

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

The exhibition was established in Lobby D at Universitas Multimedia Nusantara. The area for the each individuals are 1.5 m X 1.5 m facilitated with one table and also one chair.



Picture 5.1 Exhibition Location

#### 5.2 Budget

The estimated budget for this exhibition is around one million rupiah. Appliances and equipment bought for this exhibition are banner, tray for display, table covers, and the ingredients for making the tester. The budget for the tester itself is around at Rp 300.000 and for the display cost around Rp 700.000 included with the promotional stuff.

#### 5.3 Product Presentation

The product that the writer's presented on the exhibition day is Cream Scone. There five different flavor of the scone which are Ori Seukon, Klepon Seukon, Kuki and Cream Seukon, Speculos Seukon and Cereal Cream Seukon.



Picture 5.2 Scone Display



Picture 5.3 Booth Display

#### 5.4 Media and Promotion

The promotional stuff that the writer's used on the exhibition day was X banner and also video of the product shown with ipad.



Picture 5.4 Media Promotion

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