

CHAPTER V

EXHIBITION

5.1 Location & Venue

The Exhibition was held at Universitas Multimedia Nusantara at Lobby D or Lobby P.K.Ojong. the exhibition started from 9 am until 12 pm



Figure 5.1 HYPNO TEA both at the exhibition



Figure 5.2 HYPNO TEA is being interviewed about the product

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

Table 5.1 Budget Counting

Name	Quantity	Price
Tea	3 type	Rp. 112.000
Water	4 litter	Rp. 50.000
Chicken pie	10	Rp. 75.000
Cup and Saucer	3	Rp. 101.500
Decoration	4	Rp. 144.300
Table banner	1	Rp. 167.000
Table mat	1	Rp. 52.000
Paper cup	40	Rp. 17.100
Sticker	40	Rp. 14.000
Sugar	25 pcs	Rp. 18.600
Honey	1	Rp. 15.000
Apron	1	Rp. 56.300
pin	2	Rp. 10.000
Electric kettle	1	Rp. 50.000
		Rp. 882.800

The budget for the exhibition of HYPNO TEA in total is Rp. 882.800. the main contributor to the budget are the tea, banner, and decoration and the other items are not too expensive.

5.3 Product Presentation

The product presentation is based on nature and according to HYPNO TEA's main theme. The teacup saucer is made from wood and still have a rustic finish to preserve the design that nature created with a couple of hanging plant. Other than plants in the stall some aromatics are being burned to release the aromatherapy smell.

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5.4 Media and Promotion



Figure 5.3 HYPNO TEA Banner

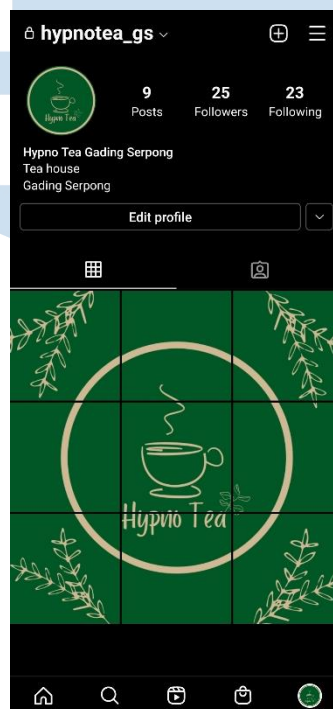


Figure 5.4 HYPNO TEA Instagram Page

HYPNO TEA mainly uses Instagram as the social media selling at the exhibition. Besides that, we also use this opportunity to show the quality of our product to the potential customer.