

CHAPTER V

EXHIBITION

5.1 Location & Venue

This exhibition was held on Friday, November 12, 2021. Located in the D.P.K Ojong Lobby, Building D, Multimedia Nusantara University. Each student has been given facilities in the form of a table for exhibitions. Each individual has been distanced, given that the COVID-19 situation is not over yet. The implementation starts from 07.00 am to 12.00 pm. At 07.00 am students are given the opportunity to prepare all the completeness of the product. After that at 09.00 am the event began with a speech from the Head of the Study Program Oqke Prawira, ST.M.Si.Par.



Figure 5.1 Nagihkeun Booth Installation



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5.2 Budget

For the final project exhibition budget held at P.K. Ojong, Nagihkan has used a budget of 400,000 which includes the costs of product manufacture, packaging, decorations and tester equipment.

5.3 Product Presentation

At the exhibition, Nagihkeun presents all the products they have. Like the Tekwan Original and Tekwan Tulang Rangu, and equipped with Sambal Cabai Hijau and Sambal Mercon separately, so assessors or lecturers who want to taste can choose the sauce they want according to taste. And during the exhibition, Nagihkeun uses a hygienic container, using a closed container.



Figure 5.3 Product Presentation

5.4 Media and Promotion

At the exhibition of Nagihkeun products using X-Banner. In which there is an explanation such as the type of product, the number of products and the Instagram address



Figure 5.4 X-Banner Nagihkeun