with sesame seeds on top. Mochi Oreo is a roasted Cilembu sweet potato that has been pounded with a roasted peanuts in it and Oreos that have been mashed, and wrapped with mochi skin according to color, and added a sprinkling of sesame seeds on top.

Cinnamon Mochi is a roasted Cilembu sweet potato that has been pounded with a roasted peanuts in it and cinnamon powder, and wrapped with mochi skin according to color, and sprinkled with sesame seeds on top. The 5 types of mochi are given the name of the flavor variant on it so you can see the taste variant, and put it in a round package with a lid to keep it hygienic.



Figure 5.2 Tester Product

The owner also prepared a tester package with an even smaller size for the panelists, with a size of 10 grams, and a total of 10 pcs of mochi with 5 different variants.



Figure 5.3 Packaging Product

This is an example of the packaging used for the sale of products displayed at the exhibition, with a total of 5 mochi contents inside, equipped with a logo sticker and a tag that reads "Thank you" which is tied using a hemp rope.

At the time of the exhibition, the writer received several inputs from the panelists, here are the inputs from the panelists during the exhibition. The first is that the cinnamon taste is not strong enough, you can add cinnamon in the form of a stick and grind it so that the cinnamon taste is even stronger. The second is that the texture of the mochi skin is less chewy. The third is that the mochi is not sweet enough, you can add milk/sugar to make it sweeter. The fourth is the appearance of the mochi, the taste of the filling and the color of the skin of the mochi must match to differentiate one mochi from another.

Therefore the writer improve the product following the input received from the panelists. The following is a display of the product that has been repaired, the color of the product display is following its contents. Original mochi uses basic or white mochi skin, chocolate mochi uses basic mochi skin which is added with chocolate paste during cooking, cheese mochi uses original mochi skin with additional grated cheese on top, oreo mochi uses original mochi skin added with mashed oreo, and cinnamon mochi using the original mochi skin added with ground cinnamon. That way, it is hoped that it can be a differentiator between one flavored mochi and another.

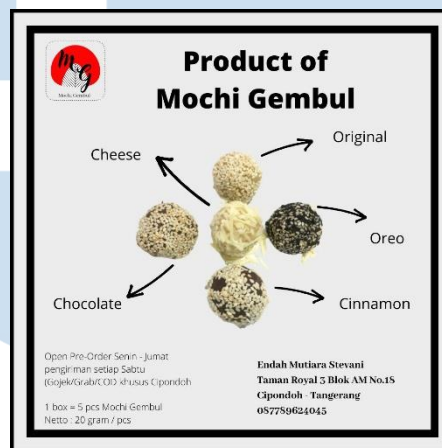


Figure 5. 4 New Product Display

5.4 Media and Promotion

The owner uses social media for the promotion product of Mochi Gembul. For example, using Instagram for product promotion media and sharing information for ordering, which is displayed using a laptop, and the second is using a banner (xbanner) for promotional media during exhibitions with a size of 60 cm x 160 cm which includes product information, contact person, and how to order. The following are examples of promotional media used at exhibitions.

UNIVERSITAS
MULTIMEDIA
NUSANTARA



Figure 5.5 Stand Exhibition



Figure 5.6 Instagram Mochi Gembul

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A