

CHAPTER V EXHIBITION

5.1 Location & Venue

For the exhibition, the exhibition is held on Friday, 12 November 2021 with the location at Universitas Multimedia Nusantara, P.K Ojong Lobby. ReS'Tu Anda booth have a special theme. The theme of the booth is the city of Rendang, Padang. The booth filled with Padang vibe, such as the Songket fabric that represent Padang with their traditional handmade fabric and on the background, Rumah Gadang also represent the Padang vibes to the booth.

Table 5. 1 Exhibition Documentation

Photo	Description
 <p style="text-align: center;"><i>Figure 5. 1</i> Trial</p>	<p>Doing trial using computer</p>
 <p style="text-align: center;"><i>Figure 5. 2</i> Trial 2</p>	<p>Doing trial before D-DAY</p>



Figure 5. 3 Booth Looks

The booth look



Figure 5. 4 Booth with owner

Photo with the booth



Figure 5. 5 Booth with owner

Another photo with the booth

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5.2 Budget

Exhibition budget:

Table 5. 2 Exhibition Budget

No.	Description	Qty	Price	Total Price
1.	Printing (Backdrop, price stand poster, name card, sticker)	1	Rp 120.000	Rp 120.000
2.	Fairy light	1	Rp 35.000	Rp 35.000
3.	Backdrop	1	Rp 100.000	Rp 100.000
4.	Synthetic grass	1	Rp 120.000	Rp 120.000
5.	Bamboo container	3	Rp 15.000	Rp 45.000
6.	Kertas Minyak	1	Rp 5.000	Rp 5.000
7.	Kain kaca	2	Rp 6.000	Rp 12.000
8.	Anyaman	1	Rp 30.000	Rp 30.000
9.	Base cloth	1	Rp70.000	Rp70.000
10.	Songket	1	Rp 300.000	Rp 300.000
TOTAL				Rp 837.000

Not all the items are bought for the exhibition, some of the items are already available. So, some of the items are rented for the exhibition. By renting some of the item, the exhibition budget is decreasing by Rp 500.000.

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5.3 Product Presentation



Figure 5. 7 Booth looks

In the exhibition, there are many components on the booth. First the background is representing Rumah Gadang, a traditional house from Minang. Second, the fabric on the center of the booth, it's called Songket, Songket is a traditional fabric that is handmade. On the middle, there is an automatic presentation that explain about the product and a box of name card that the guest can get. On the presentation sides, there are a price tag for the product. The main item, Rendang Sosis is in the right and left side. Rendang sosis that located on the left side is the taster part, sliced of Rendang Sosis that can be taste. Meanwhile the main product is on the right side, the whole Rendang Sosis packed inside a vacuum packaging.

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5.4 Media and Promotion

The media and promotion will be using Social media, Instagram for the promotion. ReS'Tu Anda can be found with searching @restuanda.id in Instagram to find more information. For those who are not using Instagram, ReS'Tu Anda can be found through WhatsApp number (0878-0803-3561).



Figure 5. 8 ReS'Tu Anda Instagram view

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