

CHAPTER V

EXHIBITION

5.1 Location & Venue

Entree Exhibition showed the product's brand made by Hotel Operations students at Universitas Multimedia Nusantara, held on 18 December 2019. Entree Exhibition located in Universitas Multimedia Nusantara, Tangerang in Lobby B. The exhibition starts from 09.00 AM until 12.00 PM.

Fortunately, Ciatt.lah took a good chance to join the Exhibition because of some reasons such as :

a. Product Development

During the exhibition, many visitors give critiques about the texture of chicken and rice, taste of the sambal matah combined with the chicken, packaging and logo. Ciatt.lah will take this chance for making a better taste and quality of the products for customers.

b. Presenting the Product

There are many visitors coming to join the exhibition, it is a big chance for Ciatt.lah to introduce the products to the visitors.



Picture 5.1 Exhibition Location

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5.2 Budget

Promoting the products of Ciatt.lah through an exhibition costs about Rp. 203.250,00.

ITEM	QUANTITY	TOTAL AMOUNT
Chicken	25 cup	Rp. 45.000,00
Sambal mattah	25 cup	Rp. 25.000,00
Packaging	15pcs	Rp. 16.500,00
Sticker	35pcs	Rp. 10.500,00
Cup for tester	50ps	Rp. 45.000,00
Banner	1	Rp. 40.000,00
Guest Comment Card	25	Rp. 6.250,00
Spoon	30pcs	Rp. 15.000,00
	TOTAL	Rp. 203.250,00

Table 5.1. Exhibition Budget

5.3 Product Presentation

For product presentations, Ciatt.lah presented the form of packaging used, logos in the form of stickers, X-Banners near the presentation table. These things are to show exhibition visitors. Ciatt.lah sells 1 portion of rice with chicken satay for Rp. 30.000,00, and 1 cup of sambal matah for Rp. 5.000.00. Ciatt.lah also provides food testers for exhibition visitors.





Picture 5.2 Product Presentation

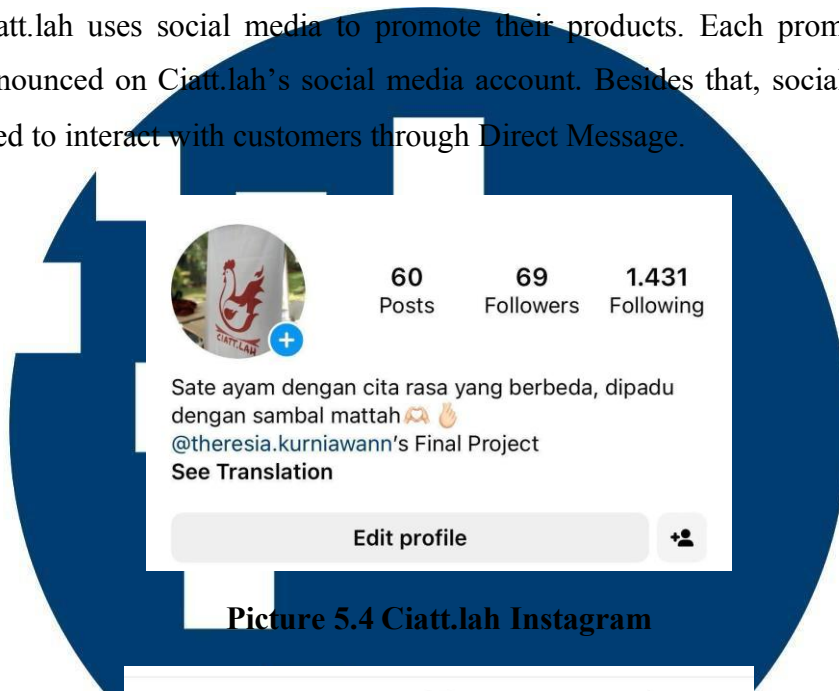


Picture 5.3 Ciatt.lah's X-Banner

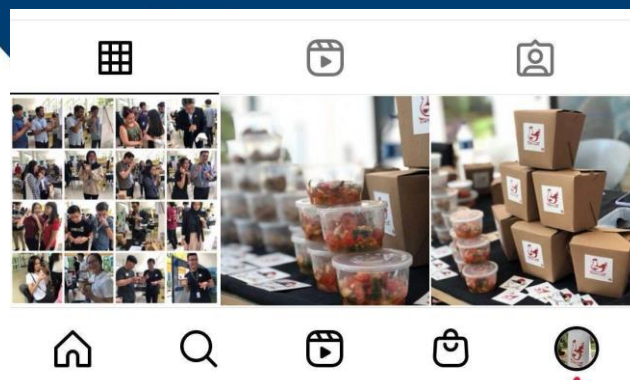
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5.4 Media and Promotion

Ciatt.lah uses social media to promote their products. Each promo will be announced on Ciatt.lah's social media account. Besides that, social media is used to interact with customers through Direct Message.



Picture 5.4 Ciatt.lah Instagram



Picture 5.5 Ciatt.lah Instagram

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